

YPR PARIAH

THE DARK SIDE OF VEMMA NUTRITION COMPANY

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ABOUT THE AUTHOR & DISCLAIMERS

Pariah (noun) – An outcast

I am a male, legally an adult, I was a part of the network marketing company known as Vemma for an amount of time that would qualify me as a "veteran". I had been reasonably successful; I had "teams" in several cities and states which provided me enough income to pay off my most basic expenses and have a little money on the side.

That was in the past though, as I am no longer a brand partner.

Let me be very clear:

I don't believe anyone should join Vemma, nor should anyone in Vemma currently stay in Vemma.

The overwhelming majority of people lose out due to it being a product based pyramid scheme, and they maintain loyalty throughout their ranks through psychological bullying and cult-like worship.

DISCLAIMERS:

The posts on this site are a combination of fact, personal experiences, testimonies from other brand partners and my own personal opinions.

The facts will be properly cited as to avoid legal troubles.

My personal experiences and testimonies have no way of being verified unfortunately. However, I am hoping that people will read it and be able to relate it to their own experiences (I promise nothing is made up here, though I know that isn't worth a lot to a skeptic) .

I will do in-depth analysis on some issues, but remember that any conclusions I draw from it are STILL MY OWN OPINION.

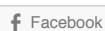
Whether or not you share it is up to you.

UPDATE: It has become apparent to me that many people who read this page aren't bothered to read the rest of the pertinent posts on my blog regarding why I feel the way I feel about Vemma (this applies mostly to Vemma affiliates) and try to make an "educated comment".

Please read this before doing so: <https://yprpariah.wordpress.com/is-ve-mma-a-scam/>

Ciao.

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118 THOUGHTS ON "ABOUT THE AUTHOR & DISCLAIMERS"



Josh Rhyne
June 6, 2013
2:27 am

So I'm curious, what are you doing right now?

[↩ Reply](#)



90210revanchist
June 6, 2013
2:43 am

As of now I am simply a college student. I was a college student even during Vemma, I am simply focusing 100% of my efforts on my education now.

Run of the mill as you would say 😊

[↩ Reply](#)



Josh Rhyne
June 6, 2013
2:52 am

Haha that's not run of the mill! That's awesome! Good for you! How long have you been blogging for?



prp9071
August 15, 2013
12:39 am

clearly something caused you to remove yourself from what i consider a CULT. Seeing my best friend move away from his family and close friends because they don't want to make lists of 10 'friends' to bring into the company has been very hurtful to me. I don't like losing friends over money. Literally this guy has been in it for a year and is making chump change but has a 2 year plan to make 6 million a year with vemma. College educated with 4 kids in college. I love your sight and thank you. Good luck with your studies.



The Revanchist
August 15, 2013
12:46 am

Thank you man. That's one thing Vemma does that people deny:

It tears people apart.



tex2
December 8, 2013
3:14 pm

It also tears money out of their wallets.



Joe
January 7, 2014
12:48 am

Can I have ur email



The Revanchist

anonymousexpose@yahoo.com

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January 7, 2014
12:50 am



Antivemma
June 24, 2013
3:50 pm

<http://vemmainfo.blog.ca/> Share!

↩ Reply



Ron
July 1, 2013
10:52 pm

I stumble across you blog i and i think you have some good critical point. However, it clearly come from a kind of deception of the business and clearly not a good intention.(No you don't do that to prevent, but to expose your opinion WHICH IS QUITE DIFFERENT.)

First i really wonder what happen to you, HOW MUCH YOU MAKE, and what did you expected from vemma, and more generally from Network Marketing?

Because i don't even feel that you have understood your own industry, outside of vemma or YPR. He looks like you see everything through this filter and interpret it in your way.

I have been in Network Marketing before vemma, so i already got a critical thinking since A WHILE, but i just think(know) you leave too early to "really" get this business.

I don't want to come aggressively or to pitch you anything, but you purpose is really not helpful.

↩ Reply



The Revanchist
July 13, 2013
1:41 pm

Not a problem Ron!

First, there's no way to prevent it (I've tried). The leaders either don't see what they're doing wrong (but somehow get angry if I talked to other people about it) or they simply didn't change. There were many instances in which they would pay lip service but refuse to change anything they did.

My income is my own business, but I made more than I could working a part time job at 25 hours a week during college.

Sir, my blog MOSTLY deals with Vemma and YPR. I admit that freely. But many of the problems present in Vemma and YPR are present in other network marketing companies ranging from Herbalife to Amway.

And I expected to make a passive income that steadily grew over time through my own efforts and help other people achieve the same.

I only could do the first, and while I first blamed myself I soon realized the system itself was crooked.

I understand my industry just fine Ron, I respectfully thing we will agree to disagree.

↩ Reply



Joshua Robinson
January 6, 2014
10:27 pm

I want to start out by saying that I am sorry that you had a negative experience with the Vemma company and YPR. I do not think you should blame the company at all. You should; however, blame the team you were with and yourself. My audacity right? Now I will tell you exactly why I said

what I just said.

In vemma everyone has access to the same product, everyone has access to the same business model. So why are some people so successful and others not successful. There is only one factor and that's the person. See before you joined someone should have told you that this is a business, your business. Someone should have told you the amount of work it takes.

Most people join network marketing companies thinking that is a get rich quick scheme. This is not the case. When joining a network marketing business you need to approach it like a business. When you start a business you need to invest 5 times the amount you want to make per year and you will break even in 5 years. Now in network marketing you can break even in far less time than that, and still achieve the high payouts that you can by starting a retail store or fast food chain, even though most of the time you will make far more. Even Robert Kiyosaki says that if you start it a network marketing company you should give 5 years because it is a business commitment. If you don't like the worst case scenario then you shouldn't do it. Why because you will most likely end up quitting.

Like i said before people are the factor here. Your expectations should have been set correctly. The expectations of the amount of work you would have to do prospecting should have been set correctly. The expectations of the amount of studying you would have to do should have been set correctly. What you needed to say and do, and the system that your team implemented should have been taught correctly.

If your team fails to do any of this you are being set up to fail.

But we say this is your business. Ultimately it doesn't matter if you have been set up to fail. If you want to succeed everything that your team should have done can be done by you. You can teach yourself everything that you need to know in order to be successful. Now this doesn't sound easy at all does it? In fact it might sound a little intimidating, doesn't it? Especially if you are already going to school, or already have a part time job. Why do all of this? Because it's worth it. The amount of personal development you do in this business is staggering. This business will teach you how to talk to crowds, how to run an actual business, how to advertise for your business, how to go after a target market, how to teach yourself, how to development a love for reading, how to have moral standings, how to handle power, how to handle leadership, how to have a vision, proper time management skills. Network marketing is one of the best things you can ever do because you learn so much, and the more you learn

the bigger your paycheck grows. Your paycheck at all times directly reflects how much you know and how well you are growing.

See network marketing is given such a bad name because people are people. People speak out of ignorance and this becomes way too good to be true. I build my business not that you can get paid from drinking an amazing energy drink, but that you can get paid for growing yourself and becoming a person that you want to be, while increasing your health. When we look for people, if you are doing this just for the money we tell you that you need a deeper reason because it's going to get to hard for you. This is a business about helping people. If you help enough people get what they want then you can have everything that you want.

But you also have people who will refuse to listen. You tell them exactly what to do and they say no, their way is better. You try to reason with these people, and say you might be right, but can you teach your method to other people. They will always say that they can. Then people go out and sometimes it goes well, but most of the time it doesn't because network marketing isn't new. There is one way to do it. You can use different things but there is only one way that works all the time. If you join this business and you aren't willing to be the student of the business then you will fail. Then those are the people that you here saying, oh those things don't work. Those are pyramid schemes.

Believe me, I'm not going to sit here and say that Vemma is perfect. Their business model and products are no doubt. But Vemma, the company itself no. They are a new company and will make mistakes like any company, they will move forward and will always strive to be better. I will say however that I love this company and the things that it offers you will not find many other places. There are also some things that you won't find here that maybe you are looking for. Network marketing isn't for everyone. Anyone can do it. But it isn't for everyone plain and simple.

But I also want to address the kids who aren't making any money in vemma but are buying every single month. I understand that we both are coming from personal places but lets look at this logically for a second. Each brand partner pays a minimum of five dollars a day to enjoy a product they love. Lets not even talk about the business that they get for free. They get their money's worth in a product that they enjoy drinking. If you don't enjoy the product quit. Because that is why you aren't doing good in the business. But not only that, the vemma products are actually better for you than almost all other energy drinks on the market. But I'm not

going to play dumb here because I think you are talking about the kids who actually need money and are paying for this product and not making money right. Well fault for that can't be given to the company, that just isn't fair, the company can't control what people do with their time or what people say. If they got with the right team, the person who contacted them would have told them that they shouldn't quit their part time job just yet. Not until you are making enough money to support yourself with Vemma then come and do it full time.

