



June 24, 2014

VIA EMAIL

Benson K. Boreyko
Chief Executive Officer
Vemma Nutrition Company
1621 West Rio Salado Parkway
Tempe, AZ 85281

Dear Mr. Boreyko:

Pursuant to Section IX, sub-section B of the Federal Trade Commission's Decision and Order captioned *In the Matter of New Vision International, Inc., and NVI Promotions, L.L.C. corporations, and Jason P. Boreyko and Benson K. Boreyko, individually and as officers of the corporations* (Docket No. C-3856), Truth In Advertising, Inc. (TINA.org) would like to inform you that an investigation by TINA.org has revealed that Vemma affiliates, Tom and Bethany Alkazin and members of their downline, and Ruth and Jeff Elliott and members of their downline, have been using unsubstantiated health and treatment claims about Vemma products in order to market the Vemma business and its product lines.

A plethora of testimonials and endorsements claiming that Vemma products can treat, cure, alleviate the symptoms of, prevent, or reduce the risk of developing a multitude of diseases and disorders can be found online. TINA.org's investigation has found numerous links between the Alkazins and Elliots and marketing material that improperly touts the health benefits Vemma products. Details of this investigation can be found at: <https://www.truthinadvertising.org/vemma-affiliates-health-claims-violate-ftc-order/>.

In addition to the many Vemma health claims that can be found on the web, YouTube, Facebook and Twitter, upon information and belief, Vemma distributors are orally using such cure and treatment stories when they pitch the Vemma business and its product lines to potential new customers and affiliates.

I trust that you will promptly investigate TINA.org's complaint. More information can be found on TINA.org. If you need further information, please do not hesitate to contact me.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'B-Patten', with a stylized flourish at the end.

Bonnie Patten

Cc: Mary K. Engle, Associate Director for Advertising Practices, FTC
Laura DeMartino, Chief of Staff Bureau of Consumer Protection, FTC
Sylvia Kundig, Staff Attorney, Western Regional Office, FTC