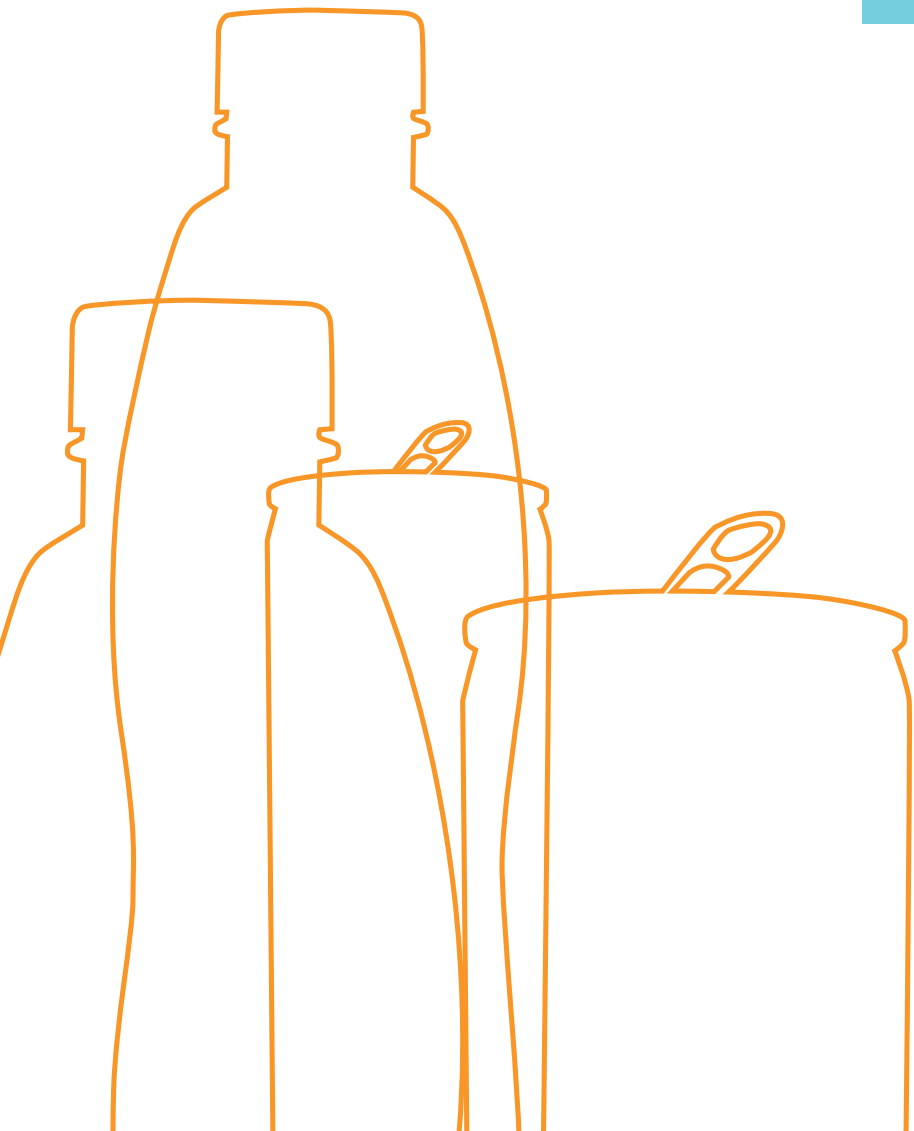


# U.S. INCOME & **PRODUCT** CLAIMS POLICIES





# INCOME CLAIMS

## ▶ **Can I make income claims to promote my business?**

### **Yes, but...**

Using exaggerated income claims to promote your business is not cool. Most of our Affiliates get into the business to earn part-time income. Telling someone to quit their job or leave school or telling them that they can buy a luxury car in their first month of business is likely deceptive and unfair.

## ▶ **What are the rules about income claims?**

- The income claim must not be misleading or deceptive;
- The Vemma Disclosure Statement must be attached to the income claim;
- You must tell potential Affiliates that there are no guarantees and their success depends on their own effort, hard work and leadership skills; and
- The income claim must be approved by Vemma's Compliance Department before using it.

## ▶ **But can't I tell people about my own earnings?**

It does not matter that you are stating your own income; you still must abide by these rules.

