	Case 2:15-cv-01578-JJT Document 249 Filed 07/15/16 Page 1 of 3						
1 2 3 4 5 6 7 8	Keith Beauchamp (012434) Marvin C. Ruth (024220) COPPERSMITH BROCKELMAN PLC 2800 North Central Avenue, Suite 1200 Phoenix, Arizona 85004 T: (602) 381-5490 F: (602) 224-6020 kbeauchamp@cblawyers.com mruth@cblawyers.com <i>Attorneys for Defendant Tom Alkazin and</i> <i>Relief Defendant Bethany Alkazin</i> UNITED STATES DISTRICT COURT						
9	DISTRICT OF ARIZONA						
10	Federal Trade Commission,) No. CV-15-01578-PHX-JJT						
11	Plaintiff,) DECLARATION OF MARVIN RUTH						
12	V. IN SUPPORT OF TOM ALKAZIN'S RESPONSE TO FTC'S MOTION TO						
13	Vemma Nutrition Company, et al., CLARIFY OR RECONSIDER PRELIMINARY INJUNCTION AS						
14	Defendants.) TO DEFENDANT TOM ALKAZIN						
15							
16	I, Marvin Ruth, declare under penalty of perjury as follows:						
17	1. I am over 21 years of age and I am a resident of the State of Arizona.						
18	2. I am an attorney with the law firm of Coppersmith Brockelman, PLC. I						
19	represent Tom and Bethany Alkazin in the above-captioned proceeding. I make this						
20	declaration based on my personal knowledge of the facts or review of the pertinent records.						
21	3. Attached hereto as Exhibits 1 - 5 are true and correct copies of business						
22	records produced by Vemma Nutrition Company during discovery in this matter.						
23	4. Exhibit 1 is a compilation of internal Vemma emails from December 20,						
24	2014 through April 20, 2015 regarding the development of Vemma's Two & Go						
25	program, none of which involve Mr. Alkazin.						
26	5. Exhibit 2 is a compilation of emails from April 24, 2015 through May 1,						
27	2015 wherein various affiliates other than Mr. Alkazin provide Vemma with feedback on						
28	the Two & Go program.						

{00238686.1 }

6. Exhibit 3 (VEMMA009907) is document signed by Vemma's former
 General Counsel, Chris Reid, stating that he had reviewed and approved, with
 corrections, Proof #5 of the Two & Go brochure. The redacted attachments have been
 removed.

7. Exhibit 4 is a (VEMMA009937) is a document signed by Vemma's former
General Counsel, Chris Reid, as well as Vemma's former head of the Compliance
Department and Vice President of Legal Affairs, Allison Tengan, stating that they had
reviewed and approved, with corrections, Proof #2 of the Two & Go brochure. The
redacted attachments have been removed.

8. Exhibit 5 (VEMMA009947) is document signed by Vemma's former
 General Counsel, Chris Reid, stating that he had reviewed Proof #1 of the Two & Go
 brochure and noted that it required corrections. The redacted attachments have been
 removed.

14 9. At the Court's request, we will provide the Court with copies of any of the15 redacted attachments.

s/ Marvin Ruth

Respectfully submitted this 15th day of July, 2016.

Marvin Ruth

1	CERTIFICATE OF SERVICE					
2	I hereby certify that on July 15, 2016, I electronically transmitted the attached					
3	document to the Clerk's Office using the CM/ECF System for filing and transmittal of					
4						
5	a Notice of Electronic Filing to all CM/ECF registrants.					
6	s/ Sheri McAlister					
7	5/ Shell WeAlister					
8						
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	{00238686.1 } 3					

Exhibit 1

Exhibit 1

Cc:Steve Hooper[sihooper@yahoo.com]; Brad Wayment[Brad.Wayment@vemma.com]; PeterReilly[Peter.Reilly@vemma.com]To:BK Boreyko[bk@vemma.com]

From:Ruth ElliottSent:Sat 12/20/2014 12:02:07 AMImportance:NormalSubject:meeting today re: comp planReceived:Sat 12/20/2014 12:02:11 AM

BK,

I had a conversation with Steve & Brad today regarding compensation plan. I hope Steve shares with you the two examples of fast growing companies - both are simple and focus 100% on teaching and compensating duplication. In fact, one is named very close to and follows 100% what I taught with Take A Shot - Tell Two. I only withdrew my message because I printed all those workbooks showing two get two and so on and then our company launched 'get 3 and frenzy' and 'get 3 get it free' and it took my system out of circulation due to focus on sales rather than duplication.

I have created a game plan for 2015 that focuses on two who get two and fill a team of 3 generations. People can relate to that..... I have relaunched so much excitement on team to approach their inactives and bring them back into this structure. I am moving forward with my plan of duplication under the current plan we have today so I can get momentum going on 'simple' It sure would be awesome if our plan actually 'paid' people in the near future for the two by two duplication plan I have re-launched.

Ruth

Steve Hooper[sihooper@yahoo.com]; Brad Wayment[Brad.Wayment@vemma.com]; Peter To: Reilly[Peter.Reilly@vemma.com]; Bridget Bond[bridget.bond@vemma.com]; Kevin Murphy[Kevin.Murphy@vemma.com]; Gregory Eyler[Greg.Eyler@vemma.com]; Michael Woodford[Michael.Woodford@vemma.com] BK Boreyko[bk@vemma.com] Cc: **BK Boreyko** From: Wed 12/31/2014 1:22:51 AM Sent: Importance: Normal Subject: Nutri Bonus Received: Wed 12/31/2014 1:22:55 AM

Team,

I met w hooper today and developed a bonus concept built around the nutri pack I want him to work on more.

It's a new bonus that would be funded by the margins this pack can create.

A quick summary would be to create a \$499 pack of just nutripacks. Offering 360 cv on this creates some additional revenue we can devote to rewarding an affiliate with extra bonuses that:

Enrolls two people with this same pack in their first 7 days.

In their first 30 days, Helps those two new affiliates do the same.

In their first 90 days, helps those 4 do the same.

Steve will put some bonus amounts together for each. It's basically a scaled down version of what Isagenix is doing. It's what Ruth and Dennis have been asking for and its an additional bonus that doesn't require us to take anything away.

Steve should have us something to study next week.

This would roll out in March when we launch this pack.

Just keeping everyone in the loop.

Stay strong, stay positive! BK Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 5 of 94

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 6 of 94 Tomasz Stanislawski[tstanislawski@vemma.eu]

 $\mathbf{T}_{\mathbf{k}}$: **Brad Wayment** From: Thur 1/8/2015 3:22:03 PM Sent: Normal Importance: Subject: Fwd: Duplication Models Thur 1/8/2015 3:22:12 PM Received: Power of 3 Flyer.pdf ATT00001.htm Compensation Plan.pdf ATT00002.htm 30 Day Plan.pdf ATT00003.htm

FYI....

Begin forwarded message:

From: "Steven Hooper" <<u>sihooper@yahoo.com</u>> To: "Ruth Elliott" <<u>ruth@ruthelliott.com</u>> Cc: "Brad Wayment" <<u>Brad.Wayment@vemma.com</u>> Subject: Duplication Models

Please look at the two attachments:

- Isagenix 30 Day Plan (pages 4-7)
- doTERRA Power of 3 (page 1)

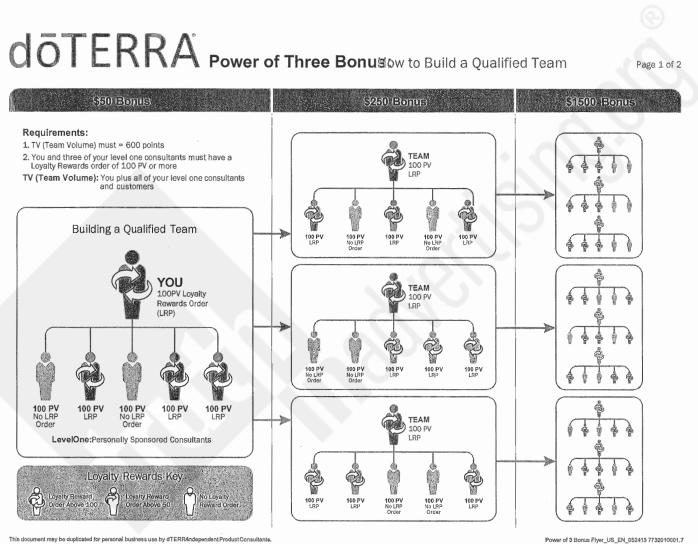
We will call as soon as Brad is available.

Steve

Steven Hooper Ivey Consulting, LLC

This e-mail and any attachments may be confidential or legally privileged. Do not disclose unless advised to do so. If you received this message in error or are not the intended recipient, you should destroy the e-mail message and any attachment(s) or copies, and you are prohibited from retaining, distributing, disclosing or using any information contained herein.

•



Power of 3 Bonus Flyer_US_EN_052413 7732010001.7

doterrad Power of Three Bonusow to Build a Qualified Team

RULES:

- 1. Any distributor participating in the Loyalty Rewards Program (LRP) with a minimum 100 PV LRP order may participate in this bonus.
- 2. Only single LRP orders of 100 PV or more, processed in the qualifying month, are counted toward the bonus requirements. NFR and OTG will be combined.
- 3, Qualifying LRP orders must be paid for by the consultant (credit card in the name of the IPC listed on the account) and shipped to the primary shipping address listed on the account. Customer and preferred customer LRP orders do not count toward this bonus.
- 4. A qualifying LRP order that is returned will result in a retraction of the bonus earned.
- 5. In order to qualify for the \$50 bonus, you must have three qualified (100 PV LRP order) personally sponsored consultants, and a minimum Team Volume (TV) of 600 points. Team volume Includes your personal LRP order of 100 points or more and any volume from customers.
- 6. In order to qualify for the \$250 bonus, you must first be qualified for the \$50 Bonus. In order to qualify for the \$1,500 bonus, you must first be qualified for the \$250 bonus.
- 7. This bonus is not cumulative; one may earn either the \$50, \$250, or \$1,500 bonus, but not all three at one time.
- 8. After completing the entire Power of Three bonus (\$50, \$250, and \$1,500 levels), the consultant may begin working on a second Power of Three bonus structure. Downline IPCs who were counted in the first bonus structure do not count toward any additional bonus structures.
- 9. This bonus is paid monthly and will be added to your regular commission payment.

10. As long as all qualifications are met, this bonus may be earned each month.

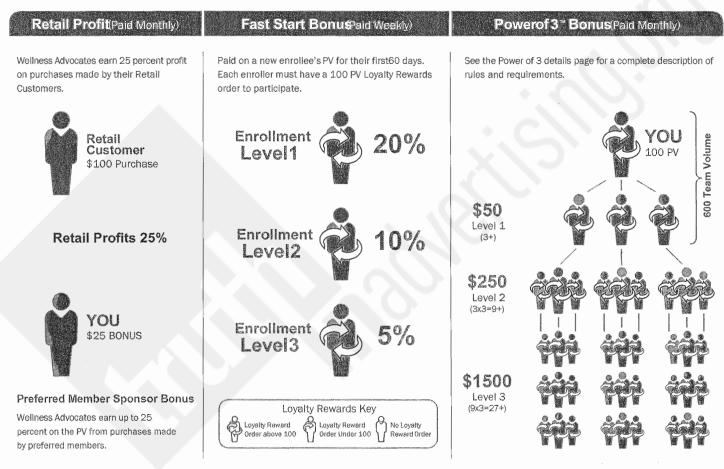
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Power of 3 Bonus Flyer_US_EN_052413 7732010001.7

Page 2 of 2







* Must be qualifying as a Wellness Advocate to receive these bonuses.

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dotERRA[®] compensatiorPlan: Residual Earnings

Page 2 of 2

Paid as Title	Wellness Advocate	Manager	Director	Executive	Elite	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidentia Diamond
Monthly PV	50	100	100	100	100	100	100	100	100	100	100	100
Monthly OV	*	500	1,000	2,000	3,000	5,000	* *	***	****		*	
)valified Legs*			*	*	*	2	31.	3	3	4	5.	6
eg Reguliements	*		: *	*	*	Executive	Elite	Premiler	Silver	Silver	Gold	Platinum
Level 1	2%	2%	2%	.2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 3			e 2 5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4				5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5					6%	6%	6%	6%	6%	6%	6%	6%
Level 6						6%	6%	6%	6%	6%	6%	6%
Level 7							7%	7%	7%	7%	7%	7%
ynamic Com	pression											
3% Infinity	Performance	e Pools (paid	monthly on tota	al company volun	ne)		Leader	ship Perform	ance Pool	Diam	ond Perform	ance Pool
						# of shares	- 	5	10	1	2	3
Performance Pool Shares: Earn additional shares for each new personally enrolled							1+	1+	1+	1+	1+	1+
Elite (Leadership Performance Pool) or Premier (Diamond Performance Pool)						2%			1%			
3% Diamond Pools (paid monthly on total company volume)					Diamond Pool	Blue Diamond Pool	Presidentia Diamond Pool					
Blue Diamond & Diamond Rank Shares: Earn additional shares for each new personally enrolled Premief # of shares					3	1 : 3	3					
Presidential Diamond Rank Shares: Earn additional shares for each new personally								1+	200 1 ±	1+		
	ersonally enrolle				<u>^</u>					1%	1%	1%

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Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 11 of 94

Your Guide to Earning Income with Isagenix

Start

Here



R



Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 12 of 94

If you are ready to transform your life, then Isagenix [®]means business.

