

Record 16 of 40	
Reference Number	42942462
Created Date	12/21/2012
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009346685
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	12/21/2012
Updated By	BBBPHAZ-USER
Updated Date	03/08/2013
Agency Contact	External Agency
Complaint Date	12/21/2012
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	b(6)
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	SHEPHERD
Consumer Address, State Code	MI
Consumer Address, State Name	Michigan
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	989
Consumer Home Phone, Number	b(6)
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@vemmma.com
Company Website	http://www.vemmma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	\$223.44
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements\Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
	<p>I am (b)(6) mom. (b)(6) was approached about Vemma and made the mistake of buying into the pyramid product. The initial cost was \$150 for product/shipping. As in most cases, (b)(6) was only able to find one person who would buy in to this scheme. He ordered the first product in October, and the next autoship product came in November. Nick is a freshman in college and, of course, like most college kids, they want to make quick money. I didn't find out about this until (b)(6) received an overdraft on his November account when the autoship came through. I, at that point in time (12/5/12), contacted Vemma and spoke with Kevin and cancelled the product (b)(6). I was told that (b)(6) could only return the latest pack. They would not give him a refund for the first product that was</p>

Complaint Info Comments

delivered in October. Per Kevin, he asked that I ship it Fed Ex. He told me they would pay the return shipping. I asked how they would know how much that was and he told me they would pull it off the box. Well, Kevin never intended to reimburse me for sending it Fed Ex, which was very expensive (\$28.44). He claimed that he meant the initial \$14 that it cost to ship it. I was quite clear on what I meant and so was Kevin, but I'm sure he wanted to get me off the phone. At that point in time, I cancelled (b)(6) debit card because I'm aware of how these pyramid schemes work and didn't want them to have access to his account any longer. I called back on 12/10/12 and spoke with Derek who informed me that only \$150 (\$136 + \$14 initial shipping) would be refunded. I argued with him about the \$28.44 that it cost me to ship it Fed Ex, because I could have sent it much cheaper another way. He informed me that he was going to listen to the conversations that are recorded and would let me know. He said the conversation was quite clear, so I asked him to send me the audio, because I know that I was quite clear in what I understood as well. He would not send me the audio and was quite clear that the company would not allow that to happen. Derek said he was going to speed up the refund and forward me the confirmation. After several days of not receiving anything and not receiving a refund and Derek not taking my calls, I called again and spoke with Alecia on 12/20/12. She was very friendly and said it would take 3 - 4 weeks for a refund, but did speed up the process and had the refund deposited on 12/21/12. However, Firstbank called to inform me that only \$130 had been deposited (because I filed a dispute with my bank over Vemma, they are watching the account carefully). I did ask for information on where legal matters should be sent to, and they were very reluctant and after several conversations with her supervisor, they finally provided me an address and email (but said there was no phone number). I don't really want to get my lawyer involved, so I thought I would try this route first. When I called

	today (12/21), I spoke with Patti who gave me the phone --- Additional Comments: I would like to be refunded the \$28.44 that it cost me to return the product via Fed Ex, the \$25 for the overdraft, and I would also like to be able to return the first shipment for a refund. Thank you!
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	Yes
Complaint Info Fair Resolution Description	RESOLVED. The consumer has verified that the complaint has been settled to his/her satisfaction.



Record 25 of 40	
Reference Number	43855826
Created Date	01/28/2013
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009398368
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	01/28/2013
Updated By	BBBPHAZ-USER
Updated Date	03/07/2013
Agency Contact	External Agency
Complaint Date	01/28/2013
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	TATUM
Consumer Address, State Code	NM
Consumer Address, State Name	New Mexico
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@vemmma.com
Company Website	http://www.vemmma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements\Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>I selected an at home business site (advertised of talk radio) and began a training program to sell Vemma. After I realized it was a pyramid-type sales model, I no longer wanted to participate. I have been trying to reach someone at Vemma to cancel the accounts. I have tried since the morning of Jan 25 by multiple phone calls and emails to several addresses within the company. I have been on hold as long as 30 minutes at least twice today. I get absolutely no response. They lock their retailers/customers in on an autoship for product, and I do not want to receive anymore. I also need to communicate with someone about canceling my accounts so I am not charged again. The product is probably fine, but the marketing and service are way less than forthright. I would never recommend this company to</p>

	anyone. --- Additional Comments: I want to be contacted so I can cancel the accounts.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	Yes
Complaint Info Fair Resolution Description	RESOLVED. The consumer has verified that the complaint has been settled to his/her satisfaction.