## ▶ **Can I show someone the new car I bought with my earnings?**

This is still an income claim and you must follow these rules.

### **INCOME CLAIMS INCLUDE:**

- Average income claims
- Income testimonials
- Income range examples
- Lifestyle claims — photos or statements about expensive toys (cars, watches, etc.), big homes, exotic vacations, achieving of one's dreams, having everything one always wanted, etc.
- Hypothetical income examples

## ▶ Are there laws about income claims?

Yes.

- The FTC and the consumer protection acts of all states prohibit any claim that is misleading, unfair or unsubstantiated. The FTC does allow some income claims if certain criteria are met. In this case, the Vemma Disclosure Statement meets these criteria;
- Georgia and Louisiana allow income claims if you have “documented data to substantiate the claims of income or earning potential”;
- Maryland allows income claims if “the past earnings . . . are those of a substantial number of participants”;
- Puerto Rico allows income claims if the claims are “obtained by a reasonable number of participants”; and
- Massachusetts and Wyoming strictly prohibit income representations.

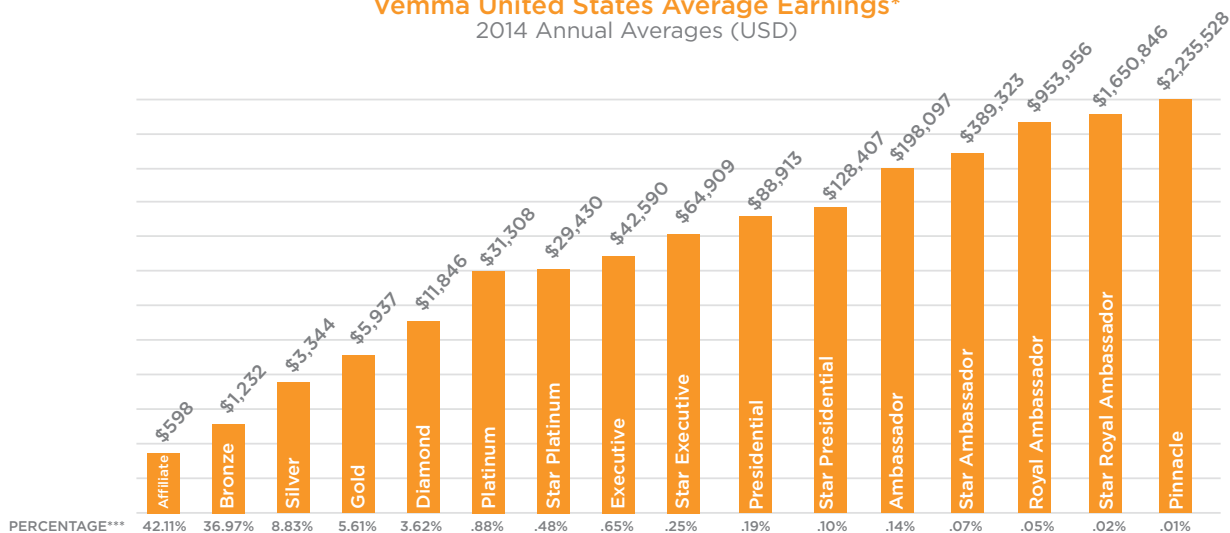
## ▶ What is Vemma’s income disclosure statement?

Vemma’s Disclosure Statement is attached. It is updated each year and provides the average annual income of each rank. It also provides the percentage of people that earn within each rank.