INSIDE YOU WILL LEARN:

- 1. How to get started today
- How to develop your full-time or part-time opportunity
- How to earn with Rank Advancement Bonuses

Lana Pang Reid Isagente Millionen

Results described in this brochure are not typical. Like any worthwhile business, results vary and success requires hard work and persistence on your part. Please see www.lsagenixEarnings.com for results that are typical, depending on your skills and efforts.

84.4% of our members are simply product consumers; they earned no commissions in 2012.

10.9% of our members have introduced someone else to Isagenix but earned less than \$500 in 2012. The average annual income for those in this category is \$145.

4.7% of our members have taken advantage of the Isagenix income opportunity and earned \$500 or more in 2012. They have treated their Isagenix business like a business, devoting considerable time and effort into introducing others to Isagenix products.

This guide book springboards you into getting the most from your new Isagenix business.

Like any new business, how you begin has a huge impact on how quickly you generate revenue and establish your business habits, and ultimately, even long-term success. Take your new business seriously and you can expect serious results. Treat this like a business and it will treat you like a business owner.

REMEMBER THIS PATH TO SUCCESS:

- Become a product of the product. Go to IsaProduct.com to learn about the amazing product line. You'll find short product training videos,educational materials and coaching to further illustrate all the benefits of the Isagenix systems.
- Sharing not selling—Grow your business to any level you desire while helping others live healthier lives with more vitality. Looking to earn your products for free or if you're ready to create a full time income you will find all the help you need at IsagenixBusiness.com .
- Spend some time at IsaMovie.com and watch our most popular videos that demonstrate how Isagenix® transforms lives. You will be sending new customers to this site so become familiar with the product and opportunity videos presented here.

- on all of the latest information about products, incredible deals, breaking news, tips to build your business, Isagenix events near you and much more all in one place.
- Important: To order products, enroll new members, set-up your free personalized and customized web site, view compensation, edit your profile, receive company alerts and use our free library of product and business training and much more, go to the Associate Back Office at Isagenix.com and log in using your Member ID and password.

Congratulations, your new life is about to kick into high gear! Let's begin.

4. Bookmark IsaFYI.com to stay up to date

What Cycles Can Mean For You



1 CYCLE (APPROX. \$54 / WEEK)

(0)(3)

- Attempon at the movies for four
- A magazine subscription
- A new shirt or blouse
- Afternoon manipure or pedioure

and the particular and the same that the same

If you want to be successful, talk to everybody. Call everyone. Follow the 'You+Two and Them+2" system. You don't have to reinvent the wheel. I used the systems the company put in front of me and helped others do the same.

	YOUR NAME
A SUCCESS-DRIVEN PARTINER	A SUCCESS-DRIVEN PARTNER

Getting Started: You + Two

Taking action in your first week is a powerful way to boost your business. Find faster success by acquiring a team of motivated partners that will spur you on, helping you achieve faster growth toward your goals. This inner circle includes your partners in success.

On the left, write down the names of the two most enthusiastic, dedicated, talented and business-minded people you can think of who can help you share Isagenix products. This is called "You + Two."

Next, choose eight more people who fit your criteria for success, and fill in those names below your first two.

Following our simple formula, you will inspire and acquire the teams you need to make your new business a success. With more than 11 years of proven success, the following three-step approach is a great tool for building your team:

- 1. Set the appointment "Hey, I don't know where I've caught you in your day but if you are in front of a computer, I need 3 minutes."
- 2. Follow-up Send them to IsaMovie.com to watch "Experience Isagenix". Ask them what they liked best. Discuss their answers passionately. This builds the quality of your professional character and speaks volumes about your passion and integrity. If they need more information, have them watch "Why Isagenix" or invite them to a Launch Party.
- 3. Enroll Review some of the benefits and possibilities of an Isagenix® business built around helping others with a solid earning potential. Help them envision a healthier, wealthier lifestyle and a foundation to becoming a network marketing pro as an Isagenix Associate!

What Cycles Can Mean For You



2 CYCLES (APPROX. \$108 / WEEK) • Dinner for two • A new MP3 player • Tickets to a game • Flowers for mom



5 CYCLES (APPROX. \$270 / WEEK)

- A new pair of shoes
- A trip to the spa
- 30-Day Cleansing and
- Fat Burning SystemA new cell phone

Join the Isagenix [®]Health & Wellness Revolution—and Get Your Products for Free!

Isagenix products offer solutions to transform lives-and you can even get your products for free! That's right, by doing You + Two in 1 week you can earn free product!

Tools to Help You Get Your Products for Free

HERE IS WHAT YOU GET TO LAUNCH YOUR NEW CAREER:

- Free personalized web site
- Plug-and-play systems
- Free training
- Free business-boosting tools
- Sales contests and rewards programs
- Buy at wholesale prices with no inventory requirement
- Daily, weekly, monthly and annual pay
- Easy to understand compensation plan
- Access to health and dental insurance benefits*
- Award winning social media & state-of-the-art online marketing tools
- Corporate and peer support
- . An 11 plus-year track record of proven success

*Subject to qualification requirements, US only.

Emily & Hayden Isagenix Associates

LEB (APPRICK, \$540 / WEEK)

- Designer purse
- Equivalent Salary

20 CYCLES (APPRICK, \$1080 / WEEK)

- Weekend getaway
 - Jaweihy
 - Shopping spree
 - Equivalent Salary
- Had blackenikt

A car payment

- New laptop or tablet device
- eacher = \$20

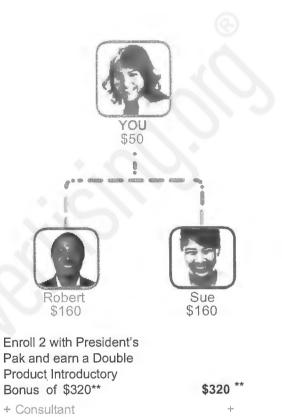
I love the fact that my Isagenix income is residual. Today, it supplements my income, but in the future, my Isagenix income will catapult me to financial freedom. BELINDA SLOAN, ISAGENIX 1 STAR GOLDEN CIRCLE

Your First 2 Days Plan: You + Two

YOU + TWO Join Isagenix, order a qualifying system/pak* to be "active" and help two others do the same.

YOU + TWO

Enroll 2 friends/family with the President's Pak and earn up to \$320 in Double Product Introductory Bonuses (\$160 per pak enrollment within 1 commission week).



\$370 TOTAL = YOU + TWO

\$50

\$370

Advancement Bonus

EARN UP TO

What Cycles Can Mean For You

40 CYCLES (APPROX. \$2160 / WEEK)

Buy a new car

Home entertainment system

· New wardrobe for children/

grandchildren

Equivalent Salary: Lawyer • \$112K



60 CYCLES (APPROX. \$3240 / WEEK)

- Pay cash for college education
- Visit one of the seven wonders of the world
- Learn how to fly
- Equivalent Salary: Dentist \$168K

MANAGER

Your First 30 Day Plan: You + Two, Them + 2

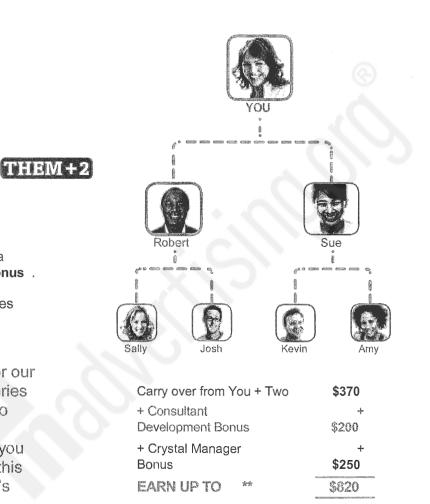
THEM + 2

Teach your two new personally-enrolled team members to do You + Two

You become a MANAGER . Do it within 30 days of enrollment and you'll be a CRYSTAL MANAGER and receive a **\$250 bonus** .

Earn \$200 in Consultant Development Bonuses (2 Total personally-enrolled Consultants)

Our Isagenix income is paying for our products and definitely our groceries right now and we're on our way to having our car payment paid for, too," says Richard. "I cannot tell you how grateful I am to have found this company and these products—it's given me my life back! RICHARD RABITO, ISAGENIX MANAGER



\$820 TOTAL =



100 CYCLES (APPRICK, S5400 / WEEK)
 Bay a motorhome and havel the country
 Pay off credit card debt
 Extended international bip oversees
 Equivalent Salary: Aresthesiologist • \$200K

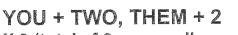


155 CYCLES (APPROX. \$8100 / WEEK)

- A second home deposit
- Buy a luxury yacht
- Start a foundation for a charity you are passionate about Equivalent Salary: President of the United States • \$421K

Your First 90 Day Plan: You + Two, Them + 2 – Times Three!

Case 2:15-ov-01578-JJT



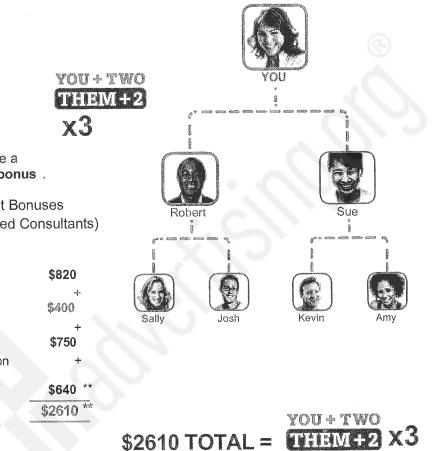
DIRECTOR

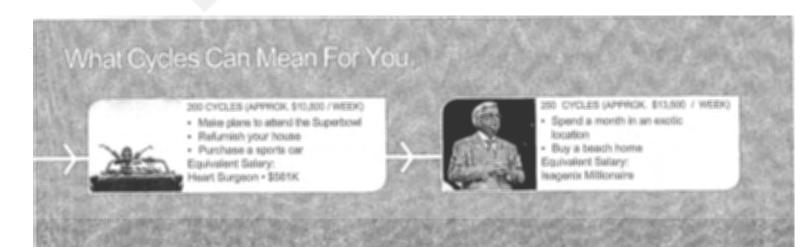
X 3 (total of 6 personally-enrolled Consultants)

You become a DIRECTOR. Do it within 90 days of enrollment and you'll be a CRYSTAL DIRECTOR and receive a **\$750 bonus**.

Earn \$400 more in Consultant Development Bonuses (now you will have 6 Total personally-enrolled Consultants)

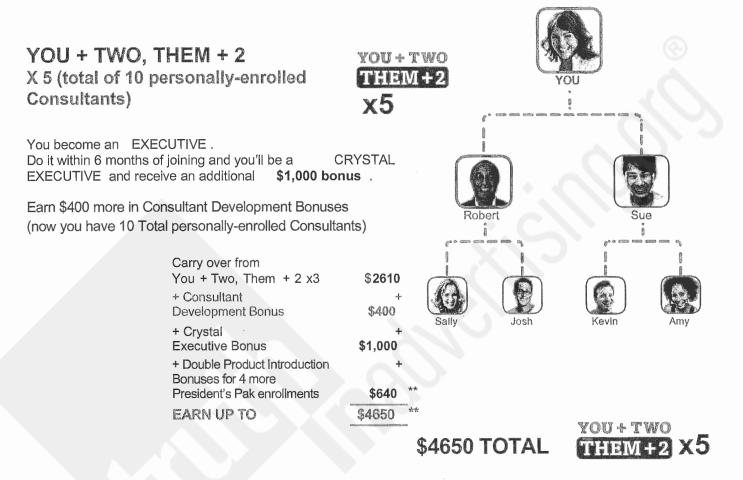
> Carry over from You + Two, Them + 2 + Consultant Development Bonus + Crystal Director Bonus + Double Product Introduction Bonuses for 4 more President's Pak enrollments EARN UP TO





EXECUTIVE

Your First 180 Day Plan: You + Two, Them + 2 – Times Five!



Visit IsagenixBusiness.com for more information.

Earning levels for Isagenix Independent Associates that appear in this flyer should not be construed as representative of fixed or typical income earned with an Isagenix business, nor are they intended to represent that other Associates will eventually achieve the same level of income. Income level achievements are dependent upon the individual Associate's business skills, personal ambition, time, commitment, activity and demographic factors. For the official Isagenix earnings statement please see the Earnings disclosure found on the inside cover of this guide which can also be viewed at IsagenixEarnings.com. Promotions subject to change.

- * Qualifying systems and paks include: 30-Day Cleansing and Fat Burning System; 30-Day Cleansing and Fat Burning System with Ageless Essentials™ with Product B™; Energy and Performance System; Healthy Aging and Telomere Support System™; Total Health & Longevity System™ with Product E Healthy Aging President's Pak; e+ Starter Pak.
- ** Bonus money amounts based on utilizing the Double Product Introduction Bonus promotion and Rank Advancement Bonus promotion

Cash-In on Your Isagenix [®]Business with Matching and Rank Advancement Bonuses!

Isagenix offers the most generous opportunities and the most powerful compensation plan in the network marketing industry!

 Qualify as a Paid-As Consultant. You can advance in rank to Consultant when you personally-enroll two Associates who each purchase a product system or pak worth 100 BV or more. You will then receive a one time \$50 RAB!

