

IS VEMMA A SCAM?

VEMMA IS NOT "AFFILIATE MARKETING"

WANT MORE MLM INFO?

WANT TO CONTACT ME?

WHAT IS A PYRAMID SCHEME?

YPR PARIAH

THE DARK SIDE OF VEMMA NUTRITION COMPANY

Search ...

IS VEMMA A SCAM?

Yes, it really is.

And no matter what Vemma affiliates tell you, Vemma is NOT an [affiliate marketing company](#) it is a [MLM company](#).

“This isn't a pyramid scheme - this is social networking.”

Didn't say anything about scam though!

People have a very warped view of what a [pyramid scheme](#) actually is. The fact is that having a tangible product or commodity and notable sponsors does *NOT* exclude a company from being a pyramid scheme. Neither does the possibility of making more money than the

Search ...

RECENT POSTS

- ▶ Vemma YPR: Maquivi De La Rosa Quitting Hypocrisy
- ▶ Vemma YPR: Jed Buenaluz and God
- ▶ Vemma Denial #4: Anthony Cometa Can't Think
- ▶ Anti-Vemma YPR Facebook Site
- ▶ Pyramid Scheme: Vemma Parody Movie

RECENT COMMENTS



Rick on Vemma YPR: Maquivi De La Rosa...

person above you (fyi, that very rarely happens).

As long as company draws the majority of its income from recruiting individuals and not from actual customer retailing, it is engaging in an unsustainable form of business and **is therefore a pyramid scheme**.

I will explain to the best extent of my abilities, why Vemma fits this archetype. Detailed explanations and statistics behind my reasoning are in the form of hyperlinks (I urge you to click and read).

1) Vemma forces affiliates to purchase a minimum of around \$150 dollars of product a month in order to remain "qualified" to receive their residual income. [There is no good reason for this](#). The products, despite their relatively high quality, are horrendously overpriced. This is a symptom common across all MLMs; due to the way the [pay system is structured](#) one purchase of Vemma product (customer or affiliate) may have to pay out commissions over *multiple levels* which is why the price is inflated accordingly.

2) While they tout "financial freedom" and "being your own boss" . . . its far from the truth. Due to the forced (yes, forced) product reorders in #1, a minimum of 75% of Vemma affiliates are losing money every year. Consistently, Vemma's *own income disclosure* has showed that 92 – 95% of Vemma affiliates are making less than minimum wage even *before the monthly reorders are accounted for!*

3) Because each brand partner is an "independent distributor", Vemma has no way to hold them accountable if they lie. And the lies are *rampant*. Because the pressure to recruit is so high, [lying about income](#) and [what "rank" they are](#) in order to impress prospects. Whenever they are caught, Vemma always says that they are just a "few bad eggs" when in reality they are a product of the culture fostered within the company by leaders starting way at the top.

4) The CEO BK Boreyko is incredibly shady (not that Vemma affiliates will tell you).



stillcounting91
on Vemma YPR:
Maquivi De La
Rosa...



The Revanchist
on Things
Vemma Leaders
Won...



TerriK on
Vemma YPR:
Maquivi De La
Rosa...



Cleffy on Things
Vemma Leaders
Won...

ARCHIVES

► August 2014

► July 2014

► June 2014

► May 2014

► April 2014

► March 2014

► February 2014

► January 2014

► December 2013

► November 2013

► October 2013

► September 2013

► August 2013

First, his name is Benson K Boreyko. He purposefully changed his name because he falsely claimed that his old company's product "God's Recipe" could *cure ADD and ADHD in children*.

Second, BK Boreyko banned minors from joining the company *allegedly because of the FDA's concerns about energy drinks* (in reality it was because the chant of "SCAM!" from teachers and parents was becoming problematic) . . . and then actively [instructed his underlings on how to circumvent the policy](#) and continue to recruit minors!

5) Vemma affiliates will claim that Corporate America is the real pyramid scheme. [That is illogical and asinine.](#)

6) There are very few customers in the Vemma business. An MLM company's legality is tied to how much of its income is coming from non-affiliate members purchasing the company's product.

Well, there's a lot of evidence that *no significant customer base exists*. First off, from my personal experience and current Vemma affiliates' experience . . . the customer to affiliate ratio is *pitiful*. Sure there are a select few that managed to get a good amount of customers and they are promoted heavily *but they are the minority*. [There are plenty of reasons for this.](#)

Vemma affiliates will claim anywhere between 80 – 85% customer base but have absolutely NO PROOF that it exists. No paperwork or anything (i.e. the same reason Herbalife is under pressure from the FTC). BK Boreyko actually wrote a letter to the FTC in 2006 asking them not to make MLMs reveal their customer bases.

A.k.a. the CEO has valiantly resisting revealing the *only piece of data that would prove his company is legal*.

In Conclusion:

Vemma affiliates will tell you that their income is from "product sales" not "recruitment" . . . yet when the recruits are the ones being forced to purchase the majority of the product *there's no difference*. So we have a company in which the vast majority of members lose

► July 2013

► June 2013

► May 2013

CATEGORIES

► Answering Vemma Reps

► Blatant Lies

► Cons of Vemma

► Faulty Logic

► News from the Vemma World

► Other Network Marketing Examples

► Psychology and Consequences

► Terminology and Technicalities

► Uncategorized

► Unethical Promotion

META

► Register

► Log in

► Entries RSS

► Comments RSS

► WordPress.com

money directly in order to make money for the top members . . . and to reach their level you have to do the same to your family and friends. Where the CEO claims to be helping young people but was willing to lie to parents of children with ADD and ADHD and continue sneaking minors into his company . . . so he can force them to purchase product and raise the profit line (while calling it "product sales".