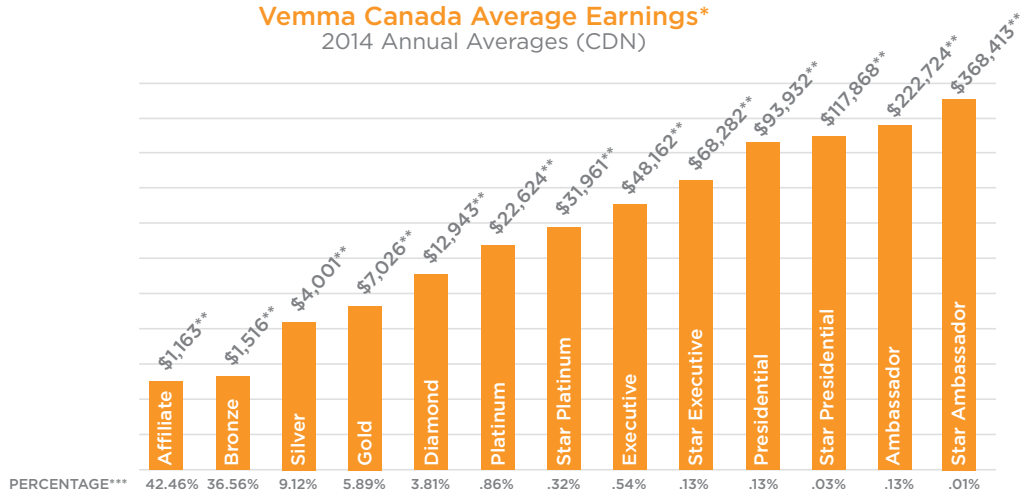
Your success is dependent on your efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com.



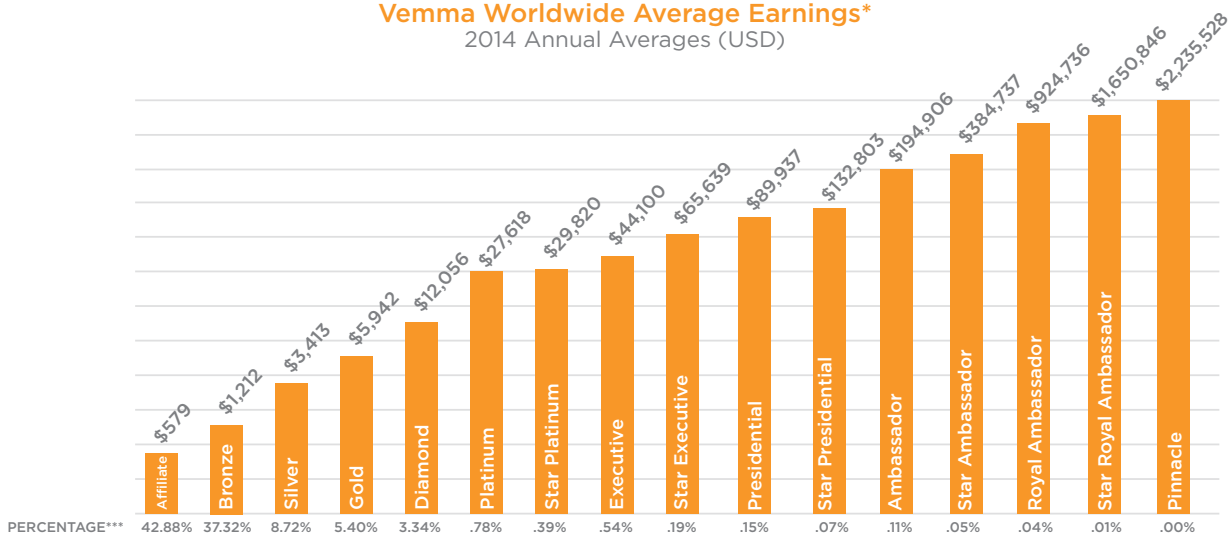
Vemma United States Average Earnings\*  
2014 Annual Averages (USD)



Vemma Canada Average Earnings\*  
2014 Annual Averages (CDN)



Vemma Worldwide Average Earnings\*  
2014 Annual Averages (USD)



\*The figures stated above are in USD and are not a guarantee nor are they a projection of a typical Affiliate's earnings or profits. Like any other independent business, the achievement or failure of an Affiliate depends upon his or her skill set, commitment and desire to succeed. At Vemma, the opportunity to earn more is always available to each and every Affiliate. For more information on Vemma's Compensation Plan, please visit the Opportunity Section of vemma.com.

\*\*The typical participant earned approximately \$0-\$1,516 (CDN) based on an average currency conversion rate in 2014. A participant for the purpose of this estimate, includes all participants who make a sale of Vemma products within the one year period. This "typical" figure is representative of the smallest range of compensation expected to be earned by over 50% of all participants in the plan.

\*\*\*Percent of average earners per 4 week period.