The VP of vemma just said at their last conference that he loves the YPR and hates the YPR at the same time because we are kids. We are passionate and we believe in what we are doing. And we are thick headed and most of us don't have a clue about the repercussions of what we are doing. But there are a few out there who are educated about this sort of thing. And we lead to the best of our abilities. We try to make sure that everyone is taught right, everyone has the proper mindset, that everyone knows what they are getting into. We are the ones that make more money than everyone else and that's simple because we did more than everyone else. If you listen to the leaders that's what they tell everyone to do. But do people listen, the majority don't. That's their decision.

But for the vemma business model, its one of the best models out their in network marketing in my opinion. I've seen a lot, from Herbal life, MCA, Wake Up Now, tons of lead generating ones, gift giving, Body by Vi, and FiveLynxs. I've been offered all of these. Vemma is the only one where you get to influence your down lines, when the newest person that comes in can directly be helped by the work that I do, that the team, as a whole, does. Yes, it goes all the way up, to the top. But it doesn't take anything away from my paycheck. That in itself is amazing. The when one person succeeds everyone succeeds. It builds true teamwork, real relationships. Your team becomes your family, a group of people with a common goal of success. But not only that but people encourage you to pursue what ever dreams you have. Networking marketing is the only business I know of where you help other people in order to make money. There are no other businesses like that, where other's success is you success. I know a lot of people turn away from their families and friends that do not support them. Oh my god that's so horrible isn't it, money coming in between family and friends. But that is not the case. Psychology is everything. I don't know if you know a lot about psychology but if someone tells themselves something enough times then they start to believe it. If they hear it enough times they will believe it, even if they don't believe they will

at the very least start to question what they are doing.

So lets take a second so I can paint a story for you. Meet Jim. He is a kid who didn't do very well in school. He is not the book smart, he is really stubborn, and he is really popular. He works at some run of the mill retail store. Jim meets a vemma brand partner. The partner tells Jim that he can make tons of money if he dedicates himself, and if he treats this business like a business, that it will pay him well. But if he treats it like a hobby it will pay like a hobby. Jim decides that he wants to do it. Jim doesn't start out so well. He doesn't really listen, he isn't reading the books, he doesn't do the leg work required and is mad that he isn't making money and a month has gone by. Someone sits him down and finally gets it though his head about how this should be done. Jim realizes that he has made things harder on himself. Now it will take Jim longer time to achieve what could have been achieved faster if he would have listened. So now jim starts doing the readings and listening to his uplines, and listening and taking advice from people who have been in his situation. But when jim isn't around these people and he's around family and friends he has to hear scam artist, why are you still doing that pryamid scheme, you are dumb, you are stupid, i feel sorry for you, did the cult brainwash you, and a million other things. Jim realizes that it was his fault and tries to explain, but people aren't going to listen. They know nothing about Vemma. They just no that Jim said he was going to make money and hasn't and that Jim isn't happy with where he is. You can not be positive around negative people, its impossible. If you hear that this won't work before you have even tried to do it the right way and that Vemma is just brain washing you, you are going to more than likely quit. So now everyone that Jim has come in contact with has a negative opinion about Vemma and will always give that negative opinion and are far less open to even learning about what it is for themselves. Now this is so common in the industry. Sometimes its not Jims fault. Sometimes it is the brand partners fault. But this is what happens. In fact most negative reviews I see about sales companies, because I was in cutco before (sales are amazing things to get into), or network marketing companies show that the person either didn't listen to what they were told or they were taught incorrectly and didn't understand what they were getting into. This seems to be the case every single time.

Now lets get into more of your personal claims that I haven't covered yet even though I'm pretty sure I hit about all of them, honestly, the only one I haven't hit in the sense that I want to hit it in is that when you say

Vemma requires partners to buy more product. What business can you expect to run with no product. Footlocker doesn't work if they don't have shoes, Mcdonalds doesn't work if they don't have food. To run a business you have to have product its common sense to any business owner. Now not only is you verve, vemma, or bode a drink that you enjoy, and promote, its also a tax write off at the end of the month because its a necessity for you business. The other thing I will get at is that people just don't know the proper way to do things. They don't know how to teach themselves the proper way to do things. It's something you have to learn over time. If you are trying to play basketball and you are dead set in kicking it. No matter what you do with your feet with that ball you are not going to make it very far in any actual basketball game because its against the rules. It doesn't matter how hard you work if you are doing the wrong thing. I'm sure you are saying why would you try to play basketball with your feet. My response to that is why would you try to constantly invite someone to a Vemma meeting who doesn't want to go? Yet people do that all the time. Not only that they don't invite the right way. Here's something else. When people read things on the internet they take it as the truth. And don't you dare say they don't. How many people do you honestly know that would go and look for credible sources to back up the new knowledge that they just got. Few to none. Which goes against a key thing they try to teach in school when writing research papers. You need at least three credible sources. In science you need at least three trails. They were trying to drive home the point not to be gullible but you are in fact in the most gullible country. So even though I understand where you are coming from with your distaste for the YPR. If you look at the OPR they don't have any of these problems. Just so you know I am 21 and honestly I like your blog even though I don't like many of the points you make because you are allowing people to make excuses. If you want to be good at something you have to do it until you become good. You will probably fail at some point. But the difference between the people that work at retail stores and companies and the difference of people like Henry Ford, Albert Einstein, Nikola Tesla, Dr. Martin Luther King, every great person ever, was that they did it until they got somewhere. They didn't give up. It didn't matter what they had to go through because to them the end result was worth it. So that's why you have to find your why, cause you have to find something that is worth struggling for. If you can't then yea this isn't for you. This world isn't for the weak hearten. The difference between poor people and rich people is that poor people will always find a reason that can't do something while

rich people will find a way to do it. Its all about attitude. You are a smart person and I hope you see where the economy is going. I'm not a typical YPR person of course because there are ample enough jobs for college students but no one is in the major that is hiring. Everyone changes their major because they realize that it's too daunting or hard. Everyone is so willing to give up. Everyone wants to be babied. Few are strong enough to stand alone. Everyone wants to go with the flow. Everyone thinks they know best. There are so many problems with the world. Why would you think that YPR people would be any different from every day people.

Here's my last point. Lets's look at my job and vemma. I make 8.40 an hour working at target. Even though for most jobs its hard to get scheduled for 40 hours lets say that I do. I would make 336 dollars. In a week. Thats not bad. in a month if i were able to do that I would make 1344. But that's not typical at all. Now lets say I did the exact same thing In Vemma 40 hours a week. only 6 hours talking to people a day 2 hours of doing personal development. You can easily talk to 5 people in a hour. That's 30 a day. In a month that would be 600 people. According to the laws of psychology of sales. 10% of people will always say no, 10% will always say yes, and 80% is dependent on the person. If you want I will forward you to the books, audios, and or videos with this information. But its standard sales. From this 60 people who you talk to will be interested in what you are saying thats the 10%. From those another 10% are guaranteed to sign. that's 6 people. If we continue to look at the best case scenario like we did with my job. I would make 1200 from the signups, \$40 from cycling, and \$100 for momentum = 1340. About the same. The difference is if i do this every month at my job I get the same amount of money, when I do this in Vemma the amount I make each month will increase and that's only on my efforts alone, not including what my up line does or what my down lines do. That simply makes Vemma better than any job. But if you ask someone if they do vemma for 8 hours a day they will say no. I hope I was able to even out you perspective of the company. Please respond as I would like to hear your reply.



The Revanchist
January 6, 2014
11:09 pm

. . . Okay so this is the comment that is going to make me link to certain blog posts at the bottom of this page.

<https://yprpariah.wordpress.com/is-vemma-a-scam/>

<https://yprpariah.wordpress.com/2013/12/06/why-vemma-auto-delivery-is-unethical/>

Those two more or less answer the pertinent points brought up in your comment.

I back up my pants with facts and numbers, and the ones that aren't I state are my explicit opinion (though more than enough affiliates know I'm right).

Whether affiliates wish to use them for excuses is up to them.

If you understand everything I write, we'll agree to disagree. However, from your comment, it seems you haven't hence the links.

Take care holmes.



Joe Stewart
July 7, 2013
11:13 am

Great post man. Glad you are very up front with everything about Vemma and your experience with YPR. I have recently had tons of these YPR kids hit me up on FB, Instagram or even have the nerve to call me and pitch me Vemma lol... little did they know I'm a published author about the MLM industry and know Vemma better then they do so it was very easy to educate these YPR 18-25 year old Vemma drinking goons lol some of them are so brainwashed its truly sad. They aren't making money, they are losing money remaining on auto ship yet they remain very faithful to Vemma & YPR. Sounds shady to me!!
Joe

↩ Reply



The Revanchist
July 7, 2013
6:05 pm

Thank you Mr. Stewart! If you are a published author about the MLM industry, do you think there is a possibility of us working together to curb the damage?