ASSOCIATES CAN EARN UP TO \$10,000 OR MORE IN RANK ADVANCEMENT BONUSES (RAB s)! HERE'S HOW:

	BONUS
Personally-advance to Consultant status	\$50
20 personally-enrolled Associates become Paid-As Consultant each Consultant = \$100)	\$2,000
Personally-advance to Crystal Manager	\$250
Personally-advance to Crystal Director	\$750
Personally-advance to Crystal Executive	\$1,000
Advance to 1-Star Golden Circle (10 Cycles) for the first time	\$500
Achieve 1-Star (10 Cycles) again & earn	\$500**
1-Star Golden Circle Bonus Total	\$1,000
Advance to 2-Star Golden Circle (20 Cycles) for the first time	\$1,000
Achieve 2-Star (20 Cycles) again & earn	\$1,000**
2-Star Golden Circle Bonus Total	\$2,000
Advance to 3-Star Golden Circle (40 Cycles) for the first time	\$1,500
Achieve 3-Star (40 Cycles) again & earn	\$1,500**
3-Star Golden Circle Bonus Total	\$3,000
TOTAL POTENTIAL BONUS MONEY=	\$10,050

\$10,050 in extra cash is up for grabs on top of your regular commissions! Grow your business and enjoy special rewards just for advancing in rank and being on Autoship.

8

- 2. Take action and help your personally enrolled Associates achieve Paid-As Consultant. Earn \$100 per Consultant to a maximum of 20 Consultants and you will earn \$2,000.
- 3. Qualify as a Crystal Manager, Crystal Director and Crystal Executive. Advance in rank to Crystal Manager when 2 of your personally-enrolled Associates become Paid-As Consultants within 30 days of your enrollment, Crystal Director when 6 of your personally-enrolled Associates become Paid-As Consultants within 90 days of your enrollment, and Crystal Executive when 10 of your personallyenrolled Associates become Paid-As Consultants (five on each team) within 6 months of your enrollment.
- Now, you qualify to earn an extra 10% Matching Team Bonus on your personallyenrolled Consultants' team bonuses by maintaining a minimum of 10 personallyenrolled Paid-As Consultants (five on each team).
- Advance into our Silver, Golden and Platinum Circle Programs to earn even more cash. This recognition program recognizes Consultants and Executives for reaching new milestones.

Check out the opportunity videos at IsaMovie.com

Results vary. Please see the Earnings Disclosure on the inside cover of this guide for more information.

^{**} In order to receive the bonus, you must be Paid-As Executive while also cycling the required number of times for the 1-through 3-Star Golden Circle ranks.

Our Global Compensation Plan— Five Ways to Get Paid

 Get Paid on Retail Profits. As an Associate you can order products at wholesale cost (generally 33 percent off retail) directly from Isagenix and resell to your customers at retail. This enables you to earn up to 25 –50 percent profit above wholesale pricing on product you sell at retail.

You can also allow customers to order products directly from the company through your Associate web site and earn Retail Direct Profits. This profit is calculated and paid weekly by subtracting the wholesale price, and a \$4.95 USD administration fee from the Suggested Retail Price. The Business Volume (BV) from any Retail Direct Sales of 100 BV or more is treated as Personal Volume (PV).

- 2. Product Introduction Bonuses (PIBs). Isagenix pays you every time you personally enroll an Associate who purchases an optional Product Introduction System or Pak. You'll get a one-time Product Introduction Bonus from \$10 to \$150 (ex, \$25 for the 30-Day System). You can even earn a Daily Bonus of \$80, \$150 or more!
- 3. Amazing Team Bonuses. You earn Team Bonuses, also known as "cycles", by becoming a "Paid-As" Consultant and building two Associate Sales Teams—your Left Sales Team and your Right Sales Team. The BV you accumulate from sales of commissionable products, is then paid to you as Team Bonuses every time you generate a cycle. You can earn up to 250 cycles per week in one business center. Unused volume carries forward to the following week.

- 4. Executive Matching Team Bonuses Can Double Your Money. Once you become an Executive and maintain 10 personally enrolled active, "paid-as" Consultants (five on each Sales Team), you qualify for a Matching Team Bonus.
- 5. Stunning Incentives and Promotions. Associates have won luxury cruises, traveled to exotic locations, like the Mediterranean and Hawaii, and earned thousands of dollars in cash! You can also qualify for healthcare benefits specifically designed for Isagenix Associates—if you live in the U.S.. Visit your Associate Back Office Resources for more information.
- Isagenix recently added \$15 million in new promotions and incentives. At any given time, Isagenix will have a number of different promotions running as added incentives.
- Executive Leadership Pools allow Associates to earn dazzling bonus checks with double or even triple zeros.

Go to IsagenixBusiness.com to learn more.

TOP TEN COMPLIANCE "RULES TO REMEMBER"

- 1. Isagenix Independent Associates are subject to and company's Policies and Procedures, which may be found 7. When marketing an Isagenix business, each Associate in the Compliance section of the ABO Library.
- 2. Associates may have an ownership interest in only one position, either as an individual or as an owner of a business entity. For purposes of the Policies and Procedures, Isagenix recognizes spouses as one inseparable unit; however each spouse may have his or her own position so long as the first spouse enrolls as an Associate and sponsors the second spouse. Spouses are not permitted to be in separate organizations, whether as an individual position holder or as an owner of a business that is a position holder.
- 3. An Associate may transfer his or her position to another line of sponsorship only if certain conditions are met. This generally requires fulfilling a minimum waiting period of inactivity before rejoining the new organization: Preferred and Wholesale Customers may rejoin after six months of inactivity; Associates may rejoin 12 months after providing proper notice. Associates who have earned the equivalent of 10 cycles in a commission week may rejoin 18 months after providing proper notice.
- 4. Isagenix products are primarily dietary supplements, foods and cosmetics, which means according to applicable government regulations, no claims can be made that our products diagnose, treat, cure or prevent any disease. If an Associate has any questions about what claims can or cannot be made when marketing our products, he or she should defer to Isagenix provided marketing materials or contact the Compliance department at Compliance@isagenixcorp.com.
- 5. Associates may participate in other network marketing opportunities or other business endeavors subject to certain conditions, including a prohibition on marketing or advertising those other opportunities or products to other Isagenix Independent Associates. This prohibition includes marketing and selling sales tools or training programs to Isagenix Independent Associates except in certain limited circumstances.
- 6. Isagenix products are sold exclusively through a network marketing distribution channel, which protects the rights of all Associates. Accordingly, our Associates may not sell our products through retail establishments or on store shelves, with limited exception. Isagenix products may be marketed online, pending pre-approval by Isagenix and all product orders are processed through the Isagenix shopping cart. Websites that list products for online purchase (such as eBay, Amazon, and craigslist) are regarded as retail establishments through

which our products may not be sold.

- independently-operated Isagenix business center, ensuring that he or she always identifies himself or herself as an Isagenix Independent Associate thus disclosing to each potential customer that he or she is not dealing directly with Isagenix. Targeted advertisements utilizing the Isagenix trade name, through pay-per-clicks, domain names or Facebook or other social media groups or profiles, often lead to confusion with our customers and increase the risk that sponsorship may not be rewarded to the Associate who first introduced Isagenix to the Customer.
- 8. When enrolling a new Associate or Preferred Customer all contact and billing information should be that of the Account Holder. Isagenix routinely calls and emails Account Holders and cannot do so if the contact information is that of the Enrolling Sponsor. Isagenix verifies contact information and tax information at the time of enrollment. If this information is invalid or inconsistent Isagenix may place the account in pending status until the information can be validated.
- 9. Due to government regulation regarding the use of testimonials, Associates must ensure they comply with the Federal Trade Commission's guidelines regarding testimonials, including providing not just the results of their personal success story but also average results for all individuals using the product. Associates must disclose their status as an independent Isagenix Associate. Isagenix provides proper sample disclaimers in the Policies and Procedures to be used whenever discussing income, weight loss, or product benefits.
- 10Isagenix will only recognize what it considers a legitimate enrollment. A legitimate enrollment involves an individual who voluntarily and knowingly enrolls as an Associate with Isagenix to purchase our products or pursue our business opportunity. Enrollments that are effected to manipulate the compensation plan, bonuses or promotions will not be recognized by Isagenix, and Isagenix may seek repayment of any such bonuses or compensation. Isagenix offers a generous compensation plan to reward those Associates who introduce Isagenix to prospective Associates and Customers. Manipulation or illegitimate enrollments jeopardize the substantial business opportunity for current and future Associates and are therefore prohibited.

A complete compliance document can be found in the Associate Back Office Library section.

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 24 of 94 Läuren Boreyko[Lauren.Boreyko@vemma.com]; Jonathan L. Hynes[Jonathan.Hynes@vemma.com]; Steve To: Hooper[steve.hooper@vemma.com] Scott Flatt[Scott.Flatt@vemma.com]; Brad Wayment[Brad.Wayment@vemma.com]; Bridget Cc: Bond[bridget.bond@vemma.com] From: Jennifer Pinner Fri 4/10/2015 10:38:09 PM Sent: Importance: Normal Subject: Two to Go: Your First 60 Days to Success manual Fri 4/10/2015 10:38:10 PM Received: Vemma Affiliate Two to Go Manual 041015.docx

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Thanks again for all of your help! Best, Jennifer

Director of Communications & Field Development jennifer.pinner@vemma.com 1621 W Rio Salado Parkway Tempe, AZ 85281 Desk 480.927.8881 Cell 480.529.4649 vemma.com facebook.com/vemma twitter.com/vemma

Two to Go

Your First 60 Days to Success with Vemma®

4/10/2015 3:24 PM

Two to Go

Your First 60 Days to Success with Vemma®

It just takes Two to Go...

Silver in a month ...

And Gold in two months!

This is your simple pathway to earning up to \$1,000 in bonuses and commissions in your first 60 days with Vemma to cover the cost of your Affiliate Starter Pack and then some.

The Keys to Two to Go:

- 1. Enroll with the Affiliate Starter Pack. This 500 QV Pack unlocks your bonus potential and preps you for Two to Go. All the products you need to share and consume so you can experience Vemma for yourself and pass it along to others.
- Start Them on a Monthly, 120 QV Auto-delivery Order. Never miss a day of products, enjoy your products at the lowest possible price and ensure you are always commission-eligible so you never miss a Vemma commissions check.
- 3. **Practice Balanced Building.** To maximize your bonus potential, it's important to place your new Affiliates on both your Left and your Right Teams for a balanced business. This readies you for true residual income and the Balanced Team Bonuses at the Silver and Gold ranks.

Additional Bonuses You Can Earn:

- 1. **Fast Start Bonuses.** You earn a bonus of \$75 when you help an Affiliate enroll and purchase the Affiliate Starter Pack as their first order.
- 2. **Builder Bonuses.** When your personally enrolled Affiliates join with the Affiliate Starter Pack, you're eligible to earn Bronze and Silver Builder Bonuses (worth \$25 and \$50) when they rank advance.
- 3. **Frenzy Bonuses.** This is time-oriented. Personally enroll two new Affiliates, one on your left and one on your right, with an Affiliate Starter Pack in the same commissions week, and you will earn \$150.

Your First Week: Steps 1 & 2

Step 1: You

Join with an Affiliate Starter Pack and set up your 120 QV monthly Auto-delivery.

STEP 2: Get Two to Go...BRONZE

Personally enroll one new Affiliate on your LEFT and one on your RIGHT, each purchasing an Affiliate Starter Pack, and help them set up their monthly, 120 QV Auto-delivery order in a commissions week.

Congratulations! You just earned your first cycle, two bonuses and the rank of Bronze!

Here's how it works:

<diagram>

Example:

YOU enroll Mary on your LEFT and John on your RIGHT and they both join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery in one commissions week.

- You've now created one cycle, worth \$20.
- You receive a \$150 Fast Start Bonus for the two Affiliate Starter Packs purchased (\$75x2).
- You receive the \$150 Frenzy Bonus because you helped Mary join on your LEFT and John join on your RIGHT in one commissions week with the Affiliate Pack.

1 Cycle		=	\$20
Fast Start Bonus	(\$75 x 2)	=	\$150
Frenzy Bonus		=	\$150
	Two to	Go =	\$320

STEP 3: They Get Two to Go

Complete By the End of Your First Rank Advancement Period

In one rank advancement period, help your two personally enrolled Affiliates each help two new personally enrolled Affiliates, one on their LEFT and one on their RIGHT, purchase the Affiliate Starter Pack and create a monthly 120 QV Autodelivery order.

<diagram>

Example:

Mary helps Kaitlyn join on her LEFT and Joan join on her RIGHT each with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commissions week. Mary becomes a Bronze and earns the Step 2 commissions and bonuses.

John helps Brad join on his LEFT and Kevin join on his RIGHT each with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commissions week. John becomes a Bronze and earns the Step 2 commissions and bonuses.

Congratulations! You are now a Silver Affiliate!

- You've now created 4 cycles, worth \$80 (\$20 x 4).
- You receive the Bronze Builder Bondus for helping two personally enrolled Affiliates become Bronze. (\$25 x 2)
- You receive the \$200 Balanced Team Silver Bonus for creating a balanced team who builds equally on the LEFT and the RIGHT.