# COMPLIANCE FAQ'S

## ▶ TO HELP YOU SUCCEED IN VEMMA® S.A.F.E.(LY)

### FREQUENTLY ASKED QUESTIONS:

#### ▶ HOW DO I ADVERTISE MY VEMMA BUSINESS?

Vemma provides you with advertising materials that are pre-approved. Your first choice should be to use these materials. If you want to create your own advertising or promotional materials, they must be approved by Vemma's Compliance Department before using them.

#### ▶ WHAT CLAIMS CAN I MAKE ABOUT VEMMA PRODUCTS?

We provide you with the claims that can be made about the Vemma products. No other claims can be made by you. Further, you can't claim that Vemma products can be used in the treatment, prevention, diagnosis, or cure of any disease. Please refer to the Product Claims Policy Booklet located at:  
<https://media.vemma.com/pdf/vemma-health-claims-policy.pdf>.

#### ▶ CAN I ADVERTISE MY VEMMA BUSINESS ON SOCIAL MEDIA?

Yes, but the content must be pre-approved by Vemma's Compliance Department. To ensure our Customers and Affiliates are well-educated on how to share Vemma effectively and compliantly with others, below are the key points that everyone needs to know when it comes to sharing Vemma in social media.

#### ▶ SOCIAL MEDIA GUIDELINES

The FTC advertising guidelines apply to social media advertising the same as traditional advertising. A product or income testimonial on social media is just as much advertising as a typical newspaper or magazine advertisement.

#### ▶ PRODUCT AND INCOME TESTIMONIALS

Testimonials on social media can be very tricky, so be very careful. If the product or income claim in your testimonial is not what the typical consumer can reasonably achieve, then the FTC requires you to disclose the generally expected performance.

1

#### CLAIMS MUST BE:

- Truthful
- Fair
- Not misleading
- Scientifically substantiated

2

#### DISCLOSURES MUST BE:

- Clear; and
- Conspicuous

3

#### MATERIAL CONNECTION

You must disclose that you are a Vemma Affiliate if you post a testimonial about Vemma products or income.



## ▶ PRODUCT CLAIMS ON TWITTER

Due to the character limitations on Twitter, below is an example of how to add the proper disclaimer to an Affiliate's testimonial on the Bod•ē Pro™ 24/7 program.

### AFFILIATE'S PROPOSED TWEET:

*"Wow I lost 14lbs in 24 days on Bod•ē Pro 24/7"*

### COMPLIANT TWEET:

*"Wow I lost 14lbs in 24 days on Bod•ē Pro 24/7. Typical loss 7.5lbs/24 days. Vemma Affiliate"*

**"Typical loss 7.5 lbs/24 days"** satisfies the need to disclose what the typical consumer can expect when following the Bod•ē Pro 24/7 plan.

**"Vemma Affiliate"** satisfies the requirement to show a material connection between Vemma and the Affiliate, since the consumer would not know from reading the testimonial that you can make money from selling Bod•ē® products.

The required disclosures vary from product to product. For testimonials on social media other than weight loss claims and income claims, you must contact Compliance for guidance before posting the claim.

## ▶ INCOME CLAIMS ON TWITTER

Due to the character limitation on Twitter, below is a sample of how to add the proper income disclosure on Twitter.

### AFFILIATE'S PROPOSED TWEET:

*"Wow, I made \$5,000 in my first 3 weeks and paid off one of my credit cards!"*

### COMPLIANT TWEET:

*"Wow, I made \$500 in my first week at Vemma! Success varies. See typical results."*

The **"typical results"** link should connect to Vemma's Income Disclosure Statement which can be found at <https://www.vemma.com/backoffice/pdf/income-disclosure.pdf>.

## ▶ FACEBOOK AND GOOGLE+

For testimonials on Facebook and Google+, the same testimonial rules apply as described in the Twitter section. The **income disclaimer**, **product disclosures** and **material connection** must be included within the body of the post.

### INCOME DISCLAIMER:

*"The success or failure of each individual is dependent on their own efforts and leadership abilities. The Company has generally expected results, which can be obtained by visiting [www.vemma.com/backoffice/pdf/income-disclosure.pdf](https://www.vemma.com/backoffice/pdf/income-disclosure.pdf)"*

## ▶ INSTAGRAM, PINTEREST, VINE, YOUTUBE, PERISCOPE, ETC.

If the video, which requires prior approval from Compliance, photo or accompanying content on these social media sites, contains product or income claims or a testimonial, the same rules described above apply. Disclosures/disclaimers must be visible on the video when the claim takes place and must be easy to read and stay on screen long enough for the typical consumer to be able to read the entire disclosure.