↩ Reply



Joe Stewart
July 26, 2013
2:12 pm

yeah there's a contact section on my blog or email me at jjstewfla@gmail.com



tex2
December 8, 2013
11:14 pm

I am also a published author about the MLM industry, would you like to work with me to curb the damage? Also, I wouldn't trust Joe, he appears to be another scam artist.



The Revanchist
December 9, 2013
12:56 am

Listen tex I like you, but please be polite.

Even if I disagree with a critic, so long as they are polite I will always return the favor.

Which means you need to do the same if you want your comments to be approved.

Second Joe (while still part of the network marketing industry) at the very least has put anti-Vemma facts and literature on his website which gains significant enough traffic that it benefits my cause.

I am not naive. Simply utilitarian. Comprende?



Ken

January 25, 2014
12:12 pm

@Joe-You're a published author on the MLM industry? Where?

And just out of curiosity, what qualifies you as an "expert?" How long have you been in the industry? What size organizations have you built before? What type of monthly and yearly incomes have you earned?

The reason I ask is that I just visited your blog, and it's filled with inaccurate information, mistruths, half truths, and no truths, assertions, and generalizations. I would have stopped reading after the first few examples as your credibility went to zero, but only continued reading to see how many more errors I could find!

When I have the time I'll send you a detailed, point by point response, and my partner and I happen to be REAL experts, unlike a lot of the bloggers and article writers I've come across.

We have 70 years of combined network marketing experience (each of us have been in the industry for more than 30 years), and in our past 3 companies we had combined networks of around 1 million distributors, our organizations generated around \$2 billion in sales, and we earned close to \$17 million...

One or both of us have been featured in such publications as MoneyMaker's Monthly (now the Network Marketing Business Journal) and have been at one time or another listed on the Businessforhome.org list of top 100 biggest earners in the industry. (It's voluntary to have your name appear-we did it once.)

In addition, we were one of the first 2 groups of people to introduce automated, online business building systems with a powerline to the MLM industry (Corey Citron and the Howsdens when they were LifeForce were the first and we rolled out one just behind them), and I helped to pioneer the binary pay plan to the MLM industry well over 20 years ago now.

Finally, prior to my network marketing career, I worked on Capitol Hill (I was originally pursuing a law degree), and have first hand knowledge of and/or experience with regulatory agencies such as the FDA, FTC, and SEC.

In addition, I've spent the last 15 years in the regulatory compliance arena, working with 2 of the best and most respected MLM attorneys, one of them a prominent former state Attorneys General who AdWeek magazine called one of the 3 most fear AG's when he was office as it related to consumer protection and going after ponzi/pyramid schemes, and other Herbalife's former leader international attorney for more than 20 years, and one of Australia's most respected lawyers. I'm well versed in the legal end of things...

Interestingly enough, my brother works for the DOJ and it's his division that usually gets called in to shut down companies deemed to be an illegal pyramid schemes (they're the ones that come in, shut things

down, seize all the computer and files, make any necessary arrests, and padlock the doors.)

Suffice to say, I think we know a little something about network marketing, the industry, what it takes to succeed, what's an illegal pyramid scheme and what isn't, etc, and most people would consider us to be experts on network marketing, compensation plans, regulatory compliance, and international expansion.

Personally, I think its rather obvious that you have a hard on for VEMMA and that you're out to get them. There are far more productive things you could do with your time, energy, and effort.

In addition, if you're really on a mission to protect people, there are other companies you could target that are without question illegal pyramid schemes, and that pose a far more serious threat than VEMMA ever will. You could start with deals built around selling memberships, programs that have matrix plans with boards that people move through, recycler deals- usually with a 2x2 matrix, programs that claim you can make money without having to sell any products or recruit anyone, and the \$1.75, \$5, \$10, and \$25 deals or those that tout a one time cost of entry and that claim you can make x amount over and over...

I noticed Kasey Chang visited..I'm a fan of his and Oz over at behindmlm.com-they're usually spot on with much of their analysis of various programs, TelexFree and TelexFree International being 2 good examples, and which could go down as the biggest pyramid scheme to ever hit when all is said and done. I've left a few comments on their threads regarding TelexFree and TelexFree International.

If you really want to protect people and do something positive, there are a number of companies that Chang and Oz have reviewed and analyzed which are blatant illegal pyramid schemes and pose a far more serious threat to people in the U.S. and abroad than VEMMA ever will. You'd be much smarter to target one or more of those companies and opportunities than VEMMA. I realize this advice will fall on deaf ears-your emotions are involved, and it would be a waste of time to try and convince you to pursue other companies and opportunities instead of VEMMA, much as what you think about VEMMA or have to say about them will fall on deaf ears when it comes to many or most of their distributors...

↩ Reply



The Revanchist
January 25, 2014
7:35 pm

It would be a waste of time to convince me otherwise . . . which is why you have spent a good chunk of time writing war & peace length comments to me.

And you're just as biased as I am captain: you're protecting your revenue stream.

If you wanna send me a detailed analysis of how I'm wrong, I'll be more than happy to read it.

But hey, if you as an adult want to do the

"I'm so right, and you're so wrong and I'm going to spend all this time telling you how but it won't matter so I won't anyways"

routine . . . i don't think I'm the one that comes out looking bad.

Cheers mate.



Ken
January 26, 2014
9:02 am

@Revanchist-I was referring to the number of erroneous statements on Joe's blog-not yours!



The Revanchist
January 26, 2014
12:10 pm

My apologies, the way the comments show up on my thread, it is difficult to see who is replying to what.



legends52
July 23, 2013
7:55 pm

Vemma infection has just spread to Northern New Jersey, hitting a number of Bergen County towns and boroughs (specifically located just outside of New York City). I was taken into a meeting and noticed several things wrong:

- the recruiter wasn't at any point one of my closest friends but was suddenly offering me a spot on a "business opportunity"
- the other kids from my school at this meeting were those who were known to not be among the most intelligent (including me, sadly)
- no business cards <— sketchy as fuck
- obvious scripted marketing pitches by high-ranking reps at presentation (that's to be expected), but I suspect they inflated their statistics and earnings, profits, etc. to boost Vemma's image

Ended up not joining. Plenty of happiness comes with a minimum wage camp counselor job, a close variety of friends, and an enrollment taking place at SUNY Buffalo as I pursue earth science/geology. Middle finger goes out to Vemma and their shifty techniques.

What's your take on this? I really want to know because this craze has blown up my town to the point of an all-out war between Vemma critics and Vemma brand partners and prospects.

↩ Reply



The Revanchist
July 23, 2013
8:00 pm

Apart from the business cards thing (as a business full of young people, no business cards is expected), you are DEAD on.

Your suspicions are correct, read my posts about misleading income and the problems with Vemma compensation.

Read around my blog and you'll see that your fears are well founded.

The quickest way to stem the flow is to have your local newspaper run a skeptical piece. Texas State and James Madison University both did and it helped tremendously in slowing down the movement.

Good luck dude, feel free to email me!

↩ Reply



Soll
July 26, 2013

Vemma is spreading to Ohio State, and there are 35 brand partners so far in the student body, so it is still extremely young. I was just recruited to be a brand partner yesterday. Just wondering if you think I should join or not, based on the fact that it is still very new here?

9:35 am

Thanks for your input and help.

[↩ Reply](#)



The Revanchist

July 26, 2013
11:46 am

From what I've heard, Ohio is a HOT BED for Vemma (it more or less started the midwest movement) and Ohio State is as well no doubt.

1) I promise you there are more than 35 brand partners. There are probably 35 people on the TEAM you got recruited on, but overall brand partners are way higher.

2) Remember, market saturation isn't how many people have joined . . . it's how many people have heard of it!

3) It's unethical. Please read "Vemma, Price of success" and "The Problem with Vemma Compensation" to get a better idea why!

Hope that helps!

[↩ Reply](#)



Soll

July 26, 2013
6:53 pm

Thanks for the help, man I appreciate it!



Aaron

September 17, 2013
1:20 am

I heard almost the exact number as you when I was prospected last week. Chances are it's intended to lure people in with the promise of getting in at the top and "making millions bro!" Considering there's a major training/recruitment event targeting Ohio State in October, it would be my guess the network is a bit more expansive than only 35 brand partners.

On a side note, I'm curious if we were both prospected by the same team, because that would be a pretty amazing coincidence. OSU is a pretty big place! Still, that's all the more reason to keep Vemma the f*ck out.

[↩ Reply](#)



The Revanchist

September 17, 2013
1:26 am

Please spread anti-vemina fliers or contact your school paper. Enough complaints and they'll look in or at least publish a skeptical piece like Texas State did.

It'll help save your friends.



tex2

December 8, 2013
11:17 pm

The answer to your question is "NO."

