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Dangerous Power Drink

How young people are deprived of their money

An American company a foothold in Europe and advertises on dubious events young people as a salesman at. You put time and savings in the system, but instead make the most money only loss. Research report from Munich show that the distribution system is untrustworthy and the product itself is likely to be not really sold on health grounds in the German market so.

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Dangerous Power Drink:
How young people are deprived of their money

"Are you going to the person who can earn 100,000 euros a year with Vemma."

"You have to get up, you have to wake up, you have to just do it. Will the 10 in your system. "

"Take Vemma seriously, take this video seriously, it looks to you 400 times."

Collage YouTube: *"... and next month my business is again completely collapsed."*

They all work as a representative for Vemma - an American company. Releases: energy drinks and dietary supplements. Worldwide sales: 300 million euros, now the European market is conquered. But more and more critical voices are being raised. It is said that the distribution system of the company was not serious, especially young people would lose money and the products are actually harmful ...

Is there any truth to these allegations?

Our trail leads us to Vorarlberg in Austria. Here the business with the energy drink is booming. Paul Rusching

of consumer protection, the development has been observed. Throughout the region, there was a sudden Vemma private parties. Vemma representatives come with expensive cars on a garden party to treat young people as customers and, ultimately, to sellers.

Paul Rusching, Consumer Protection Vorarlberg: " *Here is a classic group dynamics is generated very close force and anyone who gets out is viewed at an angle. "*

We want to get an idea of this system, and attend an information event in Munich. An office building in the industrial area. We filmed with a hidden camera. The room is full of young people. As soon as we sat down, a can is pressed into our hands. Man trying to recruit us. Quote from the memorandum:

"The agent helps the body. In this vials are 20 kilos of fruit and vegetables."

The advertising is still abstruse:

"If you have burns or cuts you, then you can simply do it, that heals."

The company emphasizes enforce compliance and ethical standards in marketing. If one of the so-called affiliates, are the seller, not stick to it, Vemma reach for its own account, of course, immediately. Does it mean?

Sandra was at an event. She was promised that her seriously ill father no longer have to go to the doctor, but instead simply to drink Vemma.

Sandra: " *One should not go to doctors. Just buy the drink, then the whole disease is gone. I find that simply outrageous that they are so piss people with it. "*

We show the product Daniela Krehl of the Verbraucherzentrale Bayern.

Daniela Krehl, Consumer Bavaria: " *When I look at the ingredients list comes first water, then fructose, then any flavorings. Actually, cheapest production. "*

Also: A dietary supplement may be sold in Germany only in 30ml portions, Vemma recommends twice daily. However, the vitamin dose in this amount is not healthy, but dangerous:

Daniela Krehl, Consumer Bavaria: " *With Vitamin D growth disorders are known, for example, the case of vitamin A can cause nausea, vomiting, but also to changes in the mucosa or visual impairment. This product should not be sold in Germany.*

Then we tell Daniela Krehl yet the bottle price: 37,50 Euro.

147 euros per month spent Maik. One third of his trainee salary. He was just 18th

Maik: " *I have spent a total of € 1000 for the products and I have earned with the company Vemma 30.46 euros. "*

Why? There are many bonus types, but they are difficult to reach. This business is, many people have to recruit. But that create the least that make just a little business. For each package purchased collecting points. In a certain number of points, namely when people order drinks worth over € 600, you get the Cycle Bonus: 16 €.

Maik works hard drives to meetings, sitting night after night on a PC. But his friends are not. It is no money.

Paul Rusching, Consumer Protection Vorarlberg: " *The essential point is that this system produces losers.* "

Paul Rusching now working on a criminal complaint against the sale of Vemma. Also in Switzerland, a lawsuit is being prepared.

We have the system of a German lawyer consider.

Dr. Olaf Erik Kraatz, lawyer, Free University of Berlin: " *If one looks at these individual cases at Vemma, looks at the conditions, it looks that the whole constitutes a prohibited pyramid scheme.* "

On request vemma gives us an interview. We are invited into a Munich PR agency:

Report München: " *Critics say the system is a pyramid scheme and is against the law against unfair competition. What do you say to this charge?* "

Christopher Rapp, Country Director DACH at Vemma: " *Here I should like to emphasize that it is Vemma is a legitimate multi-level marketing and not an illegal pyramid scheme. Our affiliates need to lose no minimum quantities of products provided by us and get all the information and materials for training.* "

Report München: " *But now a lawsuit is checked against the company both in Austria and in Switzerland. Untitled?* "

Christopher Rapp, Country Director DACH at Vemma: " *Is not known to me.* "

Mike has bought, lost money trying to recruit new. In vain. A friend of his goes even further:

Maik: " *The buddy has told me I should please shut up because he was not yet 18. When he had enrolled him the date of birth was simply time for a year changed that stood in the system that he is 18.* "

Christopher Rapp, Country Director DACH at Vemma: " *If we find that in some cases, minors have taken a affiliate activity in the past, these contractual relationships are naturally terminated immediately.* "

Maik has lost enough, he got out.

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