Sounds like a scam to me right?

UPDATE: As of 12/22/2013 I have done a massive series of changes to this post (including new information mostly). Therefore, the first 22 comments on this post may possibly ask questions that have now been answered OR refer to information that is no longer present in this post.

Share this:



Loading...

89 THOUGHTS ON "IS VEMMA A SCAM?"



parmy
July 27, 2013
6:39 am

Hey there. just had a few questions if vemma is a scam shouldn't the ceo bk boreyko be sued or be in jail? How does it all work? How come they have professional sports teams endorsing the product? Wouldn't they be legally liable? I'm confused. I also read the site as well that they do say about 97 percent don't succeed in the business so they do say majority do not make money. Last thing what are your thoughts on the people who are making money from the company? Such as jedd benaluez, brad alkazin, kailey warren, adam wenig, alex morton, and etc?

[↩ Reply](#)



The Revanchist

July 27, 2013
11:15 am

The reasons they aren't shut down relate to how difficult it is to prosecute the MLM industry at all. Here, this gives some insight into it (it's a very long, but exceptionally interesting read). It primarily comes down to an unwillingness for brand partners to complain (due to cult atmosphere and shame) with the lack of policing power by the FTC.

<http://www.financialindustryscam.com/mlm.htm>

I have only met Alex, Kailey and Brad. In all honesty, they genuinely seem to believe that they are helping people and help all teams (even those that aren't their own) equally.

So weirdly enough, I like them on a personal level.

↩ Reply



tex2

December 8, 2013
12:36 pm

Bernie Madoff should have been caught when he started his Ponzi scam in the mid

1970s
also,
but
there
wasn't
enough
competency
and
too
much
bureacracy
at the
SEC.
Your
tax
dollars
at
work.
Same
with
Amway
and
the
FTC,
not to
mention
the
state
AGs,
FBI,
BBB,
DAs,
etc.
The
answer
is to
get
organized
and
force
these
political
organizations
to do
their
job.
Bernie
should
have
BK
and
the
Amway
families
as
bunkmates,

then
they
could
screw
each
other
instead
of the
rest of
us.

You
should
HATE
them
on a
personal
level,
because
they
use
their
charm
to
scam
people.
If you
want
to be
part of
the
solution,
don't
like
them
on any
level.



Biff

May 29, 2014
3:28 pm

Hey Parmy, You have a very naive view of the world. Basically, the rich can do what they want. When the Banksters defrauded on billions worth of bad loans and built up over a trillion dollars of bad debt from worthless derivatives, over 10 million people lost their jobs in the US alone. They lost

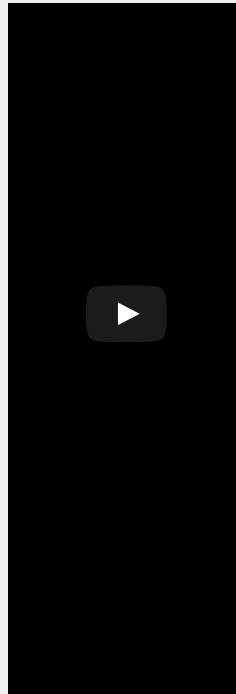
their homes and retirement and some lost their lives. These same well-heeled folks plunged the entire world into the worst financial crises since the Great Depression. You'd think that would be illegal, yes? Guess how many of those scum-sucking pigs went to jail? Not one. In fact, the US spent over 800 billion to bail their dumb asses out. The rich play by different rules. And the mindless-Vemma tools who insist on giving BK their money, often make this same stupid argument.

Just because something is wrong and/or illegal doesn't mean squat. As long as the folks in law enforcement are more concerned with arresting teen pot-smokers and writing parking tickets, we're going to have scam artists like BK Boreyko taking advantage of folks who "believe that the system is protecting them."

You also know a lot of folks who "are making money from the company." Gosh. How nice for them. I knew some folks who shoveled horse crap for a living, but that doesn't mean I want to grab a shovel. Vemma is a scam. Some, a very small percentage, make money promoting this scam. Out of the

endless possibilities
you can do with your
life, why would you
start at scrapping the
bottom of the barrel?

Do yourself a favor
and go watch an in-
depth look at one of
the heroes of Vemma
– Darik, gets his ass
handed to him by the
video author. The
video completely
breaks down this
“once in a lifetime
opportunity” and
shows just how empty
you have to be in
order to work for
them.



[↩ Reply](#)



Stan Lee

August 2, 2013
3:08 pm

Let's say I am a car salesman who is a
part of an up and coming automobile
company. Normally, car salesman
make commissions based off the
amount and price of cars they sell. But
this company is different. I am one of
the first few salesmen, and to be a
part of this business and to make
money from cars I sell or advertise, I

have to first lease one of the cars and pay a monthly fee. I cannot earn any money unless I pay this lease. But, once I start making money, I get a free car, which is cool! And plus, I can use it to advertise my business, show people how nice the cars are, etc. Pretty smart.

But, my boss tells me that the only way I can make real money is not by selling cars to customers, but by recruiting more salesmen into my sales team, who then advertise cars and sell to customers. The money I make is much more significant because of the commission plan that is set up within the company. So essentially, if somebody wants to become a salesman for the company, they have to buy a car, learn how the car works, learn how to sell the car, but also learn how to try to get other people to become salesmen because that's really the only way to make good money (again, because of how the commissions work. How they work is irrelevant). So, even if I sold the car to 20 customers and made the company a lot of money, they would not pay me for my efforts. This is because if I only sold to customers, the company would not be able to expand as fast due to there only being one salesman (me) and only 20-30 cars total that are sold. Because the salesman only make the real money in training other salesmen, soon there is an army of salesmen, a lot of people know about the cars, but really the only people who have bought the cars are the salesmen. There are very few customers because the salesmen have very little incentive to sell the cars to them since they do not make nearly as much money. So once the newest salesman has a hard time training his new salesmen to help pay for his monthly lease, he has to quit because he is consistently losing money each month with this monthly lease that he has to pay. Once he quits, the guy above him loses that income from the salesman leasing the car, because his friend no longer pays the company money.