[↩ Reply](#)



Ryan
August 3, 2013
11:12 am

What most people fail to understand is Network Marketing is a PROFESSION, you don't join an MLM/Network Marketing opportunity because you think you know a few people who will want to join you. You join network marketing/MLM because it's truly life changing to those who take it seriously, and get past the initial hurdles (friends laughing, family judging, etc) and for those who actually do the work, will make money, and can make a very good living at it. People use the stats "well, 97% of people who do network marketing/MLM don't ever make a dime" Want to know WHY? Because 97% of people QUIT after they get made fun of by their friends and family, but the 3% who actually decide to make it work, make the money. It's that simple. People who consider a legitimate MLM a pyramid scheme is truly an idiot. and btw, I am in no way affiliated with Vemma, nor have I ever been apart of it, but I've done research and there are people making money doing it. It's like any business you start, there are risks involved. Network Marketing just allows you to have relatively low start up costs.

I think people like you who are ruining this profession for many people, you're closing so many minds. You're robbing them of an opportunity to be successful because you didn't get the results you hoped for.

Like anything in the world, it doesn't come easy, it's probably one of the hardest things I've ever done is join a network marketing company, but now that I'm successful, it took me nearly 1.5 years of brutal hardship.. now I get to spend time with the people I want, and go to the places I want to go..

You're entitled to your opinion, but I recommend you let other have their own opinion as well.

↩ Reply



Obeskrivbar
August 3, 2013
2:06 pm

Uh-huh.

From a guy with a YPR hashtag in his Facebook name? Who posted a YPR photo there on July 10?

https://fbcdn-sphotos-b-a.akamaihd.net/hphotos-ak-frc1/998341_398460096929879_2082804589_n.jpg

A guy currently peddling the World Adventures pyramid scheme?

Well, with that kind of credibility, sign me up!
#notthatgullible

↩ Reply



Ryan
August 3, 2013
2:33 pm

I am part of World Ventures, absolutely. I am not a part of Vemma, I had considered joining Vemma, but I do like the YPR thing.. so I used it.

In WV I am currently making over \$8k per month. No doubt the "World Ventures pyramid scheme" works. Again, before you post, learn. Maybe, read a book, if you know how to read.

↩ Reply



Mike
August 3, 2013
3:21 pm

Perhaps you should take some time to read and learn. You seem to have your head so far in the clouds with your \$8k per month that you can't even see what it's doing to the other people that join or where you're getting the money from.

97% of the people don't make a dime because that's how the scheme works. There's dozens of posts here that explain the concept including the math which shows how one person can make \$8k while the others struggle. So I'd suggest you start reading a few before posting more nonsense with no facts or logic to back them up.

[↩ Reply](#)



Ryan
August 3, 2013
3:27 pm

You're absolutely right. Sort of like the "workforce" the bottom people do most of the work, make little money, barely surviving while the people at the top are making the most money doing very little. At least with Network Marketing, the people at the top don't tell you how much you can make, and how to run your business. I, too, struggled very much in network marketing when I first started out, but now, I'm making decent money and continually help my team grow. I don't want people to struggle, no network marketer does, because the less people who struggle, the more money everyone makes. It's clear that this business isn't for anyone, and I don't expect everyone to understand, but the few who do really understand, will make it.



tex2
December 8, 2013
11:22 pm

Can you show proof World Ventures is not an illegal pyramid?



Mike
August 3, 2013
4:02 pm

There's a big difference between barely making anything because you're at the bottom and not making anything / going negative because you're at the bottom. Any legitimate company will pay even its lowest employees the minimum wage. The people making this will be struggling, but at least have an income.

In an MLM distributor network this is not how things work and therein lies the problem. There's plenty of posts on here about how it works, so I won't go into a long spiel on that. However, I will point out that using the argument that people are trying to "start their own business" is incorrect. The people that MLM's target are not financially stable enough to be starting up any sort of business and when they join, the goal is not to be in the red for several months. They're joining because they're struggling to make ends meet and want to make money quickly, which if you do just a little bit of research, is blatantly obvious that's what is being sold at these opportunity meetings.

If you don't want people to be struggling and truly want to help them out, you should be doing one of two things. 1. You can turn things around so that your primary sales are to actual customers that do NOT join the company as a rep and then share the commissions within your team so that everyone benefits. or 2. Tell the people below you to stop paying money into the currently setup scheme and to find legitimate work where they'll be able to at least have an income and struggle less.

Yes, I realize with option 2, it will cause your downline to disappear, which eventually will lead to you, yourself having to find another means of making money.

[↩ Reply](#)



The Revanchist
August 3, 2013
4:08 pm

Guys I appreciate the spirited debate from both of you. Ryan, thank you for remaining courteous during this discussion and Mike, thank you as always for your intelligent and erudite support.

This argument has been run into the ground. I have covered VERY specifically in various posts why corporate America is better than mult-level marketing.

And yes with all due respect Ryan, SOME people make money in pyramid schemes and scams. Just because you did doesn't lend any credibility.

Any posts from either party from this point forward will be deleted.

Thank you!

[↩ Reply](#)



Nomad
August 5, 2013
5:21 pm

The argument that "most people are losing money" is only valid if the primary reason people sign up and order products is not in the products themselves, but in the dream of getting rich. People who truly enjoy the products and sign up primarily for the products with the possibility of earning money as a fringe benefit will not consider themselves losers even if they don't make any money. I've been an associate of Usana since 2006, I have made no money at all, but I don't consider myself as losing money, because I enjoy the products and they've helped me and my mother get healthier. I know there is plenty of negative publicity associated with Usana, but I honestly don't care. If I think someone will benefit from the products, I will recommend the products to them, and I do wish to get paid for my referral, but to me, the products are more important than the business, and I prefer to lead with the products rather than the opportunity. Having said that, and having observed the YPR (aka Alex Morton personality cult), I agree that the way YPR is conducted is not sustainable and unethical. It's really about the dream of making money. He says that the young people are already spending money on coffee and energy drinks, but when they run out of disposable income, they will tighten their budget. Whereas in YPR, when they run out of their disposable income, they are manipulated to stay on autoship. I have personally seen a comment from someone responding to the question what if they could not afford autoship, and the comment was that among other things such as working more shifts, "hook yourself" if need to. Most of those who join the YPR movement are in it not for the products or good health, but for the money, and when they don't make money, they stop autoship, which drains their upline's income, who will also stop autoship, and just as fast as it expanded, it will contract.

[↩ Reply](#)



The Revanchist
August 5, 2013
6:10 pm

I warn against very long comments, but I'll make an exception for yours.

Something I ALWAYS say is that Vemma is GREAT products. Their bod-e line and its accompanying diet is one of the best I've ever experienced.

As for my "most people lose money" claim, I base it off of the brand partner income disclosures.

Are there SOME people who order 120QV of product monthly and decide "oh hell, sure I'll be a brand partner"? I'm sure there are (I knew of one personally).

But 99% of people who sign on as brand partners (not customers) are doing it for the income promise.

I.e. if there wasn't a huge income to be gained, many would not be ordering Vemma products.

And I understand; despite Vemma's incredible product line the prices are absurd (even for the health benefits). I suspect part of that is to support the multiple levels of commission of their (in my opinion) product based pyramid scheme.

And I'm glad that at the very least Nomad, we are in agreement about the cult-like atmosphere of the YPR and how goddamn dangerous it is.

Best of luck in your endeavors sir.

[↩ Reply](#)



Ryan
August 9, 2013
11:30 am

I apologize if anyone took what I said the wrong way. Network Marketing isn't for anyone, but it's also not a "scam" you're right to say that very few people make it network marketing because they don't have the proper mindset and skillset to truly be successful. For me, Network Marketing isn't a "get rich quick scheme" it's truly my profession, and the opportunity that I am involved with gives me a lot more benefits that I pay. I make money, and have exclusive access to travel deals. I am a part of it because even if I didn't make any money, I'd still use the product.

[↩ Reply](#)



The Revanchist
August 9, 2013
2:46 pm

Listen man, you're one of the few polite critics who comment on this page and for that I thank you.

I don't disagree with your views, I'm just saying that you are without a doubt one of the exceptions in the business. If EVERYONE was like you, network marketing wouldn't traverse the area of pyramid schemes so damn often . . .

[↩ Reply](#)



Ryan
August 9, 2013
3:04 pm

It truly is sad that this profession gets dumped on. I work my butt off everyday to educate people on what network marketing truly is. I, myself had considered joining Vemma, and heck I still listen to some of Alex Morton's videos because it's true.. he's obviously extremely successful.. and you have to have motivation to continue in this business.

It just upsets me when people call Network Marketing a "pyramid scheme" although it does have that structure.. and automatically gives people a bad feeling. No, you're not paid for your time, you're paid for your production and your teams production.. which for some is scary as hell, but for me, it's fantastic.

I look at it this way.. would I rather have 100% of my efforts, or 1% of 100 persons effort? I pick the latter.



Sum Tin Wong
August 10, 2013
8:39 am

I agree that network marketing isn't for everyone. Its only for those who are callous enough to not care that they are flim-flamming everyone or are too naive (stupid) enough to know what they are doing.