4 Cycles = \$80Bronze Builder Bonus ($\25×2) = \$50Silver Balanced Team Bonus = \$200\$330You Get Two to Go = \$320They Get Two to Go = \$330

Total = \$650

4/10/2015 3:24 PM

Complete in Your Second Rank Advancement Period

STEP 4: Your Two Teach Two to Go

Help your two new personally enrolled Affiliates repeat Step 3, teaching their two Affiliates Two to Go.

<diagram>

Example:

Mary now teaches Kaitlyn and Joan to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Autodelivery orders. Mary becomes a Silver and earns the Step 3 bonuses.

John teaches Brad and Kevin to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Autodelivery orders. John becomes a Silver and earns the Step 3 bonuses.

FINAL STEP: Get Two to Go Gold

In one commissions week, help two more new personally enrolled Affiliates join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders in a commissions week.

<diagram>

Example:

In one commissions week, you personally enroll Carey on your LEFT and Mike your RIGHT; each purchases an Affiliate Starter Pack and sets up their monthly, 120 QV Auto-delivery order.

Congratulations! You are now Gold!

- You've now created 10 cycles, worth \$200.
- You receive the Silver Builder Bonus for helping two personally enrolled Affiliates become Silver. (\$50 x 2)
- You receive the \$300 Balanced Team Gold Bonus for helping
- You receive the Silver Rank Advancement Bonus, worth \$100.

10 Cycles	= \$200					
New Frenzy Bonuses	= \$150					
New Fast Start Bonuses (\$75 x 2)	= \$150					
Builder Bonus (\$50 x 2)	= \$100					
Balanced Team Gold Bonus	= \$300					
Silver Rank Advancement Bonus <u>= \$100</u>						
	\$1,000					
You Get Two to Go = \$320						
They Get Two to $Go = 330						
Their Two Get Two to Go + Your New Two to Go = \$1,000						
Total = \$1,650						

4/10/2015 3:24 PM

Gold Two to Go Checklist

Congratulations on your first 60 days to success with Vemma! Now it's time to REPEAT to get on the road to residual income!

Checklist of Gold "Next Steps:"

- \circ $\;$ Attend the next Go for Gold in Phoenix Arizona for cutting-edge training.
- $_{\odot}$ $\,$ Sign up for Back Office Pro to connect with and coach your growing team.
- o Elic.
- o Etc.
- o Etc

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 33 of 94 Lauren Boreyko[Lauren.Boreyko@vemma.com]; Jennifer Pinner[Jennifer.Pinner@vemma.com]; Jonathan L. To: Hynes[Jonathan.Hynes@vemma.com]; Steve Hooper[steve.hooper@vemma.com] Scott Flatt[Scott.Flatt@vemma.com]; Brad Wayment[Brad.Wayment@vemma.com]; Bridget Cc: Bond[bridget.bond@vemma.com] Steven Hooper From: Tue 4/14/2015 4:02:33 AM Sent: Importance: Normal Subject: Re: Two to Go: Your First 60 Days to Success manual Tue 4/14/2015 4:02:40 AM Received: Zrii 4 Weeks to 4-star an ipad and car.pdf

A couple of additional notes:

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Steven Hooper Ivey Consulting, LLC

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- I would suggest calling it step 5 instead of final step. Also we might say Step 5 can be done at any time during the 60 day period.

Good job. Cant wait to see some graphics!!

Lauren

From: Jennifer Pinner Sent: Monday, April 13, 2015 2:42 PM To: Steve Hooper; Lauren Boreyko; Jonathan L. Hynes; Steve Hooper Cc: Scott Flatt; Brad Wayment; Bridget Bond Subject: RE: Two to Go: Your First 60 Days to Success manual

Thanks for your feedback, Steve! Good catches. Lauren and I were going back and forth on whether to combine the two or not. Landed on separating them or it looks like a huge step. I see that there isn't a real "pay off" for step 4 with it separate, however. May be helpful once we see it in layout or make sure they're on the same page.

[cid:<u>image001.gif@01D075F8.122A84E0]</u> Jennifer Pinner Director of Communications & Field Development <u>jennifer.pinner@vemma.com</u><mailto:<u>michelle@vemma.com</u>> 1621 W Rio Salado Parkway Tempe, AZ 85281 Desk 480.927.8881 Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 34 of 94 Cell 480.529.4649 vemma.com<<u>http://www.vemma.com/</u>> facebook.com/vemma<<u>http://www.facebook.com/vemma</u>> twitter.com/vemma<<u>http://twitter.com/vemma></u>

From: Steven Hooper [mailto:<u>sihooper@yahoo.com</u>] Sent: Monday, April 13, 2015 1:10 PM To: Jennifer Pinner; Lauren Boreyko; Jonathan L. Hynes; Steve Hooper Cc: Scott Flatt; Brad Wayment; Bridget Bond Subject: Re: Two to Go: Your First 60 Days to Success manual

See comments

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Getting Started: 4 WEEKS TO 4-STAR, AND A CAR!



CONSIDER THIS YOUR STRATEGYGUIDE to maximize your earnings in Zrii's Prosperity plan. By following these simple steps YOUWILL advancethrough the ranks and be on your way to creating financial freedom.

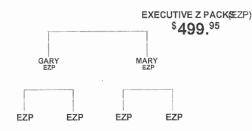
GETTING STARTED:It all starts with YOU. Youmust have initially purchased one of our executive kits. This is the key that will open the door to maximum earnings. See the current online enrollment form for pack contents.



WEEK 1:Simply enroll 2 people (Garyand Mary) on one of the Zrii executive kits. For the purpose of this training let's assume it was the \$499 ExecutiveZ Pack. You are a 1-Star now and qualify for the Star Bonus. This is what your earnings will look like:

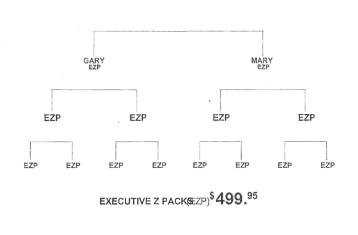


WEEK 2: Help your 2 personally enrolled IE's (in this example Gary and Mary) do what you did in the first step — by becoming STARS. Congratulations, you are now a 2-Star and qualify for the Star Maker bonus! Watch as your earnings continue to grow.



COMMISSION	AMOUNT
20% Fast Start Bonus	\$200
Star Bonus	\$50
Star Maker Bonus	\$100
GRAND TOTAL	\$350

WEEK 3: Now help your 2 personally enrolled IE's (in this example Garyand Mary) become Star Makers by teaching them to create STARSn their downline. Congratulations, you are now a 3-Star and qualify for the iPad Bonus!



COMMISSION	AMOUNT	
20% Fast Start Bonus	\$200	
Star Bonus	^{\$} 50	
Star Maker Bonus	\$100	
iPAD Bonus	\$350	
GRAND TOTAL	\$700	



Earn an iPad mini!

WEEK 4: Continue to duplicate and add new stars and star makers in your downline. Mission accomplished: you are now a 4-Star and qualify for the Benz Club, the 4 weeks to 4-Star bonus, and team commissions!



THERE ARE EVEN MORE BONUSES! Reaching the rank of 4-Star is only the beginning. Keep growing, and you will qualify for even more incredibly lucrative bonuses that will continue to increase your income. Ask someone to share the full **Zrii ProsperityPlan** with you to learn more!

YOUR RANK: 1-STAR 2-STAR 3-STAR

 To:
 Jennifer Pinner[Jennifer.Pinner@vemma.com]; Steve Hooper[sihooper@yahoo.com];

 Jonathan L. Hynes[Jonathan.Hynes@vemma.com]; Steve Hooper[steve.hooper@vemma.com]

 Cc:
 Scott Flatt[Scott.Flatt@vemma.com]; Brad Wayment[Brad.Wayment@vemma.com]; Bridget

 Bond[bridget.bond@vemma.com]

 From:
 Lauren Boreyko

 Sent:
 Tue 4/14/2015 4:29:48 PM

 Importance:
 Normal

 Subject:
 RE: Two to Go: Your First 60 Days to Success manual

 Received:
 Tue 4/14/2015 4:30:17 PM

Great!! Look forward to seeing it

Lauren

From: Jennifer Pinner Sent: Tuesday, April 14, 2015 8:58 AM To: Steve Hooper; Lauren Boreyko; Jonathan L. Hynes; Steve Hooper Cc: Scott Flatt; Brad Wayment; Bridget Bond Subject: RE: Two to Go: Your First 60 Days to Success manual

Got it. I think I figured out a solution.

Joining with the Affiliate Starter Pack is "It starts with YOU" and then we number after that Steps 1-3. I see where you're coming from on the combined steps. Let's see what that looks like in layout and if it's too confusing, we can always break it up again.

We're meeting on this today with Creative to get the ball rolling since we know everything else sort of piggybacks on this piece. Please let me know if you have any questions or you would like to join us. Best,

Jennifer

[cid:image001.gif@01D07691.27C323E0] Jennifer Pinner Director of Communications & Field Development jennifer.pinner@vemma.com<mailto:michelle@vemma.com> 1621 W Rio Salado Parkway Tempe, AZ 85281 Desk 480.927.8881 Cell 480.529.4649 vemma.com<http://www.vemma.com/> facebook.com/vemma<http://twitter.com/vemma> twitter.com/vemma<http://twitter.com/vemma>

From: Steven Hooper [mailto:sihooper@yahoo.com] Sent: Monday, April 13, 2015 9:03 PM To: Lauren Boreyko; Jennifer Pinner; Jonathan L. Hynes; Steve Hooper Cc: Scott Flatt; Brad Wayment; Bridget Bond Subject: Re: Two to Go: Your First 60 Days to Success manual

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Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 43 of 94 Rrad Wayment[Brad.Wayment@vemma.com] To: BK Boreyko[bk@vemma.com]; Michael Woodford[Michael.Woodford@vemma.com]; Steve Hooper[sihooper@yahoo.com]; Cc: Peter Reilly[Peter.Reilly@vemma.com]; Simon Grabowski[simon@getresponse.com]; Kenneth Koh[kenneth@vemmaasia.com]; Tomasz Stanislawski[tstanislawski@vemma.eu] **BK Boreyko** From: Mon 4/20/2015 7:59:53 PM Sent: Importance: Normal Subject: Re: TWO TO GO BROCHURE CONFIDENTIAL Received: Mon 4/20/2015 8:00:09 PM

I like that too

Believe BIG! BK

On Apr 20, 2015, at 12:04 PM, Brad Wayment < Brad.Wayment@vemma.com > wrote:

I like the simplicity of the concept "Get-Help-Teach". I am sure we can build something strong around it.

BW

On Apr 20, 2015, at 7:56 PM, BK Boreyko <<u>bk@vemma.com</u>> wrote:

I like these changes. Thoughts?

Believe BIG! BK

Begin forwarded message:

From: John D < jd@wallstreetcapitol.com > Date: April 20, 2015 at 8:43:10 AM MST To: Tom Alkazin alkazin@aol.com>, BK Boreyko <b style="text-alkazin-block-style-type: comparison-com-style-type: comparison-style-type: comparison Cc: "Simon K. Grabowski" <<u>simon@vemma.eu</u>>, "'Ruth Elliott' (<u>ruth4vemma@yahoo.com</u>)" <ruth4vemma@yahoo.com>, "Brian McMullen (briantmcmullen@aol.com)" <briantmcmullen@aol.com>, "Cathy & Dan Sarver (sarverwellness@gmail.com)" <sarverwellness@gmail.com>, Brad Alkazin <balkazin@yahoo.com>, Alex Morton <alexsellsaz@hotmail.com>, "Hannes @ POWERHOUSE (hannes@powerhouse.at)" < hannes@powerhouse.at>, Harald Maier - Austria <maier-aktiv@aon.at>. Clay Jackson <cjmrbiz@yahoo.com>, Anthony Powell <anthony@iofficeteam.com>, Matt Morrow <<u>mattmorrow@mac.com</u>>, Peter Francis <peter@vemmaoz.com>, Tomasz Stanislawski <tomasz.stanislawski@vemmaeurope.com>, Kenneth Koh <kenneth@vemmaasia.com>, Brad Wayment <Brad.Wayment@vemma.com>, Scott Flatt <Scott.Flatt@vemma.com>, Peter Reilly <Peter.Reilly@vemma.com>, Bridget Bond <bridget.bond@vemma.com>, "Sharon K. Patton" <Sharon.Patton@vemma.com>, Sandy Nerva <<u>Sandy.Nerva@vemma.com</u>>, "patrick@vemmanutrition.com.au" patrick@vemmanutrition.com.au>, Sol Cortes <<u>Sol.Cortes@vemma.com</u>>, "sandra.perez@vemma.com.mx" <<u>sandra.perez@vemma.com.mx</u>>, San Wu <<u>San.W</u>u@vemma.com> Subject: Re: TWO TO GO BROCHURE CONFIDENTIAL

Reply-To: John D <<u>id@wallstreetcapitol.com</u>>

TOM~ Great call out on the wording on the banner ads for Bronze, Silver & Gold:

Step 1 Get Two **and** Go Bronze Step 2 Help Two **and** Go Silver Step 3 Teach Two **and** Go Gold.

From: Tom Alkazin alkazin@aol.com>

Clean, clear & Simple!