The chain reaction then starts riding all the way up to the top, back to me. Now nobody wants to be a salesman, I have to quit because I am not making any more money, but the good thing is, I made a lot of money from all the salesmen that learned about the car and how to sell them and train other salesmen, while the salesmen at the very bottom are stuck in the negative.

To Vemma Brand partners: this ridiculous doesn't it? but doesn't it sound extremely similar to what you do, and how you are paid?

Literally every portion of the compensation plan explicitly states that each new brand partner requires at least 2 brand partners to make money. Meaning that those two brand partners then need two brand partners each to make money. And so on. For an (extreme, but relevant) example, If I solely looked for customers, and no brand partners, ended up after two years of cold market selling with 1000 customers on auto delivery with each with 60 QV on each leg, I am generating roughly \$900,000 dollars per year for Vemma. Yet because of the compensation plan, I do not make a dime... until I enroll two brand partners. Then, with the various bonuses, I make about 12,000 dollars the instant I enroll them, plus about \$4500 per month in cycles.

Am I the only one who thinks this does not make any sense at all?

[↩ Reply](#)



The Revanchist

August 2, 2013
3:11 pm

Hey man I read this, and it makes total sense I'm with you!

BUT . . . many of my readers may not want to read all that. Any chance you can post a slightly truncated version? haha!

↩ Reply



Stan Lee

August 2, 2013

3:23 pm

^^TL;DR,
the
only
way
the
comp
plan
pays
brand
partners
is by
enrolling
brand
partners,
it
forces
them
to buy
product
in
order
to get
paid,
and
even if
the
company
had
physical
proof
that
there
above
70%
of its
revenue
is
based
on
customer
sales
and
not
the
sales
of
brand
partners,
how is
it NOT
product

based
pyramid
scheme,
eventually
leading
to
complete
self-
sustainment
and
falling
apart?

The
reason
i
chose
a car
salesman
was
because
having
to
lease
a car
to sell
cars is
ridiculous
to me,
and
having
to
lease
a car
to
train
salesmen
to sell
cars is
even
more
ridiculous.
And
even
MORE
ridiculous,
is that
training
a
salesman
to not
sell
the
car,
but to
attract

people
to
becoming
a
salesman,
in
order
to
advertise
the
company
better,
is the
main
focus
of
getting
paid.



The Revanchist

August 2, 2013
3:24 pm

Thank
you
kindly
sir,
and a
fantastic
point.
I may
expand
on the
analogy
in a
post!

(tips
hat)



tex2

December 8, 2013
12:41 pm

If
70%
of the
sales
were
to
customers,
it
would
NOT
be an
illegal
pyramid,
it

would
closely
resemble
how a
REAL
car
dealership
works,
as
there
are
sales
people
and a
sales
manager
who
makes
some
of the
commission
from
each
salesperson,
as
does
the
owner.



Lou
August 2, 2014
4:08 am

That
car
sales
analogy
though
man,
it's
enough
to
convince
anyone



Mike
August 2, 2013
9:04 pm

Completely agree.
That's a great
comparison with the
car salesman.

[↩ Reply](#)



Nomad

August 17, 2013
7:12 am

I thought the same way, just not with the car salesman analogy. A legitimate network marketing system should encourage and reward selling the products to end customers even when no new associates are recruited.

[↩ Reply](#)



Jada Beard

November 23, 2013
2:50 am

I literally screenshot this whole comment to show my sister not to get involved with this what I call "get rich quick scam" but I just can not get through to her. This should pretty much clear it up. Thank you!!

[↩ Reply](#)



tex2

December 8, 2013
12:43 pm

You should tell her they are lying to her and the facts that apply to Amway and most other MLM companies can be found here:

<http://www.stoptheamwaytoolscam.wordpress.com>



Jack

January 22, 2014

9:52 am

Idk if
you
have
looked
a any
type
of
busiess
but I
like
using
McDonald's,
there's
a CEO
at the
top
that
does
barely
any
work
when
the
supervisors
get
paid
less
and
have
to
work a
Lot
harder.
Then
u have
managers
then
the
employees
that
make
next
to no
money
working
their
ass of
for
CEO
that's
sits at
the
top

and makes money's off his business. That's how every business works, that CEO wouldn't be there though if he didn't work hard for it. Every business is pyramid like. Vemma is the furthest from it.



The Revanchist
January 22, 2014
10:50 am

A pyramid scheme isn't determined by the levels at which income is distributed, it's determined by an issue of sustainability.

And considering that you commented on THIS particular post, you didn't understand one bit of that.



Sum Tin Wong
January 22, 2014
8:56 pm

Here a big diff, Jack. Even the lowest people at McDonalds make money. You even said "next to nothing" which is more than nothing. The overwhelming majority of Vemma BP's LOSE money once you account for the auto-shipments.

And
yes,
you
have
to
count
the
auto-
shipments
if you
want
an
apples
to
apples
comparison
with
Mickey
D's.
Unless
of
course
there
is a
hidden
rule at
McD's
that I
don't
know
about
that
says
that
every
time
you
work a
shift
you
have
to buy
a
couple
of
Happy
Meals.