Record 26 of 40	
Reference Number	43957264
Created Date	02/07/2013
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009412328
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	02/07/2013
Updated By	BBBPHAZ-USER
Updated Date	03/07/2013
Agency Contact	External Agency
Complaint Date	02/07/2013
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	b(6)
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	JEFFERSON CITY
Consumer Address, State Code	MO
Consumer Address, State Name	Missouri
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	573
Consumer Home Phone, Number	b(6)
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@venma.com
Company Website	http://www.venma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements/Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>I have been repeatedly contacted by both email and cell phone by marketers that left Herbalife and started with Vemma. I contacted Vemma when they started and they denied having those members as part of their company. They have my number and have been sending automated calls to it promoting their business. I am certain it is members of Vemma because they have sent me links to their website and tonight a text message promoting it. They are supposedly an MLM company, but I don't see these people trying to sell any product. They repeatedly want you to buy in and be a part of their team. It is a pyramid scheme and they are attempting it with another company. I believe it is very unscrupulous to take numbers with you and continue to harass people when they have not contacted you. --- Additional Comments: I</p>

	want them to stop and I do not think they should be allowed to continue this practice. Some people will say yes just to get them to stop calling and I think that is wrong.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	No
Complaint Info Fair Resolution Description	INFORMATION ONLY. This consumer communication does not require a business response.



Record 37 of 40

Reference Number	45996967
Created Date	05/03/2013
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009529768
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	05/03/2013
Updated By	
Updated Date	
Agency Contact	External Agency
Complaint Date	05/03/2013
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	b(6)
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	SARATOGA SPRINGS
Consumer Address, State Code	UT
Consumer Address, State Name	Utah
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@vemmma.com
Company Website	http://www.vemmma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	\$1999.00
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements\Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>I contacted Vemma via a radio add to become an internet home based representative, April 26th 2013, was the start date. There was an upgrade fee of \$2,000 to become a 'Diamond' member and receive the highest bonus return. The next day I decided that the Program was not for me and cancelled, April 27th 2013. I received on Tuesday, April 30th, seven boxes of Vemma related product and my Visa credit card charged \$2,000. I have called Vemma on 6 different occasions to request to talk to someone about shipping the Vemma products back and crediting my Visa account. I called their customer service number 866-653-7069 and was told by the receptionist that a person from Vemma billing would contact me. 6 times and no contact whatsoever, phone or e-mail. --- Additional Comments: Common</p>

	courtesy and professionalism. Vemma was very quick to take my money and pat their self on the back about what a great company they are, my experience has been anything but that.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	Yes
Complaint Info Fair Resolution Description	RESOLVED. The consumer has verified that the complaint has been settled to his/her satisfaction.



Record 33 of 40

Reference Number	45409984
Created Date	04/01/2013
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009485920
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	04/01/2013
Updated By	
Updated Date	
Agency Contact	External Agency
Complaint Date	04/01/2013
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	HUNTINGTON STATION
Consumer Address, State Code	NY
Consumer Address, State Name	New York
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@vemmma.com
Company Website	http://www.vemmma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	\$150.00
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements\Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>We had cancelled our auto-account with Vemma. They advertise that cancellation can be made at any time...risk free. They continue to send us their products and charge us. I returned the product, had to pay the \$40.00 shipping fee and they promised to reimburse us the \$150.00 owed to us. They claim that I would be reimbursed within 7-10 business days once they received the returned package. It has been 6 weeks and we still have not received the \$150 owed to us. They have since discontinued sending us products, but have yet to returned funds due to us. It seems to be a typical pyramid scheme! Thank you for your time. ---</p> <p>Additional Comments: I would like to be reimbursed for the full amount of \$150.00 due to us. Thank you</p>
Complaint Info CRA Dispute Flag	

Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	Yes
Complaint Info Fair Resolution Description	ASSUMED RESOLVED. The business addressed the issue, but the consumer has not verified with the BBB that the complaint is settled nor requested additional BBB assistance.