To: BK Boreyko < bk@vemma.com> Cc: Simon K. Grabowski <<u>simon@vemma.eu</u>>; John Phillips <<u>id@wallstreetcapitol.com</u>>; "Ruth Elliott' (ruth4vemma@yahoo.com)" <ruth4vemma@yahoo.com>; "Brian McMullen (briantmcmullen@aol.com)"
briantmcmullen@aol.com>; "Cathy & Dan Sarver (sarverwellness@gmail.com)" <sarverwellness@gmail.com>; Brad Alkazin

<<u>balkazin@yahoo.com</u>>; Alex Morton <<u>alexselisaz@hotmail.com</u>>; "Hannes @ POWERHOUSE (hannes@powerhouse.at)" < hannes@powerhouse.at >; Harald Maier - Austria < maieraktiv@aon.at>; Clay Jackson <cjmrbiz@yahoo.com>; Anthony Powell <arr>
 anthony@iofficeteam.com>; Matt Morrow <mattmorrow@mac.com>; Peter Francis comparison < comparison </pre> Kenneth Koh <kenneth@vemmaasia.com>; Brad Wayment <Brad.Wayment@vemma.com>; Scott Flatt <<u>Scott.Flatt@vemma.com</u>>; Peter Reilly <<u>Peter.Reilly@vemma.com</u>>; Bridget Bond
bridget.bond@vemma.com>; Sharon K. Patton <<u>Sharon.Patton@vemma.com</u>>; Sandy Nerva <Sandy.Nerva@vemma.com>; "patrick@vemmanutrition.com.au" <patrick@vemmanutrition.com.au>; Sol Cortes <Sol.Cortes@vemma.com>; "sandra.perez@vemma.com.mx" <sandra.perez@vemma.com.mx>; San Wu <San.Wu@vemma.com>

Sent: Monday, April 20, 2015 11:12 AM Subject: Re: TWO TO GO BROCHURE CONFIDENTIAL

Here are my thoughts and suggestions. I agree with JD and Simon as to staying with the structural image we have now — the brackets will be confusing for people.

Under the "Additional Bonuses, I suggest we eliminate the names "New Customer Bonus" and "Fast Start Bonus" and just have 1 bonus and name here called the "First Order Bonus." This way we get rid of the confusion that the bonus only applies to "Customers" and in addition there is no need to introduce another name (Fast Start Bonus) that only applies to Builder Packs. To summarize, we would have the First Order Bonus, Builder Bonus and the Frenzy Bonus.

Lastly, the banner for steps 1,2,and 3 should read: Get Two **and** Go Bronze, Help Two **and** Go Silver and then Teach Two **and** Go Gold. This will keep it clear that these actions get **THEM** to Bronze, Silver and Gold as opposed to the way it reads now... it creates the question of who is hitting those levels.

Everything else looks great! Great job by Scott Flatt and his team!

Tom

On Apr 18, 2015, at 1:57 PM, BK Boreyko < bk@vemma.com > wrote:

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 45 of 94 We'll get that adjusted. Was there anything else you'd like us to change or improve? <image001.gif> **BK Boreyko** blog: <u>bkboreyko.vemma.com</u> facebook.com/bkboreyko twitter.com/bkboreyko youtube.com/bkboreyko 1621 W. Rio Salado Parkway Tempe, AZ 85281 vemma.com From: Simon K. Grabowski [mailto:simon@vemma.eu] Sent: Saturday, April 18, 2015 1:24 PM To: BK Borevko Cc: John Phillips; 'Ruth Elliott' (ruth4vemma@yahoo.com); Brian McMullen (briantmcmullen@aol.com); Cathy & Dan Sarver (sarverwellness@gmail.com); Tom Alkazin; Brad Alkazin; Alex Morton; Hannes @ POWERHOUSE (hannes@powerhouse.at); Harald Maier - Austria; Clay Jackson; Anthony Powell; Matt Morrow; peter@vemmaoz.com; Tomasz Stanislawski; Kenneth Koh; Brad Wayment; Scott Flatt; Peter Reilly; Bridget Bond; Sharon K. Patton; Sandy Nerva; patrick@vemmanutrition.com.au; Sol Cortes; sandra.perez@vemma.com.mx; San Wu Subject: Re: TWO TO GO BROCHURE CONFIDENTIAL There's nothing wrong with pyramid structure. It's the illegal pyramid scheme that is the problem. Let's stick to what works in our industry. I think >0< graph is confusing. http://www.allbusiness.com/pyramid-structure-versus-pyramid-scheme-2-5848424-1.html = SSent from my iPad Simon Grabowski CEO GetResponse +48 604556000 On 18 kwi 2015, at 18:21, BK Boreyko <<u>bk@vemma.com</u>> wrote: JD. As far as the graphs go, we were making an attempt to look more like playoff brackets v. a pyramid structure. If you all like the old way, that's an easy fix. The rest of the world is pretty used to seeing a bracket chart. Team, give us your thoughts on this.

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 46 of 94 On Apr 17, 2015, at 8:00 PM, John Phillips <<u>idlovesronni@yahoo.com</u>> wrote:

> BREAUTIFUL COLORS AND THEME. Getting the entire world of Vemma on the same page is going to ignite growth and duplication!!

Couple of thoughts: The concept on the brochure is great, the **diagram and wording is confusing**. Why not use the diagram that we worked with during our development conversations and beta tests? (**see attached**)

The wording is cleaner regarding each Rank Advancement on that document and the diagram looks more like the geneology that people will be using in the back office to build their teams. Easier to visualize and creates consistency in our message.

Let's make this **LOOK EASY** to do. If people think they can, the chance of them engaging increases big time!

Love the direction and focus! JD & Ronni

<Vemma Comp Model - Get TWO.png>

Exhibit 2

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 48 of 94 To: Jennifer Pinner[Jennifer.Pinner@vemma.com]; Adam T. Howland[Adam.Howland@vemma.com]; Steve Hooper[sihooper@yahoo.com]; Jonathan L. Hynes[Jonathan.Hynes@vemma.com] From: Brad Wayment Brad Wayment Sent: Fri 4/24/2015 7:11:11 PM Importance: Normal Subject: Fwd: Vemma Elite CONFIDENTIAL update Received: Fri 4/24/2015 7:11:14 PM

Let's create a good FAQ from all of the questions that are coming in from the leaders. This will help clarify because they will be the same questions. We have several that will give us a good start.

BW

Begin forwarded message:

From: Linda Proctor - Canada <<u>lindaproctor@sympatico.ca</u>>

Date: April 24, 2015 at 10:17:39 AM EDT

To: BK Boreyko <<u>bk@vemma.com</u>>

Cc: Peter Reilly <<u>Peter.Reilly@vemma.com</u>>, Brad Wayment <<u>Brad.Wayment@vemma.com</u>>, Bridget Bond <<u>bridget.bond@vemma.com</u>>, Sandy Nerva <<u>Sandy.Nerva@vemma.com</u>>,

"<u>patrick@vemmanutrition.com.au</u>" <<u>patrick@vemmanutrition.com.au</u>>, San Wu <<u>San.Wu@vemma.com</u>>, Kenneth Koh <<u>kenneth@vemmaasia.com</u>>, "'Simon K. Grabowski''' <<u>simon@vemma.eu</u>>, 'Tomasz Stanislawski' <<u>tomasz.stanislawski@vemmaeurope.com</u>>, "Sharon K. Patton"

<<u>Sharon.Patton@vemma.com</u>>, Lauren Boreyko <<u>Lauren.Boreyko@vemma.com</u>>, Karen Boreyko

<<u>karen@vemma.com</u>>, "Adam T. Howland" <<u>Adam.Howland@vemma.com</u>>, Steve Hooper

<<u>sihooper@yahoo.com</u>>, Scott Flatt <<u>Scott.Flatt@vemma.com</u>>, Michael Woodford

<<u>Michael.Woodford@vemma.com</u>>, Tom Alkazin <<u>Alkazin@aol.com</u>>

Subject: Vemma Elite CONFIDENTIAL update

Good morning BK,

Thanks for the letter with all the information about the new programs. I think overall it will be good. It will create a game plan (business model) for the folks to follow helping the newest person to start building their business correctly.

I do have a couple of questions:

Product/Packs

- 1. What packs/products will be available in Canada? I know that the Sugar Free Verve is being discontinued here so our product line is diminishing. Given that, will there be any new products available here....coral calcium etc? And when will we have the Build?
- 2. I don't know if the picture of the new pack is representative of the new pack but if it is...wondering why there are no V2s which make sampling and sharing so much easier. Also, noticed there is no shake in the package either.
- 3. Wording with respect to the Success kit is unclear. It sounds like you are including it but it is not a free item within the kit now. Is that correct?

As far the new bonus structure:

1. I like the way you have organized what folks should do, week 1, first RA etc. However, if someone does not complete that in the time line as outlined, it would appear that it would not detrimentally affect them. I'm assuming they can pick up and earn those same bonuses at any point??? So start date for this doesn't really

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 49 of 94 matter???? IF there is something that you can add in the future...it would be an additional bonus if this is completed in a time period. That would create the sense of urgency.

- If start date does matter for some of these bonuses can you let me know which ones and how. AND if it does, what happens if the person starts the last day of the month or even 5 days into the rank period. This will definitely create sandbagging.
- 3. If someone recruits 4 or 6 people in a week (or more)...can they earn Fast Start Bonus and Frenzy for each additional two people recruited? If not, very concerned that folks will sandbag. Being able to recruit more than just 2 people and receive Fast Start/Frenzy is important for the person who is capable of earning money quickly. As I would hope they can also capitalize on the New Rank bonus for these recruits as they hit Bronze, Silver etc. Can the new person receive Frenzy every week for each two people recruited? AND do they have to keep alternating the folks on each side of the business? Again, this could cause sandbagging since a lot of folks want to place new enrollees on legs where they know each other etc.
- 4. Will the mature (mature with respect to their business) be able to get a frenzy if they recruit two new people with pack/Ad in a week? Do they have to put folks on opposite sides of their business? Again...this would be a problem for the mature builder.
- 5. Is the Builder Bonus only available to folks in their first few months of the business? Or can the upline earn this anytime someone hits those ranks?
- 6. Balanced Building....the flyer indicates that if a person has two people who go Bronze they receive the Balanced Building bonus. Right now they also have to hit silver in addition to having two people achieve Bronze....unless they are new and purchased a pack. In that case all they have to do is (for the first two months) produce 500 QV on each leg and hit Bronze themselves. So, are they receiving this because of the pack bonus and not because of the two Bronzes? If so, then they would receive that bonus if they have 500 QV on each side of their business but their new people did not achieve Bronze?

Thanks

Linda Proctor

From: BK Boreyko [mailto:bk@vemma.com] Sent: Thursday, April 23, 2015 6:16 PM

To: BK Boreyko

Cc: Peter Reilly; Brad Wayment; Bridget Bond; Sandy Nerva; <u>patrick@vemmanutrition.com.au</u>; San Wu; Kenneth Koh; 'Simon K. Grabowski'; Tomasz Stanislawski; Sharon K. Patton; Lauren Boreyko; Karen Boreyko; Adam T. Howland; Steve Hooper; Scott Flatt; Michael Woodford

Subject: Vemma Elite CONFIDENTIAL update

Vemma Elite –

I wanted to get your feedback on these huge announcements we'll be making on the Tuesday, May 5th company call/webinar. I apologize for the lengthy email, but these are very exciting topics that I'm going to ask you to keep confidential until I release them on the call. Feel free to talk amongst the Elite about any of this. I wanted you to be briefed and ready for any questions you might receive after the call. If you could please print out the attached PDF's and study them, I'd love any thoughts both positive and constructive.

The '2 & Go' program is the reinvented Frenzy 2.0. We've made the program simpler to understand and easier to achieve for the newest affiliate. It replaces the current Frenzy/Double Frenzy Bonus beginning on June 12th in the US markets. International rollout will follow shortly thereafter. This incentive revolves around a single Affiliate Starter Pack. This single choice pack will include products from the three brands (picture attached) and will be priced at \$599. You'll notice the Fast Start has been slightly reduced to \$75, but the volume has been doubled from 250 cv to 500 cv. This is where the additional bonus funds were directed. The huge benefit of almost full volume on this Starter Pack is easier rank advancing and faster success for the newest affiliate. I think the attached brochure will explain things better. In fact, on the last page, you'll see a single page summary on this plan. This is really the first time we've had a one page plan to get a person to Gold in 60 days or less. All other Affiliate Pack options will be discontinued after this release.

What really excites me about this '2 & Go' program is the laser focus on the newest person's success in those critical

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 50 of 94 first 60 days in the business. This is a very understandable and more importantly, doable plan is really the first time someone can get their hands around exactly what they need to do starting from their first 7 days. I really feel this will explode your teams recruiting numbers and give people a clear direction on exactly what they need to do. People love that!

You'll also read an attached letter we'll be inserting into every order for the month of May. It's really the best way I know of telling the story on why Vemma would introduce an encapsulated product for the first time in 10 years. RTD drinks do limit us on what we can offer families and as a wellness company, we do need to sometimes look outside the box. Internationally, not all the markets will carry these products. We'll see first how the US and Canada markets receive this. All I know is for 10 years, I've been sending people to a health food store to get the nutrition these products offer. That stops June 12th. The Nutri-Pack will cost \$139.95 with 120 cv and \$10 shipping. If they go on AD, they'll also receive the Coral Calcium product free for every month they're on it. This free product giveaway strategy is something I'm excited about for your retention numbers.