If you can get over the mental and ethical hurdle that you are taking advantage of peoples trust and naivety, then you can make a lot of money.

And therein lies my problem with Vemma. Im here because my newsfeed is littered with comments, shares, and likes of a guy I know (mid 30s) who is eyeball deep in recruiting the 18-23 year old college crowd.

I've known this guy for years and generally like him. But now he's got the Mercedes and has the college kids eating out of his hand and that rubs me the wrong way. Its wrong. All they see is a physically well built, well dressed, and smooth talking older (in their eyes) guy in a new MB. To them he's a picture of success and they look up to that. He's what they want to be.

What I see is the son of a caterer (and they make damn good food too!) who still delivers hoagies for his dad at lunch. If he's doing well enough (he claims \$5K/month and growing) with Vemma, then why is he still in the delivery van? I see a guy who never struck me as overly intelligent and is just an ordinary 30 something (no college or higher education and no impressive job resume, just an ordinary job in the family biz) with a smooth tongue.

To me, he's dangerous to these young kids. What he's preying on is the novice and naivety of youth who are just too young to understand what legitimate business and legitimate work really are. They're blinded by image and fooled by flashy clothes, fancy cars, and exaggerated claims of wealth. If you are going to dupe older adults who should know better, more power to you...if you can sleep at night. But targeting the green and unsuspecting is crossing the line.

[↩ Reply](#)



Carlo E.
August 16, 2013
9:59 am

I'm loving your passion towards this cause. I posted your blog on my facebook page and a bunch of people are sharing the link. Unfortunately, I am starting to see a growing number of high school to college students gradually falling into this Vemma BS. I used to coach for many years before I took a great job opportunity and was exposed to a lot of youths. Current and former Wayne Valley High School students in NJ seems to be getting hit hard by Vemma.

I hate seeing how brainwashed kids can get by going to these meetings. I personally aM trying to get the word out about this because during my college days, a pyramid scheme called 2-by-2 infected my hometown of Edison, NJ. All my best, close and good friends attended the meeting, got brainwashed and began trying to seduce me. I honestly felt like I was the ONLY person in my town who didn't buy into the BS. Eventually, every person who "invested" called me stupid, broke, having no vision, being left behind. Now, I still remained close friends with a couple of the guys who got sucked in and whenever we talk about the 2-by-2 days, I get to say I was one of few who wasn't a complete idiot.

Keep up the great work! I'll be spreading the word as much as i can.

[↩ Reply](#)



The Revanchist
August 16, 2013
12:30 pm

Email me I'll help how I can

[↩ Reply](#)



Dan
August 21, 2013
1:28 am

What's your email? I challenge you to convince me to quit Vemma with 100% seriousness, but privately. Because as of now, I haven't seen anything that's doing it. And this is one of many many times I've returned back to your site. So let's have a real, educated, back and forth conversation about this.

[↩ Reply](#)



Go to the "want to help" tab my contact info is there.

The Revanchist
August 21, 2013
1:30 am

And I never proclaimed to convince anyone to quit Vemma. Even when I can out-debate someone the cult mentality often keeps them back (my opinion of course).

If you want, I'll happily debate with you the legitimacy of Vemma.

↩ Reply



oldervemmaguy
August 25, 2013
11:39 pm

I am an 'older' vemma Brand Partner and I have seen, on the periphery, some of the things you mention here and throughout your blog. But I see a couple of things vividly that make me reserve judgment on the business side of things. One, you've already mentioned – the products are GOOD products. The vitamin drink tastes good, is extremely healthy, and does seem to make some of my previously daily aches and pains go away. That by itself is worth my cost of product (which is never \$160/month, by the way). If I read my genealogy chart correctly, I have about 50:50 mix of customers and brand partners, so I'm generally okay there as well, as even some brand partners (like myself) are primarily product-first, business-second folks. Also, I have been to events where I have seen young adults grow into new leaders, by multiple definitions of the word. They are supporting their teams, they are focused on self-development, they are hard-working and confident. These same kids who just a few short months ago were not committed to much of anything, let alone themselves, would rather play video games than read Think and Grow Rich, who lacked self-confidence to speak to groups of peers and strangers about an opportunity they have.

My father spent a lot of time and money on Amway, Pre-Paid Dental, Water Filters, you name it. I've seen people be successful with Tupperware, Pampered Chef, Mary Kay, Cutco and more. vemma can be a good company because of it's product. If a few people can make a few hundred dollars a month while using the product, that's a good thing. I don't necessarily agree with the way the YPR is promoting the business ahead of the product – quite frankly I think they're missing an opportunity in that regard to create PRODUCT loyalty over PEOPLE loyalty, and perhaps some will learn over the coming months how to put product first, and let the business end work itself out.

But let's see what happens.

↩ Reply



The Revanchist
August 26, 2013
10:18 am

If you can screen cap and identify which brand partners are customers are active (the most basic numbers on the website don't distinguish between active and inactive) I would love to verify your numbers.

And if you have a 50/50 mix, congratulations sir you are one of the few exceptions and I take my hat off to you.

↩ Reply



oldervemmaguy
August 26, 2013
3:16 pm

I understand why you'd like to verify but I'm just not going to screen cap and send data for this (or any other business) to anyone. Please don't take offense, I just don't know how the data would be controlled or where it may end up.



I do take great pain to censor data.

The Revanchist
August 26, 2013
3:18 pm

If you don't trust me however, I understand completely.

Also understand that I have every reason to distrust your stats, and will continue to do so until given evidence as to otherwise.



oldervemmaguy
August 26, 2013
3:31 pm

It's not about 'trusting' you – I don't even 'know' you. Nothing more. There's a big difference. I understand you need to distrust my data, I'm fine with that. I'm focused much more on the benefits of the product than the business, perhaps that is why my customer ratio is higher than average. I don't need the extra money and I'm sensitive to soliciting people only because of the business because they may work for me, for example.



YPR
September 17, 2013
11:01 pm

You spent all this time making a website hating on Vemma? I'm in Vemma and though I don't agree on your posts...all I can do is respect your opinion. But I read some of the recent posts and if you're trying to "inform" people about Vemma through your own negative opinion... at least make it professional without the use of curse words. Once I saw the posts, my whole impression changed on the web owner. The image went from "okay okay that's their opinion, whatever." to "Wow, they sound like young high school 'jocks' hating on a poor lonely kid."

[↩ Reply](#)



The Revanchist
September 17, 2013
11:52 pm

If you object to curse words . . . I strongly suggest you go through twitter and look at some Vemma reps. Or even some of the events man.

And as for the jocks hating on the lonely kid . . . have you ever actually been to a Vemma event man? Jesus.

But like you said, opinions.

[↩ Reply](#)



YPR
September 18, 2013
1:41 am

I don't use twitter. But remember there are always bad seeds in everything.

[↩ Reply](#)



Ben Jerry
September 27, 2013
12:43 pm

Keep up the good work. Those at the top of Vemma are nothing but a bunch of blood sucking leeches, shallow enough to lie to thousands in order to make a quick buck. They are the worst kind of scum and deserve to be exposed

[↩ Reply](#)



Jerry Thompson
September 30, 2013
10:18 pm

This is the first and only blog site I have ever written to. The only reason I am now is because my best friend lives out in AZ and came back for a weekend talking down to all us friends of his out here not involved in vemma. I got sucked into a scam once and vividly remember the ways they tried to get us "excited" about the product. This dude was saying the exact shit. He then went on to call us all bumps on a log who are gonna spend the rest of our lives working for

someone else's dream, and just straight talking down to us. The funniest part is he's all into self improvement acting holier-than-thou, but talking to people like absolute shit, acting like he's already a self made millionaire. He showed me all these stupid videos of a guy Alex Morton saying seeing those vids changed his life, and I'm like "who would ever look up to this douche" Anyway I found your website and wanna see vemma go down. I want to be in on the anti-vemma movement.

[↩ Reply](#)



The Revanchist
October 1, 2013
12:21 pm

Always down for an ally man

[↩ Reply](#)



Thaddeus
October 5, 2013
6:00 pm

Sigh.. just yesterday I was crazy hyped with Vemma.. and now this website has made me so uncertain, I wanted to start a team in my country as it's not so big v



The Revanchist
October 5, 2013
6:04 pm

It's entirely your choice man, and I know you're kind of disappointed.

But isn't it better to know all the facts before going into anything, even if you are initially excited?



Thaddeus
October 5, 2013
6:05 pm

Sigh.. just yesterday I was crazy hyped with Vemma.. and now this website has made me so uncertain, I wanted to start a team in my country as it's not so big over here and I even already got 1 friend on a Silver pack, I connected with a team in US and Skype with them ever since, they had a few platinum leaders and some diamonds, whenever we Skype they really seem like genuine people. These are kids that always made time out to work with us and their support has been incredible, I just don't know anymore.. Vemma has definitely had a positive impact as I've started to pick up literature I would have never touched before. Unfortunately the prospects I've confronted up till now have all been skeptic, and one came up with this site and now.. i just don't know, like I'm aware Vemma isn't a get quick rich scheme and the support the secret YPR Facebook groups show that everyone is working hard to earn their ranks, people post motivational videos and nobody ever says that the journey would be easy you know. So yeah prolly there's a dark side.. but I've seen kids earn too.. Ughh so confused right now



Well, here's the thing (of course I have my own opinion).