Lou

Wow thank you for
explaining it in that
way dude you saved
me from investing in

August 2, 2014
4:05 am

this scam.

[↩ Reply](#)



Mike

August 11, 2013
7:19 pm

Hey what's ur email! I like what u are doing

[↩ Reply](#)



The Revanchist

August 11, 2013
7:39 pm

Go to "Want to Help" at the top and read the page. My email is at the bottom.

It sets some criteria as well as things I'm looking for you'd like to help 😊

[↩ Reply](#)



Jared

October 24, 2013
7:24 pm

So are you calling Amway an 11.5 Billion \$ Company who own the Orlando Magic a scam, pyramid scheme, ponzi scheme?

[↩ Reply](#)



The Revanchist

October 26, 2013
3:42 pm

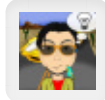
Yes . . . all evidence points to it. They survive due to extensive political connections (they are the chief contributors for lobbying through the DSA).

Most economists agree Amway reached saturation in the 80's, and they admit a public 99% loss rate.

They refuse to publish details about their retailing customer base.

Why do you ask?

 [Reply](#)



Kasey Chang

October 26, 2013
10:18 pm

Can Amway prove their IBOs are retailing the products as required by their own "Ten Retail Customer Rule"?

According to Amway's own bosses during an interview by WSJ, they claimed "about 50%" of affiliates just want to buy some stuff and "sell a few to friends and family", 30% look for a little extra income, and 20% plan to treat it as income opportunity.

Video interview, scroll to 9:15 mark to hear them say it

<http://online.wsj.com/article/FE12F29C-D022-42B8-8ACD-16A114E0DA96.html#!FE12F29C-D022-42B8-8ACD-16A114E0DA96>

Sure sounds like 50% of the company doesn't sell to 10 customers, does it?

 [Reply](#)



tex2

December 8, 2013
12:57 pm

It's MUCH worse than that. Amway's own

study
determined
a
paltry
3.4%
of
products
are
sold to
non-
IBOs,
and
that
figure
is
inflated
because
many
of us
were
taught
how
to
make
a self
consumption
purchase
look
like a
retail
sale
for the
computer.
The
fact is
the
Amway
owners
are
LIARS
and
shouldn't
be
believed
at all.
Look
at the
exchange
at
16:21
to see
how
they
DON'T
answer
the

question
honestly.



Mike

October 27, 2013
12:53 am

Owning a sports franchise doesn't somehow make you exempt from being able to commit fraud. Try watching American Greed sometime, it'll open your eyes.

Here's a snippet of one such fraudster who was featured. Notice that he was the co-owner of the San Jose Sharks.

<http://www.sfgate.com/sharks/article/Former-Sharks-co-owner-gets-8-years-for-fraud-3218556.php>

↩ Reply



lolwat

November 30, 2013
12:37 pm

Hey dude, check this out

<http://larkster.wordpress.com/2012/08/27/an-evaluation-of-multi-level-marketing-and-vemma-inc/>

↩ Reply



Amber

December 17, 2013
12:32 pm

If you were a self run business would you not order product monthly to replenish supply? If you were starting a business you would have to put money down for start up costs. Same concept in vemma. Do your research on real research sites. Not opinion sites

↩ Reply



The Revanchist

December 17, 2013
1:05 pm

I strongly suggest you read my blog in its entirety before commenting. For example this post:

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

is-unethical/

Which neatly encapsulates why the reason you give for Vemma's auto-delivery is flat out wrong.

[↩ Reply](#)



James

January 22, 2014
10:02 pm

Your "supply" is just a gimmick. They need a product so they aren't labeled as a monopoly, but in reality the product is irrelevant. It makes people think that they are actually selling something of value. The main purpose of vena is to recruit other clients. When you do this, do you ever actually even mention the energy drinks?

[↩ Reply](#)



Ryan

June 20, 2014
5:08 pm

Put down the Kool-Aid, Amber.

[↩ Reply](#)



bg

January 5, 2014
7:31 pm

Pyramid schemes are illegal that's the bottom line. You're opening sentence is ludicrous. It's not affiliate marketing it's MLM therefore it's a scam. What??!!? So Amway, Herbalife etc are all scams? Are you nutty?

[↩ Reply](#)



The Revanchist

January 6, 2014
4:24 pm

I specify that it's not affiliate marketing because it's not. Simple as that.

Being an MLM doesn't automatically equate to being a pyramid scheme, but there's a lot more literature illustrating why it very often can be.

And yes, I believe they all are. There's an enormous amount of evidence.

I'm not nutty, can you read?

[↩ Reply](#)



Sum Tin Wong
January 7, 2014
1:24 pm

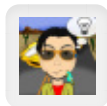
LOLOLOLOLOL!!!

Did you just spell
"LUDICROUS"
"LUDACRIS" like the
rapper?

Typical Vemma
Douche.

I wouldn't quit college
just yet if I were you.

[↩ Reply](#)



Kasey Chang
January 8, 2014
12:37 am

False dilemma. If it's not affiliate marketing it's MLM? Why can't it be pyramid scheme instead? Or the really disguised one, i.e. "product-based pyramid scheme", which looks VERY MUCH like a MLM?

You know just enough to be dangerous (to yourself, with that sort of half-assed arguments). Please grow beyond that phase quickly before you got hurt.

[↩ Reply](#)



Sasha
May 21, 2014
11:53 am

Herbalife is a scam.
Google it.

[↩ Reply](#)



Jennifer Catano
January 10, 2014
1:45 am

Vemma is a scam and its brainwashing
my boyfriend Sadly.