On the \$599 Affiliate Starter Pack, we did have to no longer give away the Success Kit and we added 3 months of Back Office Pro to increase the value on this pack. We will continue to offer the Premier Club qualifications on the \$299 Bode PRO pack, but they won't be able to use that pack to Frenzy after June 12th. Lastly, we'll be releasing a \$159 120 cv Variety Pack with a sampling of products. Look for more info coming on that as we get closer to convention.

I'm really looking forward to your feedback on all this. The team at home office has been working very hard getting this ready for the June convention. We made the decision rather than keep it as a surprise for the team, let them have a month of 'pre-launch' to understand it and begin their strategy to finish the second half of 2015 strong. We hope you agree with this approach.

I appreciate you all,

ВΚ

VGMMA **BK Boreyko**

blog: <u>bkboreyko.vemma.com</u> facebook.com/bkboreyko twitter.com/bkboreyko youtube.com/bkboreyko

1621 W. Rio Salado Parkway Tempe, AZ 85281 <u>vemma.com</u>

Case 2:15-cv-015 BK Boreyko[bk@vemma.com] 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 52 of 94 To: Ce Peter Reilly[Peter.Reilly@vemma.com]; Brad Wayment[Brad.Wayment@vemma.com]; Bridget Bond[bridget.bond@vemma.com]; Sandy Nerva[Sandy.Nerva@vemma.com]; patrick@vemmanutrition.com.au[patrick@vemmanutrition.com.au]; San Wu[San.Wu@vemma.com]; Kenneth Koh[kenneth@vemmaasia.com]; 'Simon K. Grabowski'[simon@vemma.eu]; 'Tomasz Stanislawski'[tomasz.stanislawski@vemmaeurope.com]; Sharon K. Patton[Sharon.Patton@vemma.com]; Lauren Boreyko[Lauren.Boreyko@vemma.com]; Karen Boreyko[karen@vemma.com]; Adam T. Howland[Adam.Howland@vemma.com]; Steve Hooper[sihooper@yahoo.com]; Scott Flatt[Scott.Flatt@vemma.com]; Michael Woodford[Michael.Woodford@vemma.com] From: Meghan McCurdy Fri 4/24/2015 9:33:17 PM Sent: Importance: Normal Subject: RE: Vemma Elite CONFIDENTIAL update Received: Fri 4/24/2015 9:32:48 PM

Hi BK,

Thank you for sending out the letter and flyers for us to go through. These are definitely exciting changes!! I do have a couple of questions, comments:

For people with businesses that are developed or that have banked volume do they have to alternate sides for the affiliate packs in order to earn the Frenzy bonus or can they enroll two people with packs on the same side and still earn frenzy?

We have always taught people to go wide and enroll quickly so will people be able to earn more than one frenzy bonus in a week? What if someone enrolls 4 people (for example) with affiliate packs in a week? How would that work? Definitely want to avoid sand bagging.

What about the product frenzy bonus that we currently have $(120v + 120vAD \times 3)$? Is the being removed? If so, I have a concern with this because that frenzy is great for people that have trouble recruiting people into the business....for people leading with the product.

Thank you, Meghan & Troy

From: BK Boreyko [mailto:bk@vemma.com]
Sent: April-23-15 6:16 PM
To: BK Boreyko
Cc: Peter Reilly; Brad Wayment; Bridget Bond; Sandy Nerva; patrick@vemmanutrition.com.au; San Wu; Kenneth Koh; 'Simon K. Grabowski'; Tomasz Stanislawski; Sharon K. Patton; Lauren Boreyko; Karen Boreyko; Adam T. Howland; Steve Hooper; Scott Flatt; Michael Woodford

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I appreciate you all,

ΒK

νΘΜΜΛ° **BK Boreyko**

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1621 W. Rio Salado Parkway Tempe, AZ 85281 <u>vemma.com</u>

I like all of the new stuff. My first instinct on the capsules was that we are a liquid company, but I like the idea of having products to compliment a complete nutritional program. How many capsules are in each bottle? I am assuming 30 because of the autoship idea. On the affliliate pack, I think there should be a fridge brick of Vemma instead of two one packs. Samples are easier with the V-2"s. Between the Success kit and the Back Office Pro, I would prefer the Success kit. New people don't even have a downline to be concerned about and the success kit has so many great pieces.

Looking forward to the Elite call on Thursday. Have a great week.

Mike Letcher Transformation Specialist Part time income opportunity. Check this out <u>This is Vemma</u>

Dream Big Dreams, small dreams have no magic. Dottie Boreyko

From: BK Boreyko <bk@vemma.com>

To: BK Boreyko <bk@vemma.com>

Cc: Peter Reilly <Peter.Reilly@vemma.com>; Brad Wayment <Brad.Wayment@vemma.com>; Bridget Bond <bridget.bond@vemma.com>; Sandy Nerva <Sandy.Nerva@vemma.com>; "patrick@vemmanutrition.com.au" <patrick@vemmanutrition.com.au>; San Wu <San.Wu@vemma.com>; Kenneth Koh <kenneth@vemmaasia.com>; 'Simon K. Grabowski' <simon@vemma.eu>; Tomasz Stanislawski <tomasz.stanislawski@vemmaeurope.com>; Sharon K. Patton <Sharon.Patton@vemma.com>; Lauren Boreyko <Lauren.Boreyko@vemma.com>; Karen Boreyko <karen@vemma.com>; Adam T. Howland <Adam.Howland@vemma.com>; Steve Hooper <sihooper@yahoo.com>; Scott Flatt <Scott.Flatt@vemma.com>; Michael Woodford <Michael.Woodford@vemma.com> Sent: Thursday, April 23, 2015 3:16 PM Subject: Vemma Elite CONFIDENTIAL update

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Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 56 of 94 people to a health food store to get the nutrition these products offer. That stops June 12th. The Nutri-Pack will cost \$139.95 with 120 cv and \$10 shipping. If they go on AD, they'll also receive the Coral Calcium product free for every month they're on it. This free product giveaway strategy is something I'm excited about for your retention numbers.

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I appreciate you all,

ВΚ

V @ M M A' **BK Boreyko**

blog: <u>bkboreyko.vemma.com</u> facebook.com/bkboreyko twitter.com/bkboreyko youtube.com/bkboreyko

1621 W. Rio Salado Parkway Tempe, AZ 85281 <u>vemma.com</u>

BK,

On 2 and GO!

- LOVE THIS!

- It is simple, easy to understand.

- It is a system that is duplicatable and gives the newest people an achievable goal and clear focus.

- It gives our company a single, unified focus for building. Everyone will have an agreed upon financial goal for that first 60 days and we'll all be speaking the same language throughout the organization, at any meeting around the country, around the world.

- It rewards balance building immediately to keep your organization strong.

- It rewards supporting your newest members to rank right away.

- It gives the newest leaders a concise, clear game play and good reason to stay in close contact with the newest people in the first critical weeks in the business. And getting them to achieve right away, they stay... all the way.

On your letter and the Nutri-Pak

- LOVE IT!

- The letter is so well written. You have such a great way of including people in very personal matters and in your decision making process. Your realness comes through again whether it is on the stage, in front of the room, or in a letter. You continue to inspire.

- Great including the new supplements. My friends and I purchase these from an online source and at the health food store, so I am thrilled to have it in our product line.

- Don't know what can be done on the pricing if anything, but purchasing these kind of products from a good source, online, in quantity up front, saves a lot, so the cost of the Nutri-Pak is a bit high for the savvy shopper.

On the New Affiliate Starter Pack

- CHANGE IT

- Make it so that the new affiliate has product for personal consumption for their first month, and samples of the top selling products.

Suggestion:

- Replace one of the cases of Vemma 32 0z with a Fridge Brick for sampling.

- Either take out one of the Bod-e Build shake cases and replace with a case of regular Verve, or better, I recommend having

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 59 of 94 two Bod-e Pro trial packs in there instead of the full cases of the Bod-e Burn and Bod-d Build. Still including a full case of regular Verve.

On removing the Success Kit from the Affiliate Starter Pack

- DO NOT take out the Success kit, newest affiliate's training materials! In fact I recommend adding the 2 and Go sheets, and the brochures on tax credits and the perfect business or a version of those, to this kit.

-This is the newest person's training materials and brochures. I strongly recommend not taking this out of the Affiliate Starter Pack.

Exciting times! Thank you and the whole team for all that went into this, and for all that you do!

Diane

On Apr 26, 2015, at 8:58 PM, Martha Diane Hayes <<u>marthadianehayes@me.com</u>> wrote:

Begin forwarded message:

From: BK Boreyko <bk@vemma.com> To: BK Boreyko <<u>bk@vemma.com</u>> Cc: Peter Reilly < Peter.Reilly@vemma.com >, Brad Wayment <Brad.Wayment@vemma.com>, Bridget Bond
bridget.bond@vemma.com>, Sandy Nerva <<u>Sandy.Nerva@vemma.com</u>>, "patrick@vemmanutrition.com.au" <patrick@vemmanutrition.com.au>, San Wu <San.Wu@vemma.com>, Kenneth Koh <kenneth@vemmaasia.com>, "Simon K. Grabowski'" <simon@vemma.eu>, Tomasz Stanislawski < tomasz.stanislawski@vemmaeurope.com >, "Sharon K. Patton" <<u>Sharon.Patton@vemma.com</u>>, Lauren Boreyko <<u>Lauren.Boreyko@vemma.com</u>>,

Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 60 of 94 Karen Boreyko <<u>karen@vemma.com</u>>, "Adam T. Howland" <<u>Adam.Howland@vemma.com</u>>, Steve Hooper <<u>sihooper@yahoo.com</u>>, Scott Flatt <<u>Scott.Flatt@vemma.com</u>>, Michael Woodford <<u>Michael.Woodford@vemma.com</u>> Date: April 23, 2015 at 3:16:14 PM PDT Subject: Vemma Elite CONFIDENTIAL update

Vemma Elite –

I wanted to get your feedback on these huge announcements we'll be making on the Tuesday, May 5th company call/webinar. I apologize for the lengthy email, but these are very exciting topics that I'm going to ask you to keep confidential until I release them on the call. Feel free to talk amongst the Elite about any of this. I wanted you to be briefed and ready for any questions you might receive after the call. If you could please print out the attached PDF's and study them, I'd love any thoughts both positive and constructive.

The '2 & Go' program is the reinvented Frenzy 2.0. We've made the program simpler to understand and easier to achieve for the newest affiliate. It replaces the current Frenzy/Double Frenzy Bonus beginning on June 12th in the US markets. International rollout will follow shortly thereafter. This incentive revolves around a single Affiliate Starter Pack. This single choice pack will include products from the three brands (picture attached) and will be priced at \$599. You'll notice the Fast Start has been slightly reduced to \$75, but the volume has been doubled from 250 cv to 500 cv. This is where the additional bonus funds were directed. The huge benefit of almost full volume on this Starter Pack is easier rank advancing and faster success for the newest affiliate. I think the attached brochure will explain things better. In fact, on the last page, you'll see a single page summary on this plan. This is really the first time we've had a one page plan to get a person to Gold in 60 days or less. All other Affiliate Pack options will be discontinued after this release.

What really excites me about this '2 & Go' program is the laser focus on the newest person's success in those critical first 60 days in the business. This is a very understandable and more importantly, doable plan is really the first time someone can get their hands around exactly what they need to do starting from their first 7 days. I really feel this will explode your teams recruiting numbers and give people a clear direction on exactly what they need to do. People love that!

You'll also read an attached letter we'll be inserting into every order for the month of May. It's really the best way I know of telling the story on why Vemma would introduce an encapsulated product for the first time in 10 years. RTD drinks do limit us on what we can offer families and as a wellness company, we do need to sometimes look outside the box. Internationally, not all the markets will carry these products. We'll see first how the US and Canada markets receive this. All I know is for 10 years, I've been sending people to a health food store to get the nutrition these products offer. That stops June 12th. The Nutri-Pack will cost \$139.95 with 120 cv and \$10 shipping. If they go on AD, they'll also receive the Coral Calcium product free for every month they're on it. This free product giveaway strategy is something I'm excited about for your retention numbers.

On the \$599 Affiliate Starter Pack, we did have to no longer give away the Success Kit and we added 3 months of Back Office Pro to increase the value on this pack. We will continue to offer the Premier Club qualifications on the \$299 Bode PRO pack, but they won't be able to use that pack to Frenzy after June 12th. Lastly, we'll be releasing a \$159 120 cv Variety Pack with a sampling of products. Look for more info coming on that as we get closer to convention.

I'm really looking forward to your feedback on all this. The team at home office has been working very hard getting this ready for the June convention. We made the decision rather than keep it as a surprise for the team, let them have a month of 'pre-launch' to understand it and begin their strategy to finish the second half of 2015 strong. We hope you agree with this approach.

I appreciate you all,

<image001.gif> BK Boreyko

blog: <u>bkboreyko.vemma.com</u> <u>facebook.com/bkboreyko</u> <u>twitter.com/bkboreyko</u> <u>youtube.com/bkboreyko</u>

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1621 W. Rio Salado Parkway Tempe, AZ 85281 <u>vemma.com</u>

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 Document 249-1
 Filed 07/15/16
 Page 63 of 94

 To:
 BK Boreyko[bk@vemma.com]

 From:
 Meghan McCurdy

 Sent:
 Fri 5/1/2015 1:57:15 AM

 Importance:
 Normal

 Subject:
 Re: Vemma Elite CONFIDENTIAL update

 Received:
 Fri 5/1/2015 1:57:19 AM

Thanks BK. We are really excited for these changes. The call today really clarified things for me. It is going to be great!

