

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580



Division of Advertising Practices

May 20, 2014

Laura Smith, Esq.
Bonnie Patten, Esq.
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Re: Complaint Regarding Vemma Nutrition Company and Benson Borekyo

Dear Msses. Smith and Patten:

This is to confirm receipt of your complaint regarding Vemma Nutrition Company and its owner, Benson Borekyo. Your complaint states that Vemma sells energy drinks, nutritional beverages, and weight management products through a multi-level marketing system whose Italian counterpart was recently found to be an unlawful pyramid scheme by the Italian consumer protection authorities. You have asked the Federal Trade Commission to initiate an investigation into Vemma's U.S.-based compensation plan.

We will review your submission thoroughly to determine whether Commission action is appropriate and will contact you if we need additional information. Thank you for writing to the Commission.

Very truly yours,

A handwritten signature in cursive script that reads "Mary K. Engle".

Mary K. Engle
Associate Director for Advertising Practices