Record 31 of 40

Reference Number	44840100
Created Date	03/27/2013
Complaint Source	FTC Online Complaint Assistant (CIS)
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Entered By	FTCCIS-FTCUSER
Entered Date	03/27/2013
Updated By	
Updated Date	
Agency Contact	Internet
Complaint Date	03/27/2013
Transaction Date	10/10/2012
Member of armed forces or dependant?	N
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	Maineville
Consumer Address, State Code	OH
Consumer Address, State Name	Ohio
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	513
Consumer Home Phone, Number	b(6)
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)

Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	1920 East Broadway
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	Tempe
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85281
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	info@vemmma.com
Company Website	http://www.vemmma.com/
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country	

Name	
Company Rep First Name	Connor
Company Rep Middle Name	
Company Rep Last Name	Schaeper
Company Rep Salutation	
Company Rep Comments	Vemma Executive
Complaint Info Initial Contact Method	In Person
Complaint Info Initial Contact Date	10/10/2012
Complaint Info Initial Response Method	In Person
Complaint Info Initial Response Date	10/10/2012
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	\$500.00
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	\$0.00
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>This company is a pyramid scheme and that is fact. It is gaining extreme popularity around where I live in the Cincinnati area. Most of the "distributors" are male and in their twenties. They prey on high school kids. I had a recruiter tell me he "doesn't care about the product". My sister was enticed to try it and failed because she didn't recruit. The revenue this company makes is internally generated through recruitment and restocking fees for distributors. Their company motto is "work smart not hard". Some of the top distributors are making over \$20,000 per week. I contacted (b)(6) one of the leaders in the company about the business model and he did not respond. It is</p>

a classic example that selling a business opportunity is not a legitimate business opportunity. I would recommend you take this complaint seriously or else you are overlooking one of the larger pyramid schemes in the country right now. Thank you. I would like to hear back from you as well. (b)(6)

Complaint Info CRA Dispute Flag

Complaint Info CRA Dispute Responded

Complaint Info CRA Dispute Resolved

Complaint Info Fair Resolution Flag

Complaint Info Fair Resolution Description

truth

inadvertising.org

Record 28 of 40	
Reference Number	44691183
Created Date	03/13/2013
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009462880
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	03/13/2013
Updated By	
Updated Date	
Agency Contact	External Agency
Complaint Date	03/13/2013
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	PHOENIX
Consumer Address, State Code	AZ
Consumer Address, State Name	Arizona
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@venma.com
Company Website	http://www.venma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	\$499.00
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements/Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>This company is allowing/encouraging high school kids to misrepresent their compensation plan. They are not holding them accountable for their actions. The kid trying to sell the product advised 'if you get 3 people to sign up under a plan that will cost each person \$499.00 you will automatically get a \$700 bonus. When I called the company in Scottsdale they advise this not true. Given this scenario the company told me the bonus after 11 weeks would be \$20...only. I asked to speak with a VP, owner, or someone in charge to voice my complaint I was told they not allowed to give me that information and all I could do was to send an email. My point is that for these kids to sign up their parents have to sign a form an accept responsibility. This give the company a complete out because they have kids</p>

selling with fraudulent claims but the company is able to put the responsibility back on the parents. --- Additional Comments: 1. Do not allow school age children to sell product because they do not understand the consequences of misinformation and the responsibility of providing accurate information. 2. There is a lot of peer pressure to 'get along with', 'be part of the group' and I believe this company uses this peer pressure as leverage to sell their product. 3. There needs to be training as to what can be claimed and what can not be claimed when selling product by anyone of any age. 4 Refund all the kids who were signed up under false claims.

Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	Yes
Complaint Info Fair Resolution Description	RESOLVED. The consumer has verified that the complaint has been settled to his/her satisfaction.

