

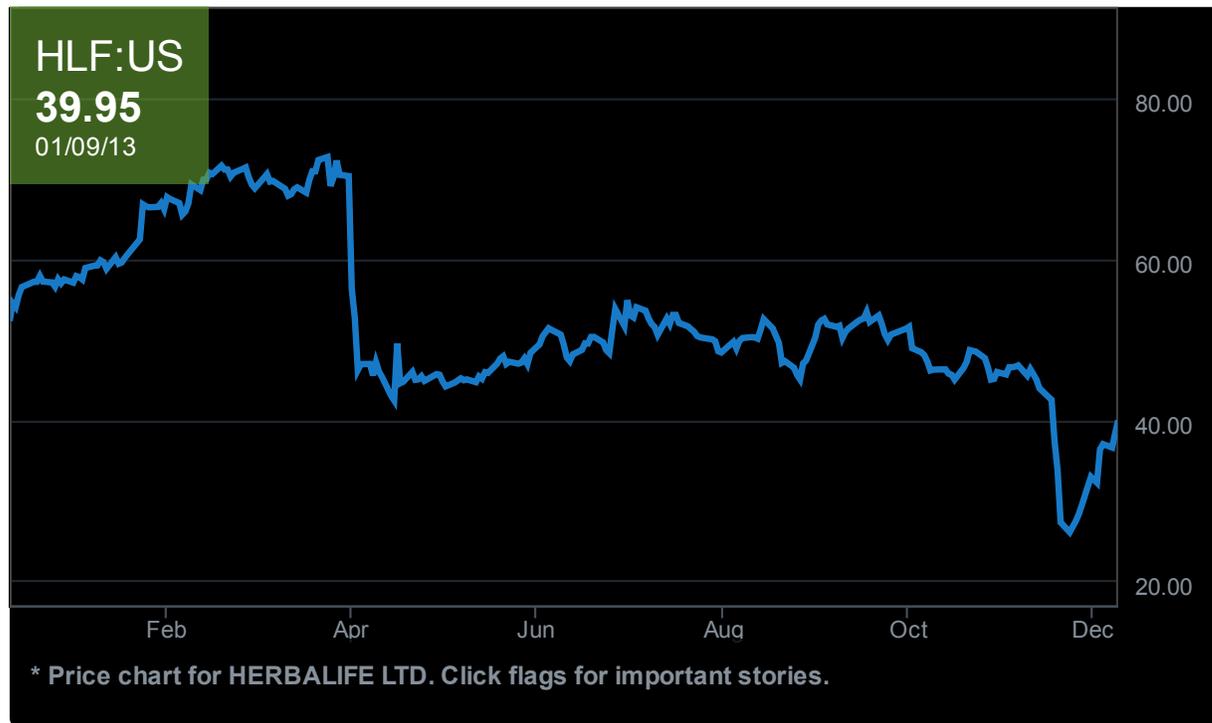


Herbalife Distributor Decamps for Energy Drink Company Vemma

By Duane D. Stanford

Jan 9, 2013 12:00 AM ET

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One of **Herbalife Ltd.'s (HLF)** (<http://www.bloomberg.com/quote/HLF:US>) biggest independent distributors has left the company to sell energy drinks and he's exhorting his 16,000 distributors to join him.

Anthony Powell will distribute Verve energy-drink products for Scottsdale, Arizona-based Vemma Nutrition Co., he said in a webcast to his distributors Jan. 6. Spokesmen for Vemma and Herbalife confirmed the move. Powell didn't respond to messages seeking comment.

"This is going to be the biggest explosion in network marketing history," Powell, a 22-year Herbalife distributor who is in his early 40s, said on the webcast distributed by Ustream.tv. "This is a big move for all of us."

Herbalife rose 4.9 percent to \$38.35 at the close yesterday in **New York** (<http://topics.bloomberg.com/new-york/>).

Herbalife's **stock (/quote/HLF:US)** has lost almost half its value since Greenlight Capital Inc.'s **David Einhorn** (<http://topics.bloomberg.com/david-einhorn/>) questioned the company's disclosures during a May 1 conference call.