## ▶ SOCIAL MEDIA ETIQUETTE

- 1** ▶ **GOLDEN RULE** – Do unto others as you would have them do unto you. Being polite goes a long way.
- 2** ▶ **BE POSITIVE** – Remember, what you do on the Internet is a reflection of your Vemma business.
- 3** ▶ **BE RESPECTFUL** – The anonymity of the Internet does not give you the right to act as you please.
- 4** ▶ **DON'T SPAM** – Don't constantly send emails, tweets or posts. They are just clutter and are not viewed.
- 5** ▶ **FOLLOW THE RULES** – Follow the terms of use of the social media site you are using.
- 6** ▶ **DON'T BE CRUDE** – Do not use foul language, post pornography or make discriminatory comments.

***You are a professional running a serious business.***

## ▶ CAN I USE THE INTERNET TO ADVERTISE MY VEMMA BUSINESS?

YES, but only through Vemma-provided Affiliate websites, Vemma smart phone Apps, and Vemma-provided web buttons, banners and online content. You can have your own generic or training website but it cannot contain information on Vemma's products, services or opportunity, with the exception of Star Ambassadors and above. Star Ambassadors and above can create their own Vemma-branded marketing website provided they receive prior written approval from Compliance.

## ▶ CAN I USE AUDIO/VIDEO RECORDINGS PRODUCED BY VEMMA?

YES. If you are using YouTube, you must link to our site only as Vemma will often add and refresh videos to give you the most up-to-date information relating to our business. You will find these videos at [www.vemmavideo.com](http://www.vemmavideo.com).

## ▶ CAN I CREATE MY OWN AUDIO/VIDEO RECORDINGS TO ADVERTISE MY VEMMA BUSINESS?

Unless you receive prior written approval from the Company, you cannot publish or use any live or recorded video/audio material, in any medium.

## ▶ IF IT'S MY OWN, PERSONAL TESTIMONIAL, DO I STILL HAVE TO GET PRE-APPROVAL FROM VEMMA?

YES, it doesn't matter whose testimonial it is, you must get prior approval from Vemma. You cannot make claims that the product prevented, diagnosed, treated or cured any disease. Your testimonial must also be honest and accurate. You must have adequate proof and/or scientific evidence to back up the testimonial that the results are typical. If they are not typical, then you must clearly disclose the generally expected performance.

### NON-COMPLIANT PRODUCT TESTIMONIAL

*"I was diagnosed with fibromyalgia. I suffered from chronic muscle pain, extreme fatigue and sleep problems. I was taking Lyrica to help ease some of these symptoms. After taking Vemma for two months, not only am I pain-free – I am prescription free!"*

### COMPLIANT PRODUCT TESTIMONIAL

*"I had been feeling run down and low on energy for several months. I was introduced to a product called Vemma. After being on the product for about a month, I noticed I had a lot more energy. I also started drinking Verve which gives me that extra boost of energy throughout my day!"*



### NON-COMPLIANT INCOME TESTIMONIAL

*I joined Vemma 3 weeks ago and I've already earned \$5,000! The company pays for my brand new BMW and all I have to do is tell people about the products and Vemma just sends me money every week!! You can make a ton of money without doing any work!*

### COMPLIANT INCOME TESTIMONIAL

*I joined Vemma 3 months ago hoping to earn some extra part-time income. Since I started building my business and the money I've earned has helped me make extra payments on my car!\* My plan is to eventually work my Vemma business full-time to help me with the bills and get out of debt.\**

*\*Your success is dependent on our efforts and leadership abilities. The company has generally expected results which can be obtained by visiting the Opportunity section of Vemma.com.*

### ▶ CAN I USE VEMMA'S SPEAKERS OR CELEBRITY ENDORSERS TO SELL PRODUCTS OR PROMOTE MY BUSINESS?

You CANNOT use the name, voice, photo, video, or description in any way or in any form, of any Vemma speaker or celebrity endorser to sell products or promote your business, unless it has been pre-approved by Vemma.