Record 29 of 40

Reference Number	44710044
Created Date	03/22/2013
Complaint Source	FTC Online Complaint Assistant (CIS)
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Entered By	FTCCIS-FTCUSER
Entered Date	03/22/2013
Updated By	
Updated Date	
Agency Contact	Internet
Complaint Date	03/22/2013
Transaction Date	
Member of armed forces or dependant?	N
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	Gilbert
Consumer Address, State Code	AZ
Consumer Address, State Name	Arizona
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	

Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 East Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	Scottsdale
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	www.vemma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country	

Name	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
	<p>To whom it may concern, I am sure you have heard of Venma, a "multi-level marketing" company, located in Scottsdale, AZ. I do not understand how they are able to operate as a legal business. I am not familiar with the detailed laws and regulation that would classify a company as a pyramid scheme however, based on common sense, it is clear that their underlying operations are fraudulent. Regarding pyramid schemes, the FBI's website clearly states, "...The real profit is earned, not by the sale of the product, but by the sale of new distributorships. Emphasis on selling franchises rather than the product..." This might as well be</p>

Complaint Info Comments

Vemmas mission statement. I challenge you to research the company you will only find information on the recruitment process. If you take away Vemmas products, their company continues to prosper. More pathetic than their "products," are the people they recruit. The company preys on high-school and college students. A few of them end up making six figures, while the majority waste away their \$500 membership fee. White collar crime is so prevalent because regulators are easily persuaded into believing fiction. If fraud is this easy, I might as well create my own pyramid scheme. When I am questioned about its legitimacy, I will claim I am selling intellectual products (such as happiness), and probably get away with it for decades. While it is likely that this email falls by the wayside, I would appreciate a response. I just want to know what makes Venma a legitimate business. More specifically, I would like to know what loopholes allow them not to be classified as a pyramid scheme. I appreciate your time. Thank you.

Complaint Info CRA Dispute Flag

Complaint Info CRA Dispute
Responded

Complaint Info CRA Dispute
Resolved

Complaint Info Fair Resolution Flag

Complaint Info Fair Resolution
Description

Record 23 of 40

Reference Number	43766246
Created Date	01/15/2013
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009379211
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	01/15/2013
Updated By	BBBPHAZ-USER
Updated Date	03/07/2013
Agency Contact	External Agency
Complaint Date	01/15/2013
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	b(6)
Consumer Address, Line 3	
Consumer Address, City	TORONTO
Consumer Address, State Code	ON
Consumer Address, State Name	Ontario, Canada
Consumer Address, Country Code	CAN
Consumer Address, Country Name	CANADA
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@vemma.com
Company Website	http://www.vemma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements\Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	Vemma operates as a virtual pyramid scheme, where income is primarily derived from signing up new members rather than sales of actual products. --- Additional Comments: Admit to pyramid scheme as defined above.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	No
Complaint Info Fair Resolution Description	INFORMATION ONLY. This consumer communication does not require a business response.

Record 18 of 40

Reference Number	43286180
Created Date	02/04/2013
Complaint Source	FTC Online Complaint Assistant (CIS)
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Entered By	FTCCIS-FTCUSER
Entered Date	02/04/2013
Updated By	
Updated Date	
Agency Contact	Internet
Complaint Date	02/04/2013
Transaction Date	
Member of armed forces or dependant?	N
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	San Diego
Consumer Address, State Code	CA
Consumer Address, State Name	California
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	619
Consumer Home Phone, Number	b(6)
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	

Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	20 - 29
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 East Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	Scottsdale
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	800
Company Phone, Number	5770777
Company Phone, Extension	
Company Email	info@vemmma.com
Company Website	http://platinumclub.vemmma.com/
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country	

Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	Unknown
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	Unknown
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	Unknown
Complaint Info Amount Paid Value	\$0.00
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	Vemma targets college students by giving them an "opportunity" to make a little extra money on the side. Essentially they have to pay an upfront fee and then recruit others to make their money back. You can pay extra to make a cut of what the people beneath you make. I dont believe they promote selling the product outside of the distribution network. I was approached to do this, but never even got any extra information because to me it sounded like a pyramid scheme. They proceeded to convince some of my friends in college to do this. They wow them with

promises of BMWs and Mercedes Benz. They lease these for the top reps to make it look like its really lucrative to be a rep. Im just upset because I feel like theyre victimizing poor college students and making them waste their time and money hustling other college students to become reps. I really doubt Im the first person to complain about Vemma. I just dont think theyre a positive presence in the business community.

