

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580



Division of Advertising Practices

July 8, 2014

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

Re: Complaint Regarding Vemma Affiliates

Dear Ms. Patten:

This is to confirm receipt of your June 24, 2014 complaint regarding Vemma Nutrition Company affiliates Vemma affiliates, Tom and Bethany Alkazin and Ruth and Jeff Elliott. Your complaint is a follow-up to one you submitted in April 2014 and includes a notification to Vemma's CEO, Benson K. Boreyko, pursuant to the order in FTC Docket No. C-3856 (*In Matter of NewVision International, Inc., et al.*) that the above-named affiliates and members of their downstream may be making unsubstantiated health claims for Vemma products.

We have referred this complaint and your earlier one to our Divisions of Marketing Practices and Enforcement, who will be in touch if they 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