[↩ Reply](#)



Nick
January 14, 2014
1:36 am

I almost did this. Thank you for this! I
posted this to my facebook to warn
others of the scam. The Vemmalites as
I call them will probably attack me but
hey if I can save some kids some
money then it will be worth it.

[↩ Reply](#)



Muhammad
January 25, 2014
12:55 pm

This is hilarious....please tell me how
people "lose money" do they buy air?
Pretty sure they buy a tangible
product..and your prob someone who
spends over a \$150 a month on
redbull/Starbucks etc its a simple
transfer of dollars...nice opinionated
blog...and you act like recruiting is a
bad thing...pretty sure every university
recruits students to their school where
people will invest over six figures on
an education and come out with their
degree and get a job at a fast food
restaurant and owe astronomical
student loan debt but that's normal in
today's society look up the numbers ...
pretty sure every Fortune 500
company recruits...pretty sure the nfl,
NBA etc recruits..everyone recruits
wake up and smell the fucking roses

[↩ Reply](#)



The Revanchist

January 25, 2014

7:37 pm

No one has a problem with recruiting, its only when the primary income is from recruiting, which produces an unsustainable model.

Doesn't matter that its a tangible product, its extraordinarily overpriced AND there's no reason it should be mandatory.

And no I don't spend \$150 a month on red bull and coffee.

Red bull tastes like cough syrup mixed with lighter fluid and coffee gives me the runs.

Any other assumption, educated one?

[↩ Reply](#)



Muhammad

January 25, 2014

9:27 pm

Lol
overpriced?

Go to
GNC
and
you
will
see
over
priced...
the
vemma
formula
is a
legacy
product
I'm
actually
a
mangosteen
researcher

and
the
product
should
be
priced
even
higher...
I love
people
who
have
so
much
free
time
to
write
opioniated
blogs
I'm
not
even
an
affiliate
of
vemma
but
your
blog is
opioniated
and
your
just
uneducated
on the
industry
which
is a
strong
segway
of our
economy...
lol you
most
likely
work
for a
company
where
you
will
never
out
earn
the

person
in
front
of you
in the
corporate
ladder...
people
like
Donald
trump/warren
buffet
they
all
support
and
own
companies
in this
industry
I'd say
they
are
more
credible
on
generating
assets
than
you
the
blogger...
your
probably
in
wake
up
now
hahaha



The Revanchist
January 25, 2014
9:56 pm

you're*
...
and
I'm
not in
WakeUpNow.

I'm
sure
you
aren't
a
Vemma

affiliate,
I
appreciate
you
taking
time
out of
your
day to
tell me
that I
simply
do not
know
what I
am
talking
about.

I will
take
your
well
worded,
well
researched,
and
highly
intelligent
criticism
into
account.



Marie
February 11, 2014
12:15 am

I
really
wanted
to
take
Muhammed's
comment
seriously
and
try to
read it
– but
it was
the
longest
run on
sentence
I've
seen
outside

of a
David
foster
Wallace
novel.

Great
blog
dude!
I love
this
comment
thread.



Jason

January 26, 2014
2:08 am

Great article. It's fascinating how easily people can be taken advantage of by promising instant gratification and wealth. Unfortunately, it doesn't work that way in any part of life, industry, or pyramid scheme.

I personally work for a large corporation as a "grunt". At no point have I ever been told I could buy a BMW in a week or earn more than the CEO. I'm told that I will be paid competitively for the job that I accept and have opportunity to advance my career in the future with exceptional work. No BS.

First comparison to corporations; Vemma's explanation of continuing to receive income when a person is done "recruiting".... The real version of this is called a 401k or pension. It is a retirement plan that you are vested in. Any Vemma member should look up what vested means and find how much Vemma guarantees its recruits 20 years from now compared to a large, stable company.

Next, to touch upon me not earning more than the CEO. This realization is what is referred to as life. I know I'll have a very successful career but when it comes down to it, less than 0.1% of the population will make a corporate CEO's salary...or a

professional athlete's salary...or a movie star's salary...actually approximately 0.1% of the American population makes over \$1million in a year.

My last point; joining the "Vemma revolution" is not the same as a Speed Pass that you can get at Disney world where you get to cut the lines. Skipping out on college or furthering education is not some trick to obtaining wealth that everyone else hasn't figured out. The most credible fact that can be brought into the Vemma debate actually is that years of education and financial earnings are positively correlated. The more education you get, the more valuable you are.

[↩ Reply](#)



Stephen

February 5, 2014
7:54 pm

I've noticed almost every one of your blog posts explicitly states or at least eludes to the fact that VEMMA does not have a primary customer base. You seem to be an intelligent, well-minded individual who always basis his case on facts, data, and proof. I'm curious about your opinion on what percent customer base you think needs to be met in order to meet the qualifications of NOT being a pyramid scheme? Thank you.

[↩ Reply](#)



The Revanchist

February 5, 2014
8:22 pm

70% is the generally agreed upon number.

[↩ Reply](#)



Entertained

February 28, 2014
2:15 pm

Thank you for brightening my day! I had to chuckle all the way through the comments. The best part is when someone gets backed into a corner, and the only thing they have as a defense is to criticize the other's

grammar or spelling. Hilarious! Of course, that probably has a great deal to do with what people learn from texting and tweeting, which does not apply here.

Y'all have fun trying to whittle each other's egos down to nothing! 😊

[↩ Reply](#)



Nagen

March 2, 2014
5:35 pm

if Vemma really is a scam we all would be in jail right now, Vemma has an empire for god sake how can someone post something horrible like this. Whoever posted this because of network marketing business failure and huge ballsack of ego. HAHAHA

[↩ Reply](#)



The Revanchist

March 2, 2014
5:46 pm

I'm sure Enron said the same thing.