### ▶ CAN I TELL SOMEONE HOW MUCH MONEY I MAKE IN VEMMA?

YES, but you must be honest and accurate and not misleading. You must show, provide or link to the Vemma Disclosure Statement, <https://www.vemma.com/backoffice/pdf/income-disclosure.pdf>. You must also tell them there are no guarantees and their success depends on their own effort, hard work, and leadership skills.



**IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO CONTACT US.  
WE ARE HERE TO HELP YOU SUCCEED!!!**  
compliance@vemma.com  
legal@vemma.com

## CLINICAL STUDIES CLAIMS

### ▶ TO HELP YOU MARKET THE SCIENTIFICALLY VALIDATED RESULTS OF VEMMA® & VERVE®

Vemma and Verve each underwent the highest standard of clinical research — four independent, randomized, double-blind, placebo-controlled studies — in order to demonstrate the benefits they provide for overall wellness.\*

#### **VEMMA HAS BEEN SCIENTIFICALLY VALIDATED IN TWO CLINICAL STUDIES.**

- It was subjected to the highest standard of clinical testing: independent, randomized, double-blind and placebo-controlled.
- The Immunity Study showed those who consumed a serving of Vemma experienced a 29.5% decrease in C-Reactive Protein (CRP). CRP is an important inflammation marker.
- The Bioavailability Study indicated an increase in ORAC (antioxidant capacity) and maximum absorption levels in vitamins A, B<sub>2</sub>, B<sub>5</sub>, C, E, selenium and antioxidants from mangosteen.

**\* 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.**

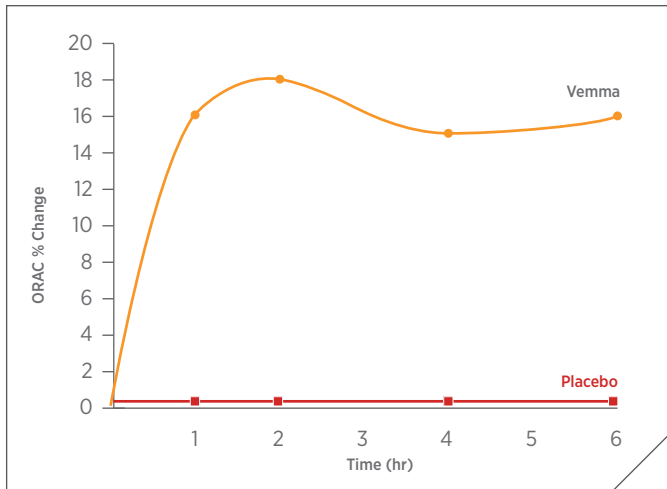


**VERVE HAS ALSO BEEN SCIENTIFICALLY VALIDATED IN TWO CLINICAL STUDIES.**

- The Immunity Study showed those who consumed a can of Verve for 30 days resulted in a 24% decrease in C-Reactive Protein. CRP is an important inflammation marker.
- The Bioavailability Study showed how Verve is antioxidant-rich and had maximum absorption levels in vitamins A, B<sub>2</sub>, B<sub>5</sub>, C, E, selenium and antioxidants from mangosteen.

**VERVE CLINICAL STUDIES**

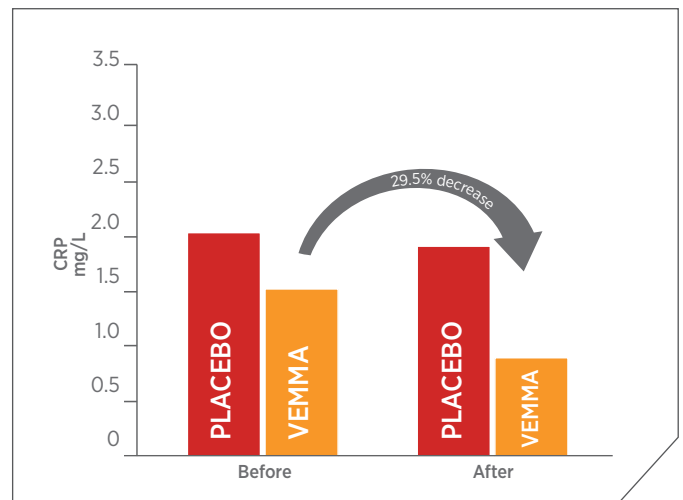
**BIOAVAILABILITY/ANTIOXIDANT STUDY:**  
Antioxidant (ORAC) Capacity After Vemma