Meghan

Sent from my iPhone

On Apr 30, 2015, at 9:23 PM, BK Boreyko < <u>bk@vemma.com</u>> wrote:

Sorry, no.

We have to encourage balanced building at every level.

The frenzy will be replaced just like I said in the email.

Believe BIG! BK

On Apr 24, 2015, at 2:32 PM, Meghan McCurdy <unleashyourpotentialnow@gmail.com> wrote:

Hi BK,

Thank you for sending out the letter and flyers for us to go through. These are definitely exciting changes!! I do have a couple of questions, comments:

For people with businesses that are developed or that have banked volume do they have to alternate sides for the affiliate packs in order to earn the Frenzy bonus or can they enroll two people with packs on the same side and still earn frenzy?

We have always taught people to go wide and enroll quickly so will people be able to earn more than one frenzy bonus in a week? What if someone enrolls 4 people (for example) with affiliate packs in a week? How would that work? Definitely want to avoid sand bagging.

What about the product frenzy bonus that we currently have $(120v + 120vAD \times 3)$? Is the being removed? If so, I have a concern with this because that frenzy is great for people that have trouble recruiting people into the business....for people leading with the product.

Thank you, Meghan & Troy

 From: BK Boreyko [mailto:bk@vemma.com]
 Sent: April-23-15 6:16 PM
 To: BK Boreyko
 Cc: Peter Reilly; Brad Wayment; Bridget Bond; Sandy Nerva; patrick@vemmanutrition.com.au; San Wu; Kenneth Koh; 'Simon K. Grabowski'; Tomasz Stanislawski; Sharon K. Patton; Lauren Boreyko; Karen Boreyko; Adam T. Howland; Steve Hooper; Scott Flatt; Michael Woodford
 Subject: Vemma Elite CONFIDENTIAL update

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I appreciate you all,

ВΚ

<image001.gif> BK Boreyko

blog: <u>bkboreyko.vemma.com</u> facebook.com/bkboreyko twitter.com/bkboreyko Case 2:15-cv-01578-JJT Document 249-1 Filed 07/15/16 Page 65 of 94

1621 W. Rio Salado Parkway Tempe, AZ 85281 <u>vemma.com</u>

Exhibit 3

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IT ALL STARTS WITH YOU

JOIN WITH AN AFFILIATE STARTER PACK AND SET UP **YOUR** 120 QV MONTHLY AUTO-DELIVERY, (YOUR AUTO-DELIVERY WILL SHIP THE FOLLOWING MONTH.)

IT JUST TAKES TWO & GO TO ACHIEVE ...

- BRONZE IN 7 DAYS...
- (∋) SILVER IN 30 DAYS...
- G GOLD IN 60 DAYS!

This is your simple pathway to earning up to \$1,650 in bonuses and commissions in your first 60 days to cover the cost of your Affiliate Starter Pack and get you profitable in your new business!*

THE KEYS TO TWO & GO:

ENROLL WITH THE AFFILIATE STARTER PACK**

This 500 QV Pack unlocks your business potential, qualifies you for the Premier Club Bonus and preps you for Two & Go. It also includes all the products you need to share and consume so you can experience Vemma for yourself and pass it along to others. Like any business, we love customers, but we also love to expand our affiliate base so they can reach more customers.



START ON A MONTHLY, 120 QV AUTO-DELIVERY ORDER**

Never miss a day of products with this super convienient program; enjoy your products at the lowest possible price (save 10%) and ensure you are always commission-eligible so you never miss a Vemma bonus check.



PRACTICE BALANCED BUILDING

To maximize your bonus potential, it's important to place your new Affiliates on both your Left and your Right Teams for a balanced business. This readies you for the possibility of true residual income and the Balanced Team Bonuses at the Silver and Goid ranks. The customers you develop can be placed on either team.

ADDITIONAL BONUSES YOU CAN EARN:

FAST START BONUS

You earn \$10-\$60 for every new customer or \$75 when you help an Affiliate enroll and purchase the Affiliate Starter Pack as their frist orde.' You'll earn \$10-\$20 for every new customer or \$75 when you help an Affiliate enroll and purchase the Affiliate Starter Pack as their first order.*

🖏 BUILDER BONUSES

When your personally enrolled Affiliates rank advance, you're eligible to earn one-time Bronze, Silver and Gold Builder Bonuses (worth \$25, \$50, and \$100 respectively).*



Redacted

FRENZY BONUS

This is time-oriented. Personally enroll two new Affiliates, one on your Left and one on your Right, with an Affiliate Starter Pack and 120 QV Auto-delivery in the same commission week, and you will earn \$150.⁺

"See Vemma.com for complete Vemma Compensation Plan details. Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com.

**The ourchase of an Affiliate Starter Pack + Auto-delivery is not required to become a Vemma Affiliate

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COMPLETE IN YOUR FIRST 7 DAYS

Personally enroll one new Affiliate on your LEFT and one on your RIGHT, each purchasing an Affiliate Starter Pack, and help them set up their monthly, 120 QV Auto-delivery order in a commission week.



- Enroll Mary on your LEFT
- Enroll John on your RIGHT
- They both join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery in one commission week.



1993

CONGRATULATIONS! YOU JUST EARNED YOUR FIRST THREE BONUSES AND ATTAINED THE RANK OF BRONZE!

- You receive a \$150 Fast Start Bonus for the two Affiliate Starter Packs purchased (\$75x2)."
- You receive the \$150 Frenzy Bonus because you helped Mary join on your LEFT and John join on your RIGHT in one commission week with the Affiliate Starter Pack."
- \bullet You've now created one cycle, worth approximately \$20.†

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	1	\$150	\$150
CYCLE BONUS	1	\$20	\$20
SINHEEKTOTAR	Sec. 31		

PLUS ANY NEW CUSTOMER BONUSES:



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D2 HELP TWO & GO SILVER

BY THE END OF YOUR FIRST RANK ADVANCEMENT PERIOD (RAP = 4 WEEK PAY PERIOD) Help your two new Personally Enrolled (PE) Affiliates each help personally enroll two new Affiliates, one on their LEFT and one on their RIGHT, purchase the Affiliate Starter Pack and create a monthly 120 QV Auto-delivery order.

STRUE (OBIO) ANALAS IN

- Mary helps Kaitlyn join on her LEFT
- Mary helps Joan join on her RIGHT
- Kaitlyn & Joan both join with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commission week
- John helps Brad join on his LEFT
- John helps Kevin join on his RIGHT
- Brad & Kevin both join with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commission week.
- Mary and John both become Bronze and earn the Step 1 commissions and bonuses.



CONGRATULATIONS! YOU ARE NOW A SILVER AFFILIATE AND YOU'VE PAID FOR YOUR AFFILIATE PACK!

- You receive the Bronze Builder Bonus for helping two personally enrolled Affiliates become Bronze. (\$25 x 2)*
- You receive the \$200 Balanced Team Silver Bonus for creating a balanced team who builds equally on the LEFT and the RIGHT.*
- You've now created 4 cycles, worth approximately \$80 (\$20° x 4).*

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)		
BUILDER BONUS	2	\$25	\$50		
BALANCED TEAM-SILV	ER 1	\$200	\$200		
CYCLE BONUS	4	\$20	\$80		
SUBSEQUENT WEEK IN 1 ST RAP TOTAL \$330					
1 ST WEEK TOTAL			\$320		
IFT RAP GRAND TOTA		na an a	\$650*		

PLUS ANY NEW CUSTOMER BONUSES!

*See Vemma.com for complete Vemma Compensation Plan details. Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com. *The Cycle Bonus may fluctuate week to week.

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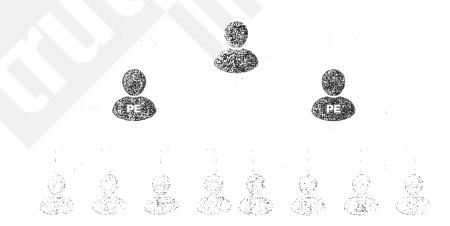
D3 TEACH TWO & GO GOLD

COMPLETE IN YOUR SECOND RANK ADVANCEMENT PERIOD (RAP)

Help your two new personally enrolled Affiliates repeat Step 2, teaching their two Affiliates Two & Go.

MEAGERINGERGOLDER STARTER AND STARTER

- Mary now teaches Kaitlyn and Joan to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders.
- John teaches Brad and Kevin to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders.
- Mary and John both become Silver and earn the Step 2 bonuses.



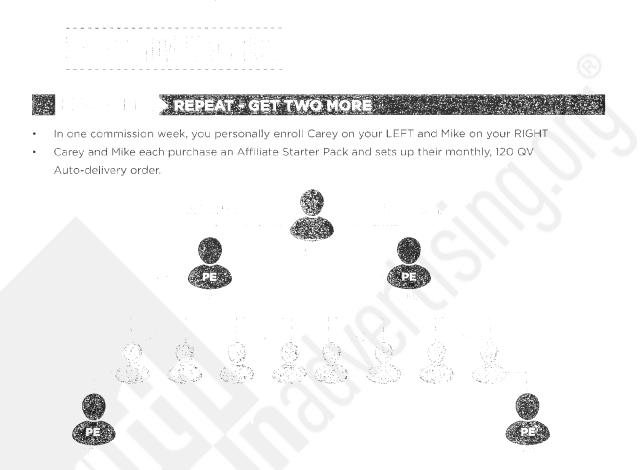


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STEP 03 CONTINUED

NEXT...

In one commission week, you help two more new personally enrolled Affiliates join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders in a commission week.





CONGRATULATIONS! YOU ARE NOW A GOLD AFFILIATE!

- You receive the Silver Builder Bonus for helping two personally enrolled Affiliates become Silver. (\$50 x 2)*
- You receive the \$300 Balanced Team Gold Bonus for creating a balanced team who builds equally on the LEFT and the R'GHT.*
- You receive the Silver Rank Advancement Bonus. worth \$100.*
- You've now created 10 cycles, worth approximately \$200 (\$20" x 10).*

BONUS NAME	QTY	QTY AMOUNT(\$)			
FRENZY BONUS	1	\$150	\$150		
FAST START BONUS	2	\$75	\$150		
BUILDER BONUS	2	\$50	\$100		
BALANCED TEAM-GOI	_D 1	\$300	\$300		
RANK ADVANCEMENT-SIL	VER 1	\$100	\$100		
CYCLE BONUS	10	\$20	\$200		
2 ND RAP TOTAL			\$1,000		
1 ST RAP TOTAL			\$650		
1 st 60-DAYS GRAND 1	TOTAL		\$1,650*		

PLUS ANY NEW CUSTOMER BONUSES!

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NEXT...

Now it's time to focus on your next 30 days. Teach your Silver Affiliates, Mary and John to get to Gold and you'll attain the rank of Diamond. At Diamond you will be Premier Clubqualified. That's a great way to close out your first 90 days with Vemma!



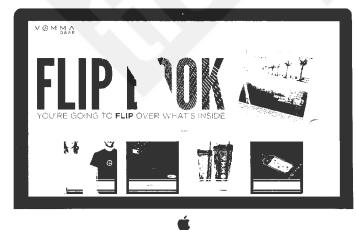
FOR GOLDI "NEXT STEPS"

Register for the next Go for Gold in Phoenix, Arizona for cutting-edge training.

Download the Vemma Insider app to get the latest news from VemmaNews.com, including info on events, promotions and more!

Download the Vemma Business app to track your business daily.

Vemma apps available at >>



GET EVERYTHING YOU NEED TO START LIVING THE VEMMA LIFESTYLE

APPAREL • SALES TOOLS • PROMOTIONAL GOODS



YOUR OFFICIAL VEMMA ONLINE STORE vemmagear.com



AT A GLANCE : 60 DAYS TO GOLD

1ST DAY - JOIN VEMMA



(a) 1ST WEEK - GET TWO & GO BRONZE



JOIN WITH AN AFFILIATE STARTER PACK AND SET UP YOUR 120 QV MONTHLY AUTO-DELIVERY. (YOUR AUTO-DELIVERY WILL SHIP THE FOLLOWING MONTH.)

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
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FRENZY BONUS	1	\$150	\$150
CYCLE BONUS	1	\$20	\$20
11 WEEK TOTAL			\$52.01

PLUS ANY NEW CUSTOMER BONUSES!

