



A Nutrition Solution

**PERFECT** FOR  
**EVERY BODY**

Can you think of the last time you ate a well-balanced meal or even more, do you ask yourself whether you are getting the nutrients your body needs on a daily basis to function at its best?

## IF YOU ARE LIKE MOST PEOPLE, chances are the daily grind, mixed with a convenience-driven diet, has taken over leaving you with larger nutritional gaps than you care to think about.

With the notion that long-term health is something people need to invest in today, Scottsdale, Ariz.-based **Vemma® Nutrition Company** is helping to positively influence people's overall health on a daily basis.

Established in 2004, founder BK Boreyko and his sisters Karen and Lauren launched the company's flagship product, Vemma (*pronounced vee-mah*), an acronym for its nutrient-dense ingredients: **Vitamins, Essential Minerals, Mangosteen** and **Aloe**. The clinically tested, once-a-day liquid dietary supplement makes it easy for people to get the necessary vitamins, minerals, plant phytonutrients and antioxidants to form a solid nutritional foundation\*. The silver lining: Vemma takes the pressure off fitting in all the daily servings the ominous food pyramid touts and fills in the nutritional gaps your diet may be lacking.

According to BK, "One of my greatest passions is creating unique and clever ways to help keep people healthy. Vemma, with its delicious and body-ready formula, offers you and your family a convenient, nutrition solution, and all it takes is just two ounces, once a day."

Boasting 12 full-spectrum vitamins and over 65 major, trace and ultra-trace, plant-sourced minerals, the Vemma formula also harnesses the power of the decaffeinated, organic green tea and the antioxidant-rich mangosteen fruit—a rare fruit that originates in Southeast Asia. The mangosteen has been referred to as the

"Queen of all fruits," for its ability to enhance overall health and its powerful concentration of xanthones—best known for potent antioxidant capabilities.

When you combine all these ingredients,



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**BK BOREYKO**

Vemma is quite possibly the world's most powerful liquid antioxidant. But BK knew in developing Vemma that it was just as important to get something that is good for you to taste good too. No easy feat to accomplish, BK tasked his renowned product formulator, Yibing Wang, M.D., Ph.D.



to develop the ultra-premium nutrition program. “No one wants to choke down a handful of tablets or liquid mix that doesn’t taste good. With Vemma, Dr. Wang utilized his eastern and western wellness philosophies to create a convenient, great tasting and nutritionally complete product. You won’t find a stronger, more potent mangosteen product on the market.”

### **Backed by the Power of Clinical Science**

Knowing that substantiation is important, Vemma elected to submit its liquid antioxidant formula for evaluation by an unbiased third party laboratory. Even though it is not a requirement for dietary supplement companies to fund research studies, the two human clinical trials were set to assess Vemma’s efficacy on one segment of the body’s immune system, helper cells and bioavailability. The randomized, double-blind placebo controlled tests which were completed in December 2007, revealed that Vemma’s body-ready liquid formula, compared to the placebo, gets readily absorbed in the body after just one dose, and had a positive and significant change in body chemistry. After receiving the results, Dr. Wang shared, “As a scientist, I am very pleased with the results. These study results give credence to the countless positive testimonies we’ve received, and also set us apart from other supplement companies, proving that our liquid antioxidant product is powerful, bioavailable and has multiple health benefits.”

Leveraging Vemma’s clinically-studied formula, BK teamed up with his staff to create unique delivery systems for people to experience Vemma’s health

benefits. “The average family opens their refrigerator 22 times a day, so we set out to create a fridge-friendly **V2 Fridge Brick**® which holds 30-two ounce Vemma bottles neatly on the shelf, chilled and ready for nutritional enjoyment,” BK explained. Convenience sells, which has resulted in Vemma being packaged in the choice of two 32 ounce bottles or in the V2 Fridge Brick for quick, on-the-go nutrition, perfect for traveling.

Pushing the creative envelope further, BK saw the need to fulfill the vast gap in the average teenage nutritional void by creating a product that would resonate with teens and provide the nutrients their growing bodies need. He found that opportunity amidst the high sugar and caffeine-laden energy drink market. In a beverage category that is predicted to double from \$5 billion to \$10 billion in just three years, BK had the idea to take the same Vemma formula and combine it into a revolutionary healthy energy product called **Verve**, which debuted in the last quarter of 2007. Verve is really three products in one can,” says BK. “First you have a fast-acting energy blend; an ultra-premium vitamin and mineral supplement; and a powerful superjuice with mangosteen and aloe. It’s a value that really can’t be matched in the energy drink market.”