The Revanchist
October 6, 2013
2:53 pm

The "product sales" which contribute to the "cycles" include the auto-delivery of brand partners right?

Well there are almost no customers in the downline, and no approved paperwork that says they exist in large number outside of the downlines.

That means you HAVE to recruit in order to get "product sales" under you . . . making it a pyramid scheme.

The majority of people's losses are being used to fuel the gain of a very small minority, who then say it's hard work.

You've seen people "earning", but you gotta follow the money and wonder where it comes from.



Jhartsough
October 8, 2013
7:10 pm

Last night my friend told me to talk to some guy name luke hessler i think his name was. He is currently at ferris state in Michigan. We spent a good hour talking. 35 minutes was spent him beating the oh so wonderful "lobbyist" for the company that he is spitting all these so called "facts" at me such as a 80% consumer amount? Everything he said i would ask for documentation. None was given. I am now waiting on him to respond because "oh fersure man ill be sure to get you that information let me get back with you ill ask my upline". Wait wait wait.... your using all these so called "facts" to persuade me to buy into this bs but you cant prove any of it? So if someone tells you the color blue is the color orange ur gonna say no its blue but he goes well 10000 other people said its orange, now do you believe.... my point is all these "facts" are word of mouth shot down from the high ups and sent down to the newer "members" to basically use as ammunition to give there scripted stories and to get you to buy into this BS! Found your blog literally yesterday browsing with some spare time. took me 20 mins to find your page though alot of stuff supporting them.

[↩ Reply](#)



larrydee58
March 25, 2014
3:45 pm

Just throwing this out. I went to an event in Columbus. Luke Hessler was either a speaker or mentioned as a success story. Here's my point Vemma trots all the big guns to all the events. But they are mostly the same big guns. So, there are probably only a few hundred making big money (\$100k+). And as covered by others they fly through campuses at a breakneck pace to keep their downline full as they lose Brand Partners as fast or faster than they can recruit them. The closer you look the worse they smell. Also, why do mostly all MLMs have about the same payout percentage? As in only about 3% make any real money? Its because they need the rest to FEED THE BEAST!

[↩ Reply](#)



william
October 16, 2013
10:07 pm

I have read over a couple of your posts and I am curious to find out what your position is on network marketing as a whole.

[↩ Reply](#)



Search for my post "The flaw in multi-level marketing" it'll tell you all you need to know haha!

The Revanchist
October 16, 2013
10:16 pm

[↩ Reply](#)



Joshua King
October 17, 2013
12:03 am

I am a vemma brand partner, but probably one of the most truly "open minded" ones there are. I have no intentions on leaving vemma at all, however I personally love your blog because Vemma has flaws, I don't agree with all your arguments, but some things Vemma, and mainly it's brand partners, need to fix. I honestly would really love to just talk more with you on this and perhaps provide you with a different side of vemma that isn't just a "ypr bro" who calls you a hater lol. let me know if you'd like to talk! it would certainly help you maintain a more unbiased view if you heard the Vemma side as well.

[↩ Reply](#)



The Revanchist
October 17, 2013
12:04 pm

If you want to discuss, feel free to email me.

But remember, I was in Vemma for a long time kid. Nearly 300 strong underneath me before I left due to my conscience.

You gotta try pretty hard haha.

[↩ Reply](#)



Autumn
October 18, 2013
2:32 pm

Do you have any advice on how to get my vemma-zombie boyfriend to take a step back and realize he's ruining his life. Blowing his money on the stuff, dropping out of college while he's on a full scholarship, forgetting about our two year relationship. There has to be something i can do to help him.

[↩ Reply](#)



Autumn
October 18, 2013
2:37 pm

And to add to all that, he hasn't made a single dime or even reached bronze yet.

[↩ Reply](#)



Kasey Chang
October 19, 2013
4:19 am

Can you drag him away from his upline / group for a couple hours, and sit him in a chair, next to a computer, with you next to him?

And does he still listen to you, i.e. if you show him some information, he'll at least read it? If you ask him questions, will he still consider it with his brain, rather than recite the rote answer?

If so, there's a chance. I was working on a series of questions on how to make a MLM addict realize his/her own predicament, so I have to finish that first, but I'll post an URL in a little bit.

[↩ Reply](#)



Autumn
October 19, 2013
1:17 pm

He still listens to an extent. if he doesnt like what i have to say itll go in one ear out the other. Ill check back for the url.



Steve
October 21, 2013
10:04 pm

Just curious. Since you do say you are a believer in Vemma's products, would you be against someone who joins as a distributor and built a residual income based off of almost all customers? Or would you consider that unethical as well? In my opinion, if you truly believe in whatever your MLM is selling, and you build your business around almost all customers, MLM's are extremely ethical and a great way to build a passive residual income. Maybe you have blogged about this before and I just haven't seen it, sorry as I am new to your site.

[↩ Reply](#)



The Revanchist
October 21, 2013
10:55 pm

Not a problem!

I would have absolutely NO problem with that happening! It's just that it rarely does due to design (please read my article "the flaw of multi-level marketing").

I always say this: MLM is excellent and theory but almost impossible to execute.

[↩ Reply](#)



Mike
October 22, 2013
12:53 am

I don't think anyone here would have a problem if they sold to customers. In fact, that's one of the major gripes everyone has...they refuse to sell to actual customers and they don't offer fair compensation to their sales force.

[↩ Reply](#)



justsayno
October 22, 2013
1:26 am

The problem with building a business based on customers is that these drinks are unaffordable or noncompetitive to consume on even a semi-regular basis. Vemma's high price is also the only reason they can afford to pay a "brand partner" (salesperson) to market it. Other soda companies just put their products on the shelves and let them sell themselves, and at even lower prices than Vemma. While it is theoretically possible to "build a customer-only business", in that case the manufacturer would just sell it through normal retail distribution— unless, of course, they wanted to profit from a product-based pyramid scheme.

[↩ Reply](#)



John
August 9, 2014
2:02 pm

I don't see how they are outrageously priced? The Remix is \$2 a can and all others are \$2.80 a can. This is within .80 cents of all the other unhealthy garbage out there. I personally consume the products and SAVE MONEY due to not buying \$60 ultra man vitamins at GNC anymore and switching to a healthy energy drink instead of monster etc. Also, with three customers you can get your product FREE. Doesn't get any cheaper than that!



The Revanchist
August 9, 2014
2:52 pm

With shipping, both of those prices increase (regular Verve increases to around \$3.35).

Second, with costco vitamins and reconstituted mangosteen powder you can produce an identical product for a lower cost (the words of people in the corporate office, not me).

With the exceptionally high price, getting 3 customers is really difficult.

It's why Vemma's customer ratio (actual customers, not bottom level affiliates) is pitiful (fluctuating in the mid 30%) is pitiful and why you don't see the vast majority of affiliates (even those at the top of the pyramid) getting free product.



Kasey Chang
October 22, 2013
2:35 am

How does someone sell something that costs MORE THAN \$3.125 WHOLESALE (150 + S&H for 48 cans) when the equivalent Red Bull sells for \$1.49 + tax (4 for \$5.95) in Walmart?

[↩ Reply](#)



oldervemmaguy
October 22, 2013
11:52 am

vemma isn't \$3.125 wholesale – Verve! may be, but vemma no – if someone is interested in just the liquid vitamin shot it's just under \$2.50 per day, if I recall. if you were to buy a large bottle of hard vitamins to match the full suite of what's in vemma, the difference is between \$.50 and \$1.00 per day extra, and that doesn't include the mangosteen, I believe. So from a healthy vitamin perspective, I think vemma can be a very attractive 'product' that people can find great value and health in. The bod-e shake seems okay as well from a price point, given the health benefit and valuable app and diet management approach you get with it.

Verve! is an issue in terms of affordability, I agree. There will be many who may just like the flavor of Verve! (the new Tea is pretty good if you like Mango tea), AND the Verve! products are definitely healthier than Monster, Red Bull, and the other 'energy-only' drinks you can buy cheaper. So there is some value there from Verve! but maybe not enough to make it practical for someone looking to just be a customer.

[↩ Reply](#)



Kasey Chang
October 22, 2013
12:17 pm

What makes Verve "definitely healthier" than Monster or Red Bull though? Vemma has NO literature or study proving such.

[↩ Reply](#)



Thaddeus
October 22, 2013
12:59 pm

And neither do you. Unless you've acquired a clinic study confirming that the Verve energy drinks aren't as healthy as they claim to be. I don't care if you shit on the business model but the healthy aspect is a battle you are definitely going to lose.