The results indicated an **increase in ORAC levels (antioxidant capacity)** and **maximum absorption levels in vitamins B<sub>2</sub>, B<sub>5</sub>, A, C, E, selenium and antioxidants from mangosteen (alpha-mangostin).**

**IMMUNITY STUDY:**

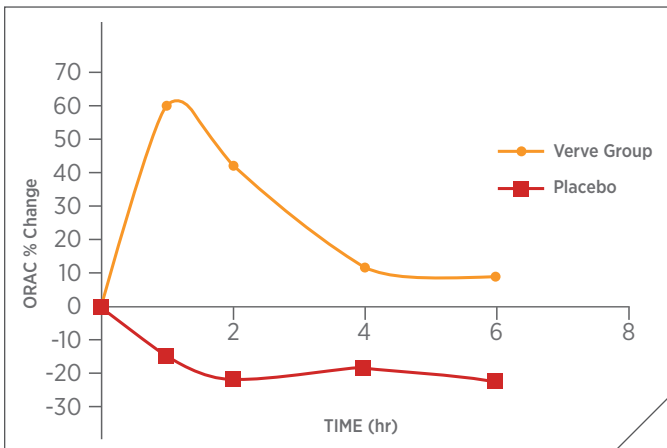
**C-Reactive Protein (CRP) is Reduced in Vemma Participants**



After the 30-day evaluation, the study showed **those who consumed a serving of Vemma had a 29.5% decrease in C-Reactive Protein (CRP) which is an important marker for inflammation.**

**VERVE CLINICAL STUDIES**

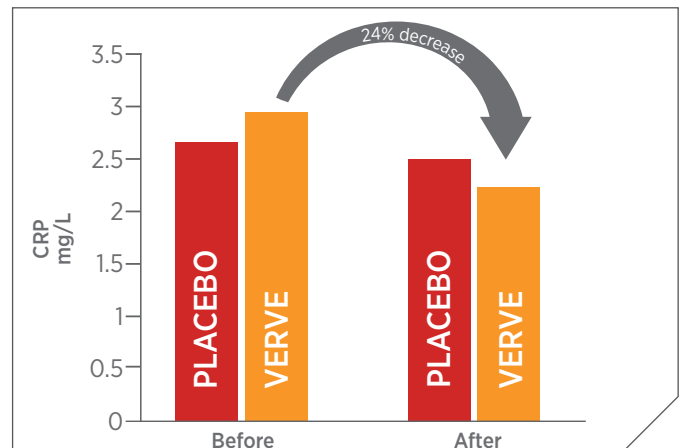
**BIOAVAILABILITY/ANTIOXIDANT STUDY:**  
Antioxidant (ORAC) Capacity After Verve



The results indicated an **increase in ORAC levels (antioxidant capacity)** and **maximum absorption levels in vitamins B<sub>2</sub>, B<sub>5</sub>, A, C, E, selenium and antioxidants from mangosteen (alpha-mangostin).**

**IMMUNITY STUDY:**

**C-Reactive Protein (CRP) is Reduced in Verve Participants**



After the 30-day evaluation, the study showed **those who consumed a serving of Verve had a 24% decrease in C-Reactive Protein (CRP) which is an important marker for inflammation.**





# PRODUCT CLAIMS

## ▶ U.S. S.A.F.E. PROGRAM\*

**S**tructure/function claims and approved health claims are the only claims that can be made about Vemma® products. Vemma Affiliates cannot claim that Vemma products are intended to diagnose, treat, cure or prevent any disease or condition.

**A**uthorized or approved claims are the only product claims Vemma Affiliates may use. Claims approved by Vemma for each product that are supported by scientific substantiation are included.

**F**ood and Drug Administration and the Federal Trade Commission require disclaimers and disclosures related to certain types of claims. Affiliates are required to include these disclaimers and disclosures when applicable. In particular, the FDA requires a disclaimer whenever a structure/function claim is made on labeling. Labeling includes material that is connected with the sale of product such as web content, since product can be ordered on the website. If a testimonial is not representative of what consumers will generally achieve, the FTC requires a disclosure of the generally expected performance in the depicted circumstances.