BK also sees Verve as an effective tool for positively affecting the health of the youngest members of the American population. The Centers for Disease Control’s National Health and Nutrition Examination Survey revealed that the number of children ages 6 to 11 considered overweight increased from 4 to 13 percent between 1965 and 1999. In addition, the number of overweight teens ages 12 to 19 increased from 5 to 14 percent. Aside from the challenge of convincing young children and teens to regularly chew a multi-vitamin to subsidize unbalanced eating habits, health experts worry that a healthy diet is becoming a rarity for many children and youth.

In a category ridden with other energy drinks discreetly hiding or even touting high amounts of sugar and caffeine which can wreak havoc on the body when consumed in high doses, Verve definitely stands out. What sets Verve apart from the competition is the inclusion of its 2 ounce Vemma formula, 6 ounces of

ultra-purified sparkling water and an amino acid-rich energy blend. Adds BK, “Energy drinks are like the new coffee. With our powerful Vemma blend, we can reach millions of energy drink consumers who never thought about supplementing before the introduction of Verve. Kids will embrace Verve as a cool, hip product and it’s something parents will be happy to see them drinking.”

Available in an 8-ounce energy drink and a portable 3-ounce energy shot, Verve’s low natural sugar and sugar-free formulas are even seeing some cross-over in the baby boomer market. “When you think about it, all of the energy drink options out there really only market to the youth of this country. Verve gives the youth what they want—a young, hip energy drink but it’s also becoming a hugely popular way for the 76 million baby boomers to get the nutrition they look for every day,” says BK.

True to his founding mission of making a positive difference in people’s lives, Vemma and Verve are offering adults and young people alike the best of both worlds—energy and nutrition. BK is confident that the future of Vemma is limitless. “We have more than one product, but we still have a single focus. We’re going to continually think of ways to put superior nutrition in the hands of people. Never before in my history of network marketing have I ever been more excited about a product. With Verve and its massively consumable delivery system and clinically studied Vemma formula, we are taking our mission of promoting health to places we’ve never gone before.” **TFC**

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*



## One Man’s Dream Fulfilled in a Visionary Formula

**DR. YIBING WANG, VEMMA’S DIRECTOR OF RESEARCH AND DEVELOPMENT,** knew his task was specific when developing Vemma. With an M.D. from China in traditional eastern medicine, supported by a doctorate degree in biochemistry, his lifelong dream has been to heal people. Dr. Wang challenged his knowledge through intensive medical training, learning the practice of traditional Chinese medicine, acupuncture and herbal medicine. After eight years of his medical studies in China, Dr. Wang furthered his education at Louisiana State University where he obtained his Ph.D. with an emphasis in microbiology and minor in biochemistry. His medical research honed in on genetic obesity. Entering into the corporate world soon after his studies, Dr. Wang spent six years as a Research and Development Scientist as well as Research Assistant, where his career accolades included his conceptualization and development of hundreds of new health products.

Then in 2004, Dr. Wang linked up with BK Boreyko and has served as Vemma’s Director of Research and Development since the company’s inception. He devoted many months to perfecting the ultra-premium Vemma formula, which included taking many overseas trips to source the finest quality ingredients, testing its efficacy and overseeing quality assurance controls, and concentrating on perfecting the formula’s delicious flavor. The result of his efforts was not only the creation of a nutrient-dense product, but realizing the positive impact that Vemma had on the health of hundreds to thousands of people. His lifelong dream had come to fruition.

In addition to Dr. Wang’s position as Director of R&D, he also manages Vemma’s state-of-the-art liquid manufacturing facility, ensuring quality controls over Vemma’s bottling process that even exceeds the FDA’s Good Manufacturing Practices standards. According to Dr. Wang, “Vemma is the result of what I believe is the perfect prescription for our optimal health. Through our stringent QAQC processes and third party testing for purity, potency and cleanliness, consumers can rest assured that they’re getting a high-quality product which can be trusted for what is listed on the label every time.”

Setting the bar even higher, in a recent on-site inspection by the FDA, Dr. Wang’s commitment to product excellence resulted in Vemma’s manufacturing plant passing every phase of inspection with flying colors.