[↩ Reply](#)



Obeskrivbar
October 22, 2013
1:40 pm

Not how it works, bro.
Vemma does not just claim the stuff is healthy. An apple, a strawberry, or a nice glass of clean water are also healthy. They claim their product is especially healthy... so good for you that it is worth a premium price. |

They make the claim. They have the burden of proving the claim.

Stating that a claim is true unless disproved is a logical fallacy. Example:

Thaddues: "There is a giant spaghetti monster in orbit around the Earth."

Me: "Uh, no there isn't."

Thaddeus: "You have no proof it isn't there, so I win. Rack 'em."

↩ Reply



FutureDoc2016

October 22, 2013
1:56 pm

Great logic there...That's basically saying anybody can imitate/create a product, and claim that their product is better than their competitors', even though there is nothing that substantiates their own statements, so long as there is no study/proof that says otherwise.

So verve is healthier than Monster or Red Bull just because it's being promoted as such, and it remains true as long as somebody proves it otherwise? So just because Krispy Kreme decided to put some minerals, vitamins, and mangosteen in their doughnuts, they can now advertise their doughnuts to be healthier than Dunkin' Donuts right? How about let's just put some of the same shit in coke...Coca-cola can now advertise that coke is healthier than pepsi right?

Nobody here is stating that verve is not as good as Monster or Red Bull, but rather the claims that it is BETTER than Monster or Red Bull is unsubstantiated.

↩ Reply



oldervemmaguy

October 22, 2013
2:56 pm

I know there will be the detractors who also say "Well, of COURSE they say that, vemma paid for the studies!" – BUT there are TWO clinical studies commissioned by vemma that talk all about the health/nutrition/etc. effects of vemma.

And one only has to look at the ingredient list of each product to know the Verve! line of energy drinks are much better for you than Monster or Red Bull. Compared to Monster AND Red Bull, Verve! has less calories, less Sodium, less carbs, less sugar, more Taurine, Vitamin B-complex, Vitamin-C...

The Science is referenced here:

<http://www.vemma.com/science/>

↩ Reply



Kasey Chang

October 22, 2013
8:19 pm

Did you bother READING the articles?

NONE OF THEM ever referred to Verve. (They both refer to the Vemma shake)

↩ Reply



Jeff Zirker

October 23, 2013
3:56 am

The Verve! Product is made from the same ingredients as vemma.

>



Kasey Chang
October 23, 2013
11:11 pm

Jeff, did you actually compare the label before you wrote that, or did you just ASSUMED?



Obeskrivbar
October 22, 2013
11:00 pm

These are weak, nearly meaningless studies. Note that both studies only compare Vemma to placebo, not to an alternative nutritional supplement. Vemma claims these studies prove that they have a product deserving a premium price. But, you could get the same results from a 20 cent/day multivitamin. And if you need "whole food/liquid vitamin bioavailability" hokum to get you through life, you can get that for 60 cents a day.

Want the "benefits" of a Verve? Take a Centrum and have a cup of coffee. And you'll have more money left in your pocket as well.

The study in the Journal of Agricultural and Food Chemistry merely shows that nutrients from Vemma showed up in the participants' blood streams over a 24 hour period after ingesting it. Well slap me silly and call me Shirley! Imagine that! After eating something, it gets digested and appears in your blood!

The study in the Journal of Medicinal Food involved all of 59 participants over a 30 day period. It focused on an improvement in just 1 cytokine serum level (the other cytokines showed no significant change). They also claim a reduction of C-reactive protein levels (an indication of inflammation). But again, you'd see the same results by taking a multivitamin, eating more fruits (for the vitamin C, other antioxidants and fiber), and eating more fish (or fish oil supplements). Ask a doctor how to lower CRP-levels and that's what they'll say... more vitamin C, more fiber, more fish.

Finally, this study also gives us a self-reported health status. 100% of the participants who took Vemma for a month said they felt better. Who cares! 76% of the people who took a PLACEBO said they felt better after the month was over! Why buy an overrated, overly expensive juice if you get nearly the same result from sugar water!

In the end, what do these results tell us?

Vemma claims their juice drink is full of vitamins and minerals and these vitamins and minerals are good for you. This claim is 100% true.

Vemma also claims their juice drink is full of vitamins and minerals that are somehow more special than any other form of vitamins and minerals and is worth premium bank. That claim is 100% false.

Vemma reps are out there claiming their magic juice can get rid of warts, cure gout, cure MRSA, help with diabetes, and so on, and those claims are 100% criminal.

[↩ Reply](#)



chandler
October 26, 2013
5:40 pm

I want to thank you for your blog. i am with vemma and after reading everything i support my choice of joining the company 100%. You have made me want to become a better leader so i can train people the right way. In order to make it in this you have to have the right balance of customers and brand partners and unfortunately a lot of people who sign up off of hype don't understand this. That is why i made it my mission to explain everything up front with a potential brand partner because i feel responsible for them.

[↩ Reply](#)



Kasey Chang
October 27, 2013
5:06 pm

In that case, I wish you luck, may you not be tempted to take shortcuts despite people "producing" more than you, and so on and so forth.

[↩ Reply](#)



oldervemmaguy
October 27, 2013
2:14 pm

Kasey – I just read the FDA labels. Thanks.

[↩ Reply](#)



Kim
November 15, 2013
12:52 am

It is very sad (as a parent of a young person happy to be involved in Vemma and YPR) to see someone feeling the need to spend countless hours of their time, going to the trouble to create an actual blog and to focus on negativity and all of the things that supposedly 'went wrong' in your life with this opportunity that so many others have run with happily and successfully. As I have always taught my kids, when there is disappointment, discouragement or hardship, move forward – and learn to focus only on the solution (not the problem). Clearly, you have been disillusioned, but why spend time focusing on the negatives – my advice is to move on – hold your head high and let bygones be bygones. Admit that this was not the right business for you personally and that's OK but all of this negative energy you are expressing is doing absolutely NOTHING to help you – other than to make people perhaps feel sorry for you and how productive is that? You would be surprised to know that there are countless young people (and older like myself) who have nothing but fantastic things to say about BK, the company, the products, the health benefits, the opportunities for training and support and yes, the money, too. What I particularly like to see is young people switching out the horrible, unhealthy energy drinks for healthy energy like Verve. One of my client's sons had FORTY-TWO cavities! – yes, that's the truth! ... from drinking Monster as he played video games for hours in his room. I say – thank God for Vemma and products like Verve.

God bless you and I'll be praying for you that you will find peace in your life

[↩ Reply](#)



The Revanchist
November 15, 2013
1:16 am

Ma'am (or sir) I have found peace in my life, and I appreciate the prayers.

I'm in a major I love, make good money at my job, and I'm surrounded by my friends and an intact family.

But thank you sincerely.

You like many others seem to think that my dislike of Vemma because it didn't work out for me.

I have said it and I will say it again: I did very well in Vemma.

I made a profit and I made enough money to quit my part time job and along the way, I did meet some (a minority) of good people.

Monster, Rockstar and Redbull are garbage. I agree completely.

But that doesn't make what Vemma is doing right.

There are some very indisputable facts about Vemma's business (BK's behavior, hiding whether their money is in legal proportion to keep them from being a pyramid scheme, brand partners repeatedly lying to get sign ups) that brand partners would vehemently deny even though the proof is there.

You can call it support, i call it indoctrination.

It doesn't matter what alleged good the company has done if it is done in an illegal manner that presents a false opportunity to young people.

God bless you as well, thank you for commenting!

↩ Reply



Kasey Chang
November 15, 2013
2:47 am

It is very sad to see someone who feels the need to "love bomb" a critic to justify her son's cult behavior as "happy and healthy" when they are nothing of the sort.

You are aware there's such a thing as "sugar-free" Monster drinks, right? Stop blaming energy drinks for cavities. Verve also comes in regular and sugar-free. You're just one bad fact after another, when you're using any facts at all.

↩ Reply



usagi21
November 21, 2013
3:20 am

I really appreciate your blog!

I was tricked into going to a meeting about vemma when my friend knew that I did not like this type of... business....

Unluckily for me, I also attended Super Saturday (since it was a roadtrip and like I stated before I was tricked into believing I was going to a certain destination and riding horses... that did not happen) and it scared me. It felt like a cult and my friend is a really smart and dedicated person and to see her being brainwashed is sad. I have heard she wants to drop of school even though she is a year and a half away from graduating to focus on this business.

I am curious to know if I am the only one who feels that they are saying f-you to working and going to school, etc. because it feels that way.

Sorry for the long post and I love what you have to say, especially since you have experience with vemma.

↩ Reply



pryanon
December 8, 2013
7:49 am

I had no idea Vemma was recruiting a lot of young kids who are maxing their credit cards because they have no idea how to own and run an MLM business. People say MLM is not for everyone but I recently read this book that helped me understand why some people make it in MLM and why some don't. Here is the link and the book is absolutely free <http://tinyurl.com/mentor01>

Let me know your thoughts about the book once you've read it.

