

TINA.org's Complaint to Canada's Competition Bureau

Submitted on August 14, 2014

The text below was provided in the Competition Bureau's online complaint form at <http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/frm-eng/GH%C3%89T-7TDNA5>:

We would like to bring to your attention an important decision by Italy's Autorità Garante della Concorrenza e del Mercato (AGCM), an authority charged with protecting consumers from unfair commercial practices. The AGCM sanctioned Vemma Italia S.r.l. (Vemma) €100,000 for being a pyramid scheme in February 2014 and prohibited the company from spreading or continuing its unfair business practices in Italy. It is our understanding that Vemma has appealed this decision and is still operating in Italy. You can find a copy of the decision and a certified English translation of it on our website at <https://www.truthinadvertising.org/vemma-evidence/>.

Vemma also has operations in Canada, selling energy drinks, nutritional beverages, and weight management products through a multi-level marketing system. See <http://www.vemma.com/opportunity/Canada.cfm> and http://vemma.com/eNews/manual/vemma_pressreleases/2010/2010-0910-VemmaCanadaLaunches/index.html.

We thought it important to bring this matter to your attention because, as a practical matter, Vemma's Canadian compensation plan suffers from many of the same faults as the Italian compensation plan, which Italy's AGCM found to be a pyramid scheme.