Complaint Info CRA Dispute Flag

Complaint Info CRA Dispute
Responded

Complaint Info CRA Dispute
Resolved

Complaint Info Fair Resolution Flag

Complaint Info Fair Resolution
Description

truth

inadvertising.org

Record 19 of 40

Reference Number	43422909
Created Date	02/05/2013
Complaint Source	FTC Online Complaint Assistant (CIS)
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Entered By	FTCCIS-FTCUSER
Entered Date	02/05/2013
Updated By	
Updated Date	
Agency Contact	Internet
Complaint Date	02/05/2013
Transaction Date	
Member of armed forces or dependant?	N
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	Hillsboro
Consumer Address, State Code	ND
Consumer Address, State Name	North Dakota
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	701
Consumer Home Phone, Number	b(6)
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	

Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 East Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	Scottsdale
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	800
Company Phone, Number	5770777
Company Phone, Extension	
Company Email	
Company Website	WWW.VEMMA.COM
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country	

Name	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	My cousin joined the company and it seems like a sophisticated Pyramid Scheme. She and alot of others do not use the product but they try to get as many people under them to distribute the product and make money that way.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	
Complaint Info Fair Resolution Description	

Record 20 of 40

Reference Number	43476888
Created Date	02/06/2013
Complaint Source	FTC Online Complaint Assistant (CIS)
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Entered By	FTCCIS-FTCUSER
Entered Date	02/06/2013
Updated By	
Updated Date	
Agency Contact	Internet
Complaint Date	02/06/2013
Transaction Date	
Member of armed forces or dependant?	N
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, State Code	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	

Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country	

Name	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	1603
Complaint Info Product Service Description	Health Care: Other Products/Supplies
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
	<p>Pyramid schemes are illegal? Look around you at the companies that tout themselves as MLM companies...they ARE pyramid schemes. The U.S. Federal Trade Commission has described pyramid schemes as arrangements where promised profits are based on recruiting others, rather than any real sale of goods to the public. Do some research into Vemma...the number of people that actually "buy" the products do not buy them for health benefits. The only way you become a "Brand Partner" of Vemma is if you sign-up for monthly auto-shipments (AKA monthly fee) of their products, and monetary benefits are made from a "2-leg" points system that</p>

Complaint Info Comments

accumulate from others signing-up underneath you for monthly auto-shipments. The monthly shipments of products are only a guise for "real sale of goods to the public." Open your eyes...it is beyond obvious the products they sell do not actually provide any health benefits, and the majority of all money made by this company is through the recruitment of other members. Behind closed doors in their recruitment meetings, these "Brand Partners" blatantly say that they are offeringselling a "business opportunity." Strip everything down to the obvious...members essentially pay the company a monthly fee and get paid "commissions" by recruiting others to pay the company a monthly fee (because the products are BOGUS!). If it sounds like a pyramid scheme and LOOKS like a pyramid scheme when drawn out...it IS a pyramid scheme.

Complaint Info CRA Dispute Flag

Complaint Info CRA Dispute
Responded

Complaint Info CRA Dispute
Resolved

Complaint Info Fair Resolution Flag

Complaint Info Fair Resolution
Description

Record 13 of 40

Reference Number	42425446
Created Date	09/27/2012
Complaint Source	National Consumer League
Originator Reference Number	595918
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	CLGC-USER
Entered Date	09/27/2012
Updated By	
Updated Date	
Agency Contact	External Agency
Complaint Date	09/27/2012
Transaction Date	09/26/2012
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	b(6)
Consumer Address, Line 3	
Consumer Address, City	ANN ARBOR
Consumer Address, State Code	MI
Consumer Address, State Name	Michigan
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)

Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	VEMMA NUTRITION COMPANY
Company Address, Line 1	8322 East Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	800
Company Phone, Number	5770777
Company Phone, Extension	
Company Email	
Company Website	http://www.vemma.com/opportunity/
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	

Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	In Person
Complaint Info Initial Contact Date	09/26/2012
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	\$150.00
Complaint Info Amount Paid Method	Unknown
Complaint Info Amount Paid Value	\$0.00
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	The business opportunity they are pitching is a classic pyramid scheme scam. The product they suggest to put on auto-delivery on a monthly basis requires no sales, but focuses purely on the recruitment side of the business. Please look into the company and hopefully take it down.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute	

Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	
Complaint Info Fair Resolution Description	



Record 2 of 40

Reference Number	29149166
Created Date	01/21/2011
Complaint Source	North Carolina, Department of Justice
Originator Reference Number	1100927
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	NC01-USER
Entered Date	01/21/2011
Updated By	
Updated Date	
Agency Contact	External Agency
Complaint Date	01/21/2011
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	b(6)
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	GREENSBORO
Consumer Address, State Code	NC
Consumer Address, State Name	North Carolina
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	VEMMA Nutrition Company
Company Address, Line 1	8322 East Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	
Company Rep Middle Name	

Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	
Complaint Info Fair Resolution Description	

Record 6 of 40

Reference Number	38732338
Created Date	06/27/2012
Complaint Source	BBB AZ Phoenix
Originator Reference Number	11260009098096
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Entered By	BBBPHAZ-USER
Entered Date	06/27/2012
Updated By	BBBPHAZ-USER
Updated Date	03/08/2013
Agency Contact	External Agency
Complaint Date	06/27/2012
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	b(6)
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	SYLMAR
Consumer Address, State Code	CA
Consumer Address, State Name	California
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	b(6)
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	818
Consumer Home Phone, Number	b(6)
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)
Consumer Work Phone, Extension	

Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	b(6)
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	8322 E. Hartford Drive
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	SCOTTSDALE
Company Address, State Code	AZ
Company Address, State Name	Arizona
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	85255
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	480
Company Phone, Number	9278999
Company Phone, Extension	
Company Email	BBB@vemmma.com
Company Website	http://www.vemmma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	
Company Rep First Name	Michelle

Company Rep Middle Name	
Company Rep Last Name	Cohen
Company Rep Salutation	
Company Rep Comments	Legal Compliance Specialist
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	1712
Complaint Info Product Service Description	Health Care: Dietary Supplements/Herbal Remedies
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>My son (b)(6) goes to UCSB. He was recently talked into joining this company and was forced to pay \$660/-. He was lured to make millions from the opportunity. I found out about this and asked to cancel. The individual who recruited him to join did not provide him appropriate information about how to cancel and stalled him until first 30 days to return products were over. He is now simply to loose his investment. I am so frustrated with the tactics and deceptive practices followed on innocent college students. Sounds like a scam marketing. --- Additional Comments: With assurance that such practices will not happen in future.</p>
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	

Complaint Info CRA Dispute Resolved	
Complaint Info Fair Resolution Flag	No
Complaint Info Fair Resolution Description	BEYOND SCOPE. This complaint is outside the general BBB purview.



Record 10 of 40

Reference Number	40936561
Created Date	10/12/2012
Complaint Source	FTC Call Center
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Entered By	RMILLER
Entered Date	10/12/2012
Updated By	
Updated Date	
Agency Contact	Mail
Complaint Date	10/12/2012
Transaction Date	
Member of armed forces or dependant?	N
Consumer First Name	b(6)
Consumer Middle Name	
Consumer Last Name	b(6)
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, State Code	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Extension	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	b(6)
Consumer Work Phone, Number	b(6)

Consumer Work Phone, Extension	
Consumer Fax, Country Code	
Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Name	Vemma Nutrition Company
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	
Company Address, State Code	
Company Address, State Name	
Company Address, Country Code	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	
Company Address, ZIP Code Extension	
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	www.vemma.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country	

Name	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	Unknown
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	Unknown
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	\$0.00
Complaint Info Amount Paid Method	Unknown
Complaint Info Amount Paid Value	\$0.00
Complaint Info Product Service Code	0304
Complaint Info Product Service Description	Multi-Level Mktg\Pyramids\Chain Letters
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	MAIL:Consumer complaint was forwarded by United States Security and Exchange Commission. Consumer believes Vemma Nutrition Company, a multi level health food marketing firm, is actually a Ponzi Scheme.
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	N
Complaint Info CRA Dispute Resolved	N
Complaint Info Fair Resolution Flag	
Complaint Info Fair Resolution Description	