😔 1ST RAP – HELP TWO GO BRONZE & YOU GO SILVER



BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
BUILDER BONUS	2	\$25	\$50
BALANCED TEAM-SIL	VER 1	\$200	\$200
CYCLE BONUS	4	\$20	\$80
SUBSEQUENT WEEK	IN 1 ST RAP	P TOTAL	\$330
1 ST WEEK TOTAL			\$320
IF RAP GRAND TOT	<u>AL</u>		\$650*

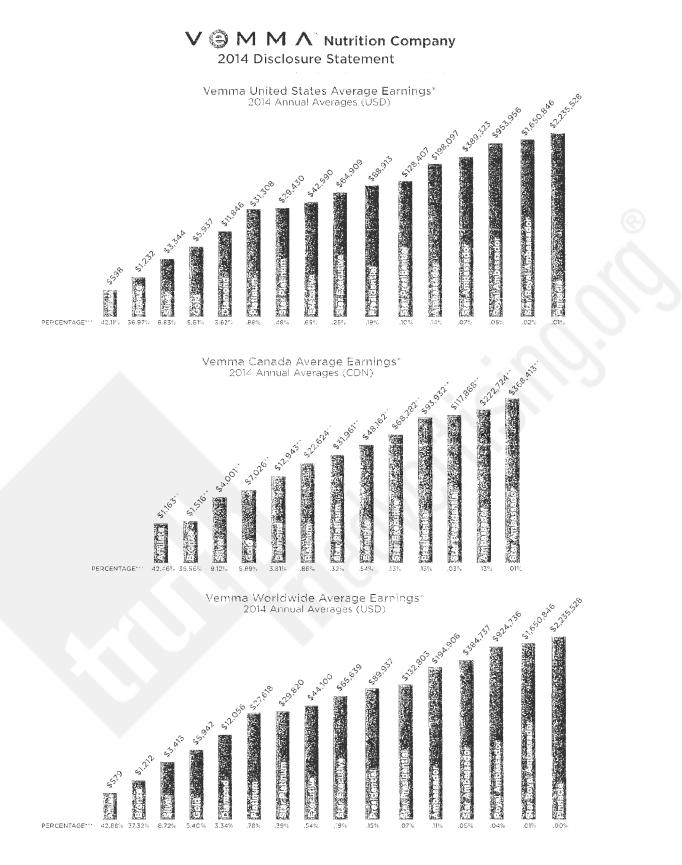
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2 ND RAP TOTAL			\$1,000
1 ST RAP TOTAL			\$650
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*See Vemma.com for complete Vemma Compensation Plan details. Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com. *The Cycle Bonus may fluctuate week to week

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The figures stated apove are in USD and are not a guarantee nor are they a projection of a worker Affinate's earnings or profiles. Like any other independent usiness, the aphievement or facure of an Affinate depends upon his or her shift set, commitment and desire to succeed. At Vemme, the opport, why to earn more is always available to each and every Affinate. For more information or vemma's Compensation Prant please visit the Dopertunity Section of vemma.com.

The typ calibativation reached approximately of SUED by based on an average currency conversion rate (U2014). A participant for the outpose of this estimate, included as participants who make a start of Venime products within the one year period. This "typical" (pure is represented included an estimate) of compensation expected to be earned by over 60% of all participants in the pran.

Infercent of average earliers per 4 week period

Exhibit 4

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NITANGSPARTSSWINE MUG

JOIN WITH AN AFFILIATE STARTER PACK AND SET UP YOUR 120 QV MONTHLY AUTO-DEL.VERY. (YOUR AUTO-DELIVERY. WILL SHIP THE FOLLOWING MONTH.)

- IT JUST TAKES TWO & GO...
- BRONZE IN 7 DAYS...
- (SILVER IN 30 DAYS ...
- GOLD IN 60 DAYS!

This is your simple pathway to earning up to \$1,650 in bonuses and commissions in your first 60 days to cover the cost of your Affiliate Starter Pack and get you profitable in your new business!*

THE KEYS TO TWO & GO:

ENROLL WITH THE AFFILIATE STARTER PACK**

This 500 QV Pack unlocks your business potential, qualifies you for the Premiere Club Bonus and preps you for Two & Go. All the products you need to share and consume so you can experience Vemma for yourself and pass it along to others. Like any business, we love customers, but we also love to expand our affil ate base so they can reach more customers.



START ON A MONTHLY, 120 QV AUTO-DELIVERY ORDER**

Never miss a day of products with this super convienient program, enjoy your products at the lowest possible price (save 10%) and ensure you are always commission-eligible so you never miss a Vemma bonus check.



PRACTICE BALANCED BUILDING

To maximize your bonus potential, it's important to place your new Affiliates on both your Left and your Right Teams for a balanced business. This readies you for the possibility of true residual income and the Balanced Team Bonuses at the Silver and Gold ranks. The customers you develop can be placed on either team.

ADDITIONAL BONUSES YOU CAN EARN:



FAST START BONUS

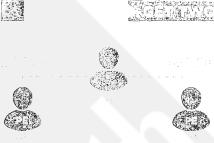
You earn a bonus for every first time product order depending on the size of their order.

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COMPLETE IN YOUR FIRST 7 DAYS

Personally enroll one new Affiliate on your LEFT and one on your RIGHT, each purchasing an Affiliate Starter Pack, and help them set up their monthly, 120 QV Auto-delivery order in a commission week.



- Enroll Mary on your LEFT
- Enroll John on your RIGHT
- They both join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery in one commission week.

9

CONGRATULATIONS! YOU JUST EARNED YOUR FIRST THREE BONUSES AND ATTAINED THE RANK OF BRONZEI

- You receive a \$150 Fast Start Bonus for the two Affiliate Starter Packs purchased (\$75x2).*
- You receive the \$150 Frenzy Bonus because you helped Mary join on your LEFT and John join on your RIGHT in one commission week with the Affiliate Pack.
- You've now created one cycle, worth \$20⁻ approximately.*

BONUS NAME	QTY		TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	_1	\$150	\$150
CYCLE BONUS	-	\$20	\$20
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PLUS ANY NEW CUSTOMER BONUSES



¹The Cycle Bonus may fluctuate week to week.

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D2 HELP TWO & GO SILVER

BY THE END OF YOUR FIRST RANK ADVANCEMENT PERIOD (RAP = 4WEEK PAY PERIOD) Help your two new Personally Enrolled (PE) Affiliates each help two new personally enrolled Affiliates, one on their LEFT and one on their RIGHT, purchase the Affiliate Starter Pack and create a monthly 120 QV Auto-delivery order.



- Mary helps Kaitlyn join on her LEFT
- Mary helps Joan join on her RIGHT
- Kaitlyn & Joan both join with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commission week
- John helps Brad join on his LEFT
- John helps Kevin join on his RIGHT
- Brad & Kevin both join with the Affiliate Starter Pack and a 120 QV Auto-delivery order in one commission week.
- Mary and John both become Bronze and earn the Step 1 commissions and bonuses.



CONGRATULATIONS! YOU ARE NOW A SILVER AFFILIATE AND YOU'VE PAID FOR YOUR AFFILIATE PACK!

BONUS NAME

- You receive the Bronze Builder Bonus for helping two personally enrolled Affiliates become Bronze. (\$25 × 2)*
- You receive the \$200 Balanced Team Silver Bonus for creating a balanced team who builds equally on the LEFT and the RIGHT.
- » You've now created A cycles, worth approximately.

BUILDER BONUS 2 \$25 \$50 **BALANCED TEAM-SILVER 1** \$200 \$200 CYCLE BONUS \$20 \$80 4 SUBSEQUENT WEEK IN 1ST RAP TOTAL \$330 1ST WEEK TOTAL \$320 Same and they same Triberthe The second second second

QTY

AMOUNT(\$)

TOTAL(\$)

Redacted

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D3 TEACH TWO & G0 G0LD

COMPLETE IN YOUR SECOND RANK ADVANCEMENT PERIOD (RAP)

Help your two new personally enrolled Affiliates repeat Step 2, teaching their two Affiliates Two & Go.



A set of a concretion and a set of the concretion of

- Mary now teaches Kaitlyn and Joan to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders.
- John teaches Brad and Kevin to help two new Affiliates join, one on their LEFT and one on their RIGHT, with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders.
- Mary and John both become Silver and earn the Step 2 bonuses.





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STEP 03 CONTINUED

NEXT...

In one commission week, help two more new personally enrolled Affiliates join with the Affiliate Starter Pack and set up their 120 QV Auto-delivery orders in a commission week.



NABEAUCIGER WOMONES CONSTRUCTION

- In one commission week, you personally enroll Carey on your LEFT and Mike on your RIGHT
- Carey and Mike each purchase an Affiliate Starter Pack and sets up their monthly, 120 QV
 Auto-delivery order.





CONGRATULATIONS! YOU ARE NOW A GOLD AFFILIATE!

- You receive the Silver Builder Bonus for helping two personally enrolled Affiliates become Silver. (\$50 x 2)*
- You receive the \$300 Balanced Team Gold Bonus for creating a balanced team who builds equally on the LEFT and the RIGHT.*
- You receive the Silver Rank Advancement Bonus, worth \$100.*
- You've now created 10 cycles, worth \$200 approximately (\$20³ x 10).^{*}

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)	
FRENZY BONUS	1	\$150	\$150	
FAST START BONUS	2	\$75	\$150	
BUILDER BONUS	2	\$50	\$100	
BALANCED TEAM-GOL	D 1	\$300	\$300	
RANK ADVANCEMENT-SILV	VER 1	\$100	\$100	
CYCLE BONUS	10	\$20	\$200	
2 ND RAP TOTAL			\$1,000	
1 ST RAP TOTAL			\$650	
CARLES AND		15 (17 M 4) - 1		

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NEXT...

Now it's time to focus on your next 30 days. Teach your Silver Affiliates, Mary and John to get to Gold and you'll attain the rank of Diamond. At Diamond you will be Premier Club Qualified. That's a great way to close out your first 90 days with Vemma!





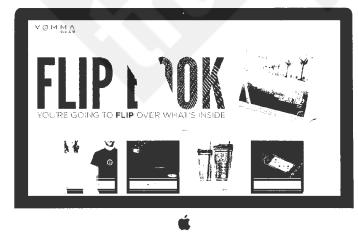
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Register for the next Go for Gold in Phoenix, Arizona for cutting-edge training.

Download the Vemma Insider app to get the latest news from VemmaNews.com, including info on events, promotions and more!

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Goog

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3 2ND RAP - TEACH TWO TO GO SILVER, GET TWO MORE & GO GOLD

BONUS NAME QTY AMOUNT(\$) TOTAL(\$) FRENZY BONUS \$150 \$150 1 FAST START BONUS 2 \$75 \$150 **BUILDER BONUS** 2 \$50 \$100 BALANCED TEAM-GOLD 1 \$300 \$300 RANK ADVANCEMENT-SILVER 1 \$100 \$100 CYCLE BONUS \$20 \$200 10 2ND RAP TOTAL \$1,000 1ST RAP TOTAL \$650 PANER OSCIUP PLUS ANY NEW CUSTOMER BONUSES

PLUS ANY NEW CUSTOMER BONUSES

BONUS NAME	GIY	AMOUNT(\$)	IOTAL(\$)
BUILDER BONUS	2	\$25	\$50
BALANCED TEAM-SIL	VER 1	\$200	\$200
CYCLE BON'US	4	\$20	\$80
SUBSEQUENT WEEK		P TOTAL	\$330
1 ST WEEK TOTAL		, <u> </u>	\$320
CHANGEN VIETO			

(🖘 1 st	RAP	 HELP	TWO	GO	BRONZE	&
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JOIN WITH AN AFFILIATE STARTER PACK AND SET UP YOUR 120 QV MONTHLY AUTO-DEL.VERY, (YOUR AUTO-DELIVERY WILL SHIP THE FOLLOWING MONTH.)

BONUS NAME	QTY	AMOUNT(\$)	TOTAL(\$)
FAST START BONUS	2	\$75	\$150
FRENZY BONUS	1	\$150	\$150
CYCLE BONUS	1	\$20	\$20
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PLUS ANY NEW CUSTOMER BONUSES

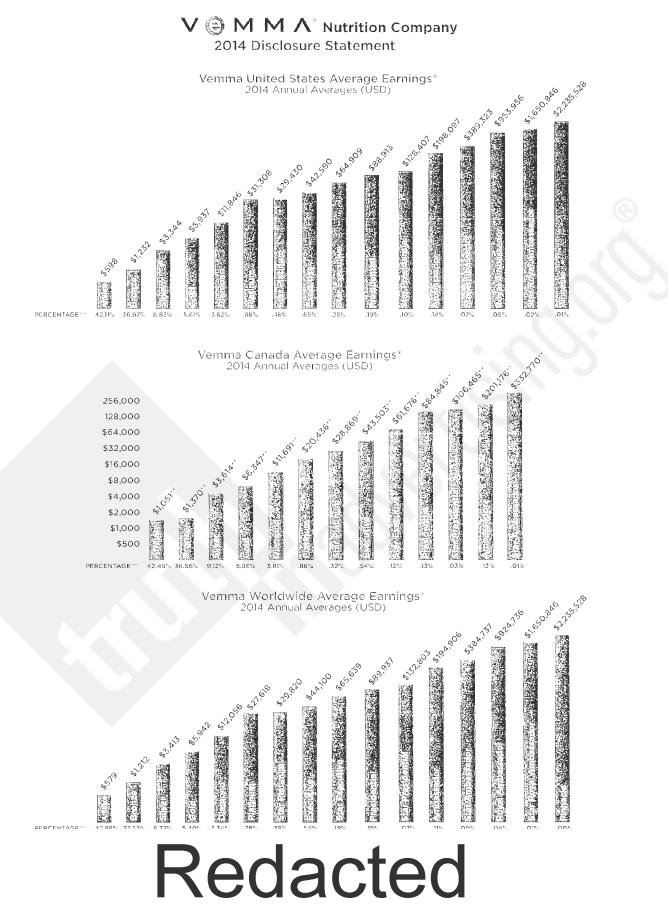


1ST DAY - JOIN VEMMA

AT A GLANCE : 60 DAYS TO GOLD



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Exhibit 5

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