Just because its illegal doesn't mean it hasn't been caught.

[↩ Reply](#)



Philly

March 8, 2014
8:02 pm

If this were a legitimate business the product would sell enough to pay its employees. That's how actual business is done. Most of the

people
who
fall for
this
are
uneducated,
hence
the
young
recruiter
target
demographic.
Plain
and
simple
if you
aren't
selling
a
product
or
service,
u can't
have a
business.
Focusing
on
selling
your
brand
vs the
actual
product
defines
a
pyramid
scheme.
What
u are
creating,
when
u try
to sell
this
shit, is
a cult.
If the
cult
attracts
enough
believers,
it
redefines
itself
as a
legitimate

religion.
Crazy
people
go to
church
and
invest
in
their
religion
weekly
(religiously).

Defend
their
religion
until
the
day
they
die.

Although
this
blog is
great
in its
intent,
it
most
likely
will
fall on
deaf
ears
since
this
really
only
appeals
to the
people
who
would
question
their
religion
(few
and
far
between).

The
key is
to
appeal
to the
brainwashed
masses

who
try to
go to
college
to
create
a
better
life for
themselves,
but
then
fuck
up by
falling
for
this
scheme
and
ruining
their
chance
at
actual
financial
independence.

And,
while
that
number
might
be a
very
small
minority
of kids
per
school,
there
are a
shit
ton of
schools.
So
although
it
doesn't
look
like a
lot of
people
from
each
campus
are
falling

for
this,
since
there
are so
many
colleges,
it is
easy
to
grow
this
'business'.
Ahhhh,
this
brings
me
back
to my
freshman
year
in my
undergrad
when
someone
was
trying
to sell
me
phone
company
services.
Nostalgia.



justin7

March 11, 2014
1:27 pm

Rome, March 10 – Sanctions for a total of 500,000 euro against the companies Vemma Italy (Euro 100,000), Asea Italy (Euro 150,000) and Organo Gold Europe (Euro 250,000) for unfair business practices that have affected tens of thousands of consumers in the field multilevel illicit sales of beverages.

[↩ Reply](#)



krispp

March 12, 2014
11:13 pm

Vemma claims that it is organic and Non-GMO, but they do not have the USDA certification to prove it. They are lying!

[↩ Reply](#)



mark rowland

March 14, 2014
7:29 pm

Thanks

[↩ Reply](#)



speakofcents

March 20, 2014
7:20 pm

vemma is a pyramid scheme for the simple fact that you arent actually going out and selling the product yourself for profit. I mean you could, but wouldnt make money. instead, you are selling an idea- the idea that you can get rich quick. i know people that sell vemma, and for the longest time they didnt even tell me about the product, they just kept trying to recruit me so that i could get recruiters who would get recruiters and so on and so forth. thus allowing me to make profit from their recruitment. ideally, the product doesnt even really need to be there to make a profit- its almost like you buy a membership once a month and you just get vemma products as a sign on or something- the product is there essentially to cover up the pyramid scheme itself. you dont actually sell the product, you sell the idea, thus you are a pyramid scheme. have you checked out the statistics on this? chances are about 97% of the time, people who get roped into this dont make money, they lose it. look up the definition of a pyramid scheme- vemma fits it no matter how you dance around the topic. dont be fooled into joining this cult-like company.

[↩ Reply](#)



mben

March 24, 2014
11:26 am

Vemma is not a scam retards im 6 months into it and have made over 50k

[↩ Reply](#)



The Revanchist

March 24, 2014
11:52 am

I suggest you read,
never said you
couldn't make money.
I said it's unlikely,
there are unethical
practices and it's on
the backs of saps.

Is literacy not a
requirement or
something?

[↩ Reply](#)



Peachez

April 10, 2014
11:38 pm

Thank u men,lol. I just
started Vemma last
week. Now everyone's
got me worried. Oh
boy what did I get
myself into

[↩ Reply](#)



Peachez

April 10, 2014
11:39 pm

I
meant
mben
,sorry



D. Faber

April 22, 2014
8:47 pm

I was
in
Vemma
for 3
months
and
made
no
money.
Am on
a
limited
budget
and
couldn't
pay
for the
\$150

auto
delivery
and
leads.
The
way
people
make
money
is by
paying
\$132
for
one
lead
that
people
gave
their
credit
card
information
for the
'package'.
I need
to
make
money
and
not
spend
and
spend
and
spend
for
nothing.
So I
just
quit. I
advise
you to
not
continue
with
Vemma.
Their
products
are
too
expensive,
too.
Find a
normal
job
and

get a
weekly
paycheck.
Vemma
is not
worth
the
hassle.
Wish
you
well.



nicole

April 3, 2014
7:22 pm

Is everyone that defends vemma really not goin to address the fact that people are selling an idea not product, but still have to purchase product? How is this not a pyramid scheme. Sure you can be sucessful if you are a people person, have plenty of friends & show leadership like characteristics (most people trust there friends). I guess the only example left is what if every in the u.s. signed up for vemma how is the last person that signed up ever going to make a profit if theres no one left to sell an idea to? In fact that individual will lose money b/c they're still paying for product monthly.

[↩ Reply](#)



JS

April 10, 2014
1:05 pm

I just got out of this "business", if you will, because I came to realize how blinded I've been by the promise of making big money. I can tell you that every person who has come on here to defend Vemma is just reading off of a script. Word for word, it's the only things that they can say to defend it. "\$150 on starbucks..." "NBA, Dr.Oz...", etc. It's all an act to make it sound better than it really is!