Then in December, hedge fund manager **Bill Ackman** (<http://topics.bloomberg.com/bill-ackman/>), head of

Pershing Square Capital Management LP, accused Herbalife of operating illegally as a pyramid scheme and urged regulators to take action.

Ackman mentioned Powell in a three-hour presentation about Herbalife on Dec. 20 in New York. Ackman detailed some of Powell's business dealings, culled from court filings. Herbalife, which has denied operating a pyramid scheme, plans to lay out its case for investors in New York on Jan. 10.

Offering Incentives

Powell wants all of his distributors to move with him by Jan. 10 and he's offered incentives for doing so, which include free entry into Vemma's network, he said.

While Herbalife has said its network of distributors numbers 3 million, Powell is an influential figure in his world because he's on Herbalife's President's Team, one of the highest levels a distributor can attain.

The loss of business from Powell's departure won't have a material impact on Herbalife's 2013 guidance, said Barb Henderson, a company spokeswoman.

"Anthony Powell's stated focus is on creating 'explosive growth' fueled by lead purchases," Henderson said in an e-mail. "As he has also stated, this is 'a difference in philosophy,' not consistent with Herbalife's focus on building business through the daily consumption of our nutrition products."

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William Chase • 7 months ago

I love this story. I think it says a lot about Vemma and it's products that he would leave Herbalife for Vemma.

This site explains more about how Vemma works:

<http://www.whyjoinvemma.com/>

^ | v • Reply • Share ›



Karl Klawatsch • 8 months ago

#YPR

vemma.karlawatsch.eu

"Treat it like a hobby & it'll pay you like a hobby. Treat it like a million dollar business, it'll pay you a million bucks." It's that simple.

^ | v • Reply • Share ›



German Carrasco • 11 months ago

sales.vemma.com/opportunity <-- this link explains the Vemma Business Opportunity.

^ | v • Reply • Share ›



Mon Avie • 11 months ago

However there is one major hurdle that is facing the majority of Vemma reps in their business. The product is good, the company is sound, however without mastering the skill of lead generation, most Vemma distributors will continue to struggle every day.

<http://www.youtube.com/watch?v...>

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Connie McKelvey • a year ago

I'm with you, Anthony!!!! Best decision I ever made.

www.cmehealthy.vemma.com

1 ^ | v • Reply • Share ›



Mohamed M Fazal • a year ago

You better believe it. You need to find the passion that got you started in the first place in this industry, because if you haven't done it with Telecom or Energy yet then nothing can come close to having and empower others to living in better health.

Thanks Vemma

<http://joinvemmatoday.com> With Team Empowered

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Tori Steele • a year ago

I've seen them all....Vemma is THE one! www.skinnyrichandhealthy.com

1 ^ | v • Reply • Share ›



Barbara Fox • a year ago

I can understand why he did this. He will build a very profitable business quickly. Vemma is an amazing company with the world's most powerful liquid antioxidant. Their Verve energy drink has over 4000 antioxidants. The compensation plan is the best I have ever seen. Their products are high quality, their customer service is super, and because it is a relatively young company, the opportunity is phenomenal. People can build residual income, get a free website, and build up their immune system all at the same time. Check it out at www.healthyenergy.vemma.com

2 ^ | v • Reply • Share ›



Alan Shipe • a year ago

We've seen these "stars" come and go before and it hasn't effected Herbalife's business model or success. Powell's departure will make more room at the top for the next rising star of Herbalife.

1 ^ | v • Reply • Share ›



Tim Kidder → Alan Shipe • a year ago

Not after 22 years, that just doesn't happen.

1 ^ | v • Reply • Share ›



Eric Battenfield • a year ago

Actually the main product is Vemma, the nutrition drink, but even more important is the Bod-e weight loss / weight management line. Dr Oz approved. sbattenfield@cinci.rr.com

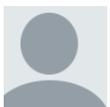
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J.R. Theaman • a year ago

#VERVE #YPR

2 ^ | v • Reply • Share ›



Javi Chavez • a year ago

Vemma is going to be the #1 network marketing company ever. And it seems like other big names in the industry have noticed this as well. This is going to blow up regardless of whether or not you do it and its all about if you want to be a part of it or not.

want to learn more email me jchavez.vemma@gmail.com

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