↩ Reply



Vemma's Victims
December 14, 2013
7:26 pm

Recently I had several friends who dropped out of college, quit jobs and put all their energy into this business. I investigated the company myself and attended meetings to see if it is worth it. Which is what prompted me to write this. The power of this business lies in its verbiage. They prey on the gullible & college kids who are unsure of what career to pursue. They flaunt the rewards like a new Mercedes and making \$20k+ a week from selling/recruiting people. At the same time, they teach recruits (ALL OF THEM) that they need a reason outside of themselves to be motivated, i.e. retiring parents, paying relatives medical bills or somehow saving those around them, "If your mission statement doesn't make you cry, it isn't deep enough" (quote I heard at the only meeting I attended). When I told one of my friends this sounds like a cult and is ran like a pyramid scheme, she got angry and said she didn't care if it was a cult, She has not talked to me since. Every member I've known in Vemma only lives within Vemma (no friends outside of the business because "they are negative", all three close friends do not talk to their parents anymore because they do not support Vemma and so on). Three of my friends, that I have been close to since seventh grade (I went to prom with them, went to church with them... experienced almost everything them), blocked me on facebook and said we were never friends after I linked ONE of them

to the court ruling about Vemma and Lead levels... They called me a "hater" and I have not talked to them since... I feel like Vemma brainwashed my friends, and they are gone forever. =(Benson belongs behind bars and I hope Vemma shuts down. Revanchist, do you believe that Vemma will still be operating in the long-term? Is there anything people can do to prompt a legitimate legal investigation?

↩ Reply



The Revanchist
December 14, 2013
7:45 pm

It all depends, I'll actually be writing something on that very subject. Thank you for commenting 😊

↩ Reply



Vemma's Victims
December 15, 2013
11:10 pm

Thank you for all your articles and insight! I hope Vemma's operation ends soon. I believe it's possible in the short-term if there was only a way to show that less than 70% sells occur outside the distribution chain. Maybe? I posted a post on FB today:
"Tired of hearing about Vemma, not interested in selling my youth. If someone is trying to sell you Vemma, it is because they're fake or ignorant. Facts are facts, and facts don't lie. Pyramid scheme, unhealthy product, and multiple superior court rulings against the company. Don't be an idiot and do your own research."
The comment received a good amount of support and the Vemma "friends" of mine blocked EVERYONE that supported the post. Two of them were top 10%, and had bright futures ahead.. sad that they throw away everything and everyone who disagrees with vemma.



tex2
December 15, 2013
9:20 am

Your experience with Vemma isn't very far away from the largest and worst MLM scam, Amway. For more information, see <http://www.stoptheamwaytoolscam.wordpress.com> and to answer your questions, Vemma will be around a long time unless/until people like YOU stand together with others to pressure the government to shut it down, and TOGETHER we can force this to happen. Email me at stoptheamwaytoolscam.yahoo.com to work together.

↩ Reply



tex2
December 15, 2013
9:24 am

Oops, that should have been stoptheamwaytoolscam@yahoo.com



Vemma's Victims
December 15, 2013
11:02 pm

I sent you an email. =)



Ken
January 25, 2014
2:09 am

I think it's safe to say that VEMMA has a healthy product...no sane person would dispute that...one look at the ingredient list as well as reviewing the clinical studies would at least establish their product as being a healthy product and safe to use.

As far as being an illegal pyramid scheme, you've obviously got a lot to learn about the differences between a legitimate direct selling/network marketing opportunity and an illegal pyramid scheme.

What I find most interesting is your "multiple superior court rulings against the company" comment. I'm not aware of any rulings against VEMMA, let alone "multiple" rulings. Can you please provide the links to each of those "multiple" rulings?

[↩ Reply](#)



The Revanchist
January 25, 2014
10:40 am

Unfortunately, I'm with him on this one.

As far as I know there are multiple court rulings against MLM companies, but so far Vemma hasn't had a major lawsuit on their hands (soon about to change).



Ali Lone
December 21, 2013
1:46 pm

You say the majority of people lose money because of the auto deliveries. Is this assuming that they were unable to effectively market the product/system to others? I just want to know if you think Vemma actually offers what they claim to offer.

[↩ Reply](#)



The Revanchist
December 21, 2013
2:03 pm

I think their products are healthy, but exaggerated and severely overpriced (all MLM products are because of the pay structure needing to pay through several levels of the pyramid for a single purchase).

This severely hampers the efforts of the few that DO try to sell Vemma.

[↩ Reply](#)



progressiverain
December 30, 2013
12:32 am

Genius.

I have a few friends (30+) year olds who are buying into this horseshit and I have considered creating a blog to blast Vemma and warn people but it seems you're doing it quite nicely. Bravo.

[↩ Reply](#)



progressiverain
December 30, 2013
12:36 am

It's amazing because it seems no matter what I say, no matter what information I send to them highlighting what a blatant crock of shit this company is they just spit out "You just don't understand what were trying to do man"

No, I am actually a legitimate small business owner and I know exactly what you are trying to do and it makes you look like a fucking idiot to all your friends and family. AHHHH FUCK!@!

[↩ Reply](#)



rottenmangosteen
December 31, 2013
1:36 am

And it won't work no matter what you try. They're in a cult. A sales cult. I lost a loved one thanks to an MLM (Xango), and I, like The Revanchist, am on a crusade to expose these crooks.

Trust me, you can't do much.

[↩ Reply](#)



Sammamishbro
January 9, 2014
12:29 am

I've been seeing people posting on twitter about the amount of income earners over 1 million and six figures on twitter as a recruiting tool. I live in the same town as Darik Alexander and went to high school with him at Skyline High School. He graduated the year before I did and came back from Hawaii recruiting most of my friends. I know for a fact he is up near the top of the scheme and is well below a million dollars annually. I believe there may only be maybe 5 tops over a million and maybe 50 in six figures? Any way we can find out?

Love the blog and thanks a ton

[↩ Reply](#)



vemma's victims
January 25, 2014
11:48 pm

Gladly. *sorry Im on my phone and unsure how to direct link* Enjoy, can post more upon request.

<http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0CDgQFjAC&url=http%3A%2F%2Foag.ca.gov%2Fsystem%2Ffiles%2Fprop65%2Fsettlements%2F00449S2122.pdf&ei=4LqmUZvbC-GuiQKJoYHoAg&usq=AFQjCNE9xKFSR-2hm7s1DGkh1vu9DiX5QQ&sig2=cWr0-8PR4hEH9DI1jqPYaw&bvm=bv.47244034,d.cGE>

[↩ Reply](#)



The Revanchist
January 26, 2014
12:57 am

Np, gimme some time to read it though! Haha

[↩ Reply](#)



eric
February 2, 2014
7:14 pm

My nephew is a Vemmabot now and has convinced his mother to join this "business" as well. He is convinced he will be a millionaire and is trying to decide between a Ferrari or a Lamborghini and is planning to retire his parents. Those are pretty lofty goals for an 18 year old college freshman.

The logical arguments against Vemma are met with the typical regurgitations fed to him by his up and cross lines.

I found a cool comparison of income for Vemma reps and "average" American.

Per Vemma (<http://www.vemma.com/backoffice/pdf/income-disclosure.pdf>), the top 1% of Vemma reps earn over \$68,000/year. As per a 2011 Kiplinger study (<http://www.kiplinger.com/article/taxes/T054-C000-S001-where-do-you-rank-as-a-taxpayer.html>) the top 1% of America earned over \$388,000 and the top 25% earned over \$70,000. Seems the average Joe in America has a better shot at success than a Vemma rep. Of course, statistics are meaningless unless they support the con-man's shtick.

[↩ Reply](#)



larrydee58
March 25, 2014
4:24 pm

97.14% of affiliates make under \$13,000 per year. That would be 97,000 out of the 100,000 affiliates (approximately).

[↩ Reply](#)



Dan
February 25, 2014
4:41 pm

Hey, love the whole website and what you're doing. I thought a great idea for a post would be to talk about how illogical the whole idea of the company is in the first place, even if it were run legally. For example they're targeting the energy-drink drinking demographic, as well as the health-nut demographic. Call me crazy but there's not much apparent overlap there. It seems that everyone I know who joins up all of a sudden gains this strong interest in health which they never had before. What's even crazier to me is that they claim the best way to distribute their energy drinks is online and in bulk. 7-11 is the largest distributor of energy drinks for a reason; red bull and monster and the like are purchased spur of the moment when you're on the verge of using your laptop keyboard as a pillow, not something you purchase five to eight business days in advance. I don't know maybe it's obvious but I thought it's another way to discredit vemma other than the equally obvious pyramid scheme aspect of it. Keep doin what you're doin man!

[↩ Reply](#)



Thomas
June 14, 2014
11:49 pm

Okay dude if you're so up for people getting a fair opinion via a fair exposure try publishing my comments

[↩ Reply](#)

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