[↩ Reply](#)



Peachez

April 10, 2014
11:43 pm

JS so why did you quit? I just started. Just curious, cause now I'm reading all this negativity about Vemma . I was so excited to start and now I see all this,ugh

[↩ Reply](#)

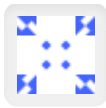


JS

April 15, 2014
2:39 pm

Mainly because the 89% growth that Vemma is so proud of came directly from Anthony Powell bring 34,000 people over from Herbalife. This year's growth projection is nothing near what they're telling us.

So is Mary Kay a scam too?



nesvarbu

April 15, 2014
9:36 am

[↩ Reply](#)



The Revanchist

April 15, 2014
1:49 pm

Yes, visit "The Pink Truth"

[↩ Reply](#)



Matthew

April 15, 2014
3:21 pm

Wow
Revanchist...
you
are
pathetic.
Everything
in
YOUR
eyes is
a
scam.
SMH...
funny
thing...
why
do you
remove
my
posts.
Do
you do
this to
everyone
who
objects
to
YOUR
way of
thinking.
It
must
be
such a
thrill
for
you...
to
trash
other

peoples
freedom.



The Revanchist

April 15, 2014
5:15 pm

Post
again
then.
I've
looked
through
my
comment
archives
and I
haven't
found
anything
by
you.

I
delete
comments
if they
contain
erroneous
information
that
has
been
addressed
by
another
post
I've
written.
If that
was
the
case,
then
that's
why
your
comment
has
been
deleted.

But
like I
said, I
don't
even

see
unapproved
comments
by
you.



Joee

April 17, 2014
9:23 pm

All of these people who think this is an actual way to make money you're lying to yourself. How legit of a job can you really think this is? Be like your parents go get a real job and stop looking for a quick way to make a few bucks. The longevity of a career like this no more then 6 months. You might as well sell drugs for a drug dealer at least you get something from being pawn in a game you can never comprehend.

[↩ Reply](#)



Tanny

April 25, 2014
11:22 pm

This Vemma Stuff is a complete scam and theres only one simple way to put it:

the demand for the energy drink is no way near the supply thus this way of influencing just leads to kids dropping out of school.

the only way you can make money is if your smart enough to single out the dumb people in the world and you sign them up under you (aka fucking them over). Eventually this company will fail leaving people out of a degree and a career.

Demand does NOT equal Supply

basic economics people

[↩ Reply](#)



NoVemma

April 27, 2014
7:36 pm

Vemma ist eines der schlimmsten Pyramidenspiele überhaupt, deswegen wurden sie auch in Italien verurteilt! Ich hoffe Europa zieht nach! Sorry, ich schreibe besser deutsch!

[↩ Reply](#)



The Revanchist

April 27, 2014
9:21 pm

I'm too lazy to run this through Google Translate, so I'll assume you're being supportive.

Rock on holmes.

[↩ Reply](#)



andi

May 3, 2014
9:47 pm

To 'The Revanchist'. You are quite obviously a sad, negative, misinformed individual. You must have been badly treated at sometime or somewhere in your life, which is very sad. Just know this, I am not attacking you, but instead, I have compassion for you. Please open your mind to all the possibilities that life has to offer. We only have one life and we must step outside of our comfort zones if we are to achieve abundance in our lives. Change your outlook and look at opportunities in a positive and exciting way. Do not post such garbage online and potentially discourage people of making a change in both their health and their financial lives. You are what we call a 'dream stealer'. In closing, good luck to you. I hope things start looking up for you.

[↩ Reply](#)



The Revanchist

May 3, 2014
10:00 pm

If what I post is garbage, it's not like anyone will listen to me right?

Prefacing that you are not attacking me and then insulting me doesn't actually work, you know that right? But then again you joined Vemma, so how

logical could you possibly be?

Being condescending is MY style, so don't be jackin' my swag!

[↩ Reply](#)



Judy

May 8, 2014
7:58 pm

I'm so glad to see this site. It's going to save my money and total aggravation from being scammed by yet another scumbag. Thanks for your help.

[↩ Reply](#)



logic69

May 10, 2014
12:55 pm

Loving it man! Keep up the good work. Some of these people are in such an extreme case of denial it's insane. I mean it's very lame on the part of the people praying on the naive, but sweet Jesus people need to have a little bit of street smarts. I guess I shouldn't be so negative though. My finances were in bad shape before a Nigerian prince got in contact with me and decided to give me \$\$\$ for helping him out. I should be receiving check anytime now. I can't wait!

[↩ Reply](#)



Matt

May 14, 2014
8:17 am

Just got home from my very first Vemma meeting!
Also my very first experience with a pyramid scheme.
Come on people, if it's that easy to become millionaires, don't you think everyone would do it?

Think about this:

1. The 'Auto-Shipment' of energy drinks every month is completely unnecessary, Why have products delivered to your door if you are being paid by recruitment numbers instead of sales?

2. Unless all of your recruits are stupid enough to pay Vemma \$150 for the rest of their lives, you will have no sustainability whatsoever.

3. The organiser of this event told us not to discuss it with my parents as they simply "will not understand". He also told us that one can of Vemma Energy is equivalent to 54 eggs. I wish that was a joke, i really do.

4. Why is this business aimed at 17-25 year olds? Were you told it was because we are naturals at social marketing/media? I'm sorry but that too is a lie. Young people are good at being gullible.

[↩ Reply](#)



SpAz

May 31, 2014
8:36 pm

... call me a bad person but I do realize it's a pyramid scheme.... but... life is a very cruel thing. In other words who gives a shit about the ethics of all of this? Behind every fortune is a crime, the greater the fortune the greater the crime. If joining means I have to fuck the little guy to get ahead.... the little guy better have lube.....

[↩ Reply](#)



The Revanchist

May 31, 2014
9:21 pm

While it's unethical, I appreciate your honesty.

My mentor told me essentially the same thing and that's part of why I quit.

[↩ Reply](#)



Ashton

June 3, 2014
10:26 pm

Gone through the experience. At first they slam you with facts to get you to think of positives. The video they play at meetings is all positive. Ive read the reason dr.oz had it on his show was because BK donated to his charity and

backlash was he would promote it. Also, i was lied to is i asked if there was a starting price or initiation. And wasnt given a full answer. I asked 15 times at meeting to my "friends" and they still couldnt give me a straight answer. Then i found out there was forced buys, but if you sold or got 5-10 ppl in 1-2 weeks the next buy was free. But then was also pressured to make 500\$ purchase. Also, they tell you to ignore college internet because its all a lie. When i read BK and previous issues im glad i said no

[↩ Reply](#)



gbatson

July 27, 2014
6:33 pm

?

[↩ Reply](#)



The Revanchist

July 27, 2014
6:38 pm

Yes?

[↩ Reply](#)



Jennie

July 31, 2014
12:11 am

I once met a very pro YPR distributor who is also a playboy playmate(Briyana Noelle) she kept telling me that if I join, it would change my life. When I mentioned that I'm happy being in Dental School, she told me that I'm dumb for wasting my life getting a degree. Lol. I just wanted to share because knowing that this YPR crap is a scam is making me happy.

[↩ Reply](#)



F*Vemma**

August 3, 2014
6:22 pm

Vemma on the Today show being called a Pyramid Scheme

[↩ Reply](#)



TerriK

August 4, 2014
10:39 pm

A friend of mine in sales told me once, when you hear about the superstar salesmen of a company, they usually are doing something to get sales they are not telling you about. One superstar I read about for our company in the 80's was getting astronomical sales supposedly through telemarketing efforts.

Later I met a guy who worked with him and he said this superstar salesman had access to the customer data base as it was a small branch of our company with only 3 sales people.. He under cut people which was supposedly against company policy. He used to go up to new people in the business and discourage them from staying as it was "so hard to learn the business." Now he is at corporate office working as Vice President of Sales.

Another story....a friend of mine was in an MLM called Excel..that sold long distance service. He said some of the older reps that wanted to leave Excel for some reason would sell their list of hundreds of customers and recruits to another rep. . That's how some reps get alot of downline with out much effort. My friend was in Excel for 4 years and made very little. I decided not to join but i did buy the service from him. Kenny Trout of Dallas TX owned Excel originally..and said his neighbor Ross Perot..asked to buy his company from him.. He sold it to some telephone company I think. CAN YOU IMAGINE LIVING NEXT TO ROSS PEROT???

[↩ Reply](#)



L. San

August 5, 2014
2:08 pm

Another common thing I usually hear from MLM recruiters is they tell you that all you have to do is just pay the required "investment" and they'll take care of the rest and they'll recruit people to put on your

downline. You don't have to do anything and your recruiter who seems to be great at marketing and recruiting will do the hard work for you. You'll initially believe them because they'll tell you that they have to do that to keep the "pyramid" alive. But of course we know that that won't happen because being the con artists that they are, they'd rather keep their new recruits for themselves. They only want to trick you into giving them your money.

[↩ Reply](#)



TerriK

August 6, 2014
8:35 am

Also was told by a salesman, when a company recruits new sales staff no matter what their experience, it will usually create one sale of the product. They will sell to a

relative
or
friend.
About
1 out
of 10
hires
will
stay
with
the
company.
Recruiting
equals
sales.
10
new
hires
..10
sales.
Car
dealers
are
notorious
for
hiring
sales
staff
who
will
sell at
lease
one
car to
a
relative.



Alexis

August 8, 2014
2:07 am

I am currently a "brand partner" with Vemma. I can tell you that your article is very bias. I was skeptical at first because yeah, it does sound like a pyramid scheme. But I get \$400 worth of free product a month, and lost 86 lbs, on top of \$2367.18 every two weeks from Vemma for promoting their product. But you can only make money by being active with the company, not just "selling" the product. You have to attend conferences across America, all paid for, to talk about the product and

promote it. The way you reported it is the lazy man's way, and no, you will not make anything doing it that way. You will lose money out your butt doing it that way. Get all your facts right before you blast a company on the Internet, or someone like me will expose you for your own lazy half-assed way of "doing your job".

[↩ Reply](#)



The Revanchist

August 8, 2014
10:44 am

First off, Vemma pays weekly not biweekly so why aren't you giving me your weekly income?

Second, my whole point is that to BE active, you have to purchase a monthly amount of product which is overpriced. If you didn't have to purchase that monthly quota, a large portion of my problem with the company would siappear.

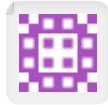
Third, the conferences just recently became paid for; for the past 10 years they were not. They were expensive and were just rehashing the same information over and over again. I was part of this company longer than you were.

And finally, if this company wasn't a pyramid scheme they would publish their portion of retail customers (which they avoid doing).

So, cards on the table.

Are you astro-turfing me, or are you actually a Vemma affiliate and I have to call the local zoo to tell them they have an escapee?

[↩ Reply](#)



Someone that want to make money

August 11, 2014
11:19 pm

It might be a scam but I don't think it is illegal because if it was it would of been shout down already.

[↩ Reply](#)



The Revanchist

August 12, 2014
12:48 am

It's a matter of getting the FTC to investigate. Herbalife was allegedly "legal" but now that the FTC is looking in it's on the verge of collapse.

[↩ Reply](#)

LEAVE A REPLY

Enter your comment here

Create a free website or blog at [WordPress.com](#). The Newsworthy Theme.