**E**xceptions will not be made to the Vemma terms and conditions regarding product claims.

\*The S.A.F.E. Program is applicable to the United States (U.S.) only. It does not apply to international markets, including Canada, Europe, Australia and Asia.

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



## CLINICALLY STUDIED

THE VEMMA CLINICAL TRIALS EVALUATED THE EFFICACY AND OVERALL BIOAVAILABILITY OF VEMMA ON ANTIOXIDANT LEVELS, IMMUNE FUNCTION, AND WELL-BEING IN ADULTS.\* THE VEMMA PRODUCT WAS SUBJECTED TO THE HIGHEST STANDARD OF CLINICAL RESEARCH – INDEPENDENT, RANDOMIZED, DOUBLE-BLIND, PLACEBO-CONTROLLED STUDIES.\*



## SUPPORTS THE IMMUNE SYSTEM\*

THE CLINICAL STUDIES SHOWED THAT AT THE CONCLUSION OF THE STUDY, PARTICIPANTS EXPERIENCED FAVORABLE RESULTS IN IMMUNE MARKERS AND A LOWERING OF C-REACTIVE PROTEIN (CRP) WHILE TAKING VEMMA.\*



## ANTIOXIDANTS

THE VEMMA FORMULA CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM), PLUS ANTIOXIDANTS FROM THE MANGOSTEEN (XANTHONES), ALOE VERA AND GREEN TEA. ANTIOXIDANTS HELP SUPPORT CELLULAR INTEGRITY. THE VEMMA CLINICAL TRIALS SHOWED THAT ANTIOXIDANT LEVELS IN THE BLOOD WERE HIGHER FOR UP TO SIX HOURS AFTER CONSUMING ONE SERVING OF THE VEMMA FORMULA.\*



## LOWERS C-REACTIVE PROTEIN (CRP)\*

CRP IS A PROTEIN THAT IS PRODUCED BY THE BODY, AND AN IMPORTANT INFLAMMATION MARKER. RESULTS FROM VEMMA CLINICAL STUDIES SHOWED THAT CRP WAS REDUCED IN THE TREATMENT GROUP WHO TOOK VEMMA FOR 30 DAYS, VERSUS THOSE WHO TOOK A PLACEBO.\*



## MANGOSTEEN

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT ANTIOXIDANT PROPERTIES.\*



## GREEN TEA

GIVES THE VEMMA FORMULA EVEN MORE ANTIOXIDANT POWER. GREEN TEA HAS POLYPHENOLS, WHICH ARE ANTIOXIDANTS.\*



## ALOE VERA

PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.\*



## MINERAL BLEND

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL HEALTH.\*



# VEMMA<sup>®</sup> Co Q10



## 100MG OF UBIQUINONE (Co Q10)

TO SUPPORT CELLULAR ENERGY PRODUCTION.\*



## 643MG VITAMIN C

ACTS AS AN IMPORTANT ANTIOXIDANT. ESSENTIAL FOR THE FORMULATION OF COLLAGEN, WHICH IS NECESSARY FOR THE BUILDING OF SOUND BONES, TEETH, SKIN, AND CARTILAGE.\*



## SUPPORTS METABOLIC FUNCTION

COQ10 PROVIDES 50 MG OF VITAMINS B6 AND 300 MCG OF VITAMIN B12. THESE NUTRIENTS PLAY A ROLE IN METABOLIC FUNCTIONS.\*



## SUPPORTS OVERALL WELLNESS

AN EFFICACIOUS AMOUNT OF UBIQUINONE (CO-ENZYME Q10), AMINO ACIDS AND ANTIOXIDANTS FOR ADULTS CONCERNED WITH OPTIMAL WELLNESS.\*



# VEMMA® EPA 1000 OMEGA-3



## EPA & DHA

PROVIDES OPTIMAL LEVELS OF 1000MG OF EPA AND 140MG OF DHA.\*



## SUPPORTS THE MIND

THE ULTRA-PURIFIED FISH OILS HELP SUPPORT COGNITIVE HEALTH AND/OR BRAIN FUNCTION.\*



## MAINTAINS CHOLESTEROL

HELPS MAINTAIN CHOLESTEROL LEVELS ALREADY IN THE NORMAL RANGE.\*



## FISH OIL

A PRISTINE SOURCE OF NATURAL LEMON-FLAVORED, ULTRA-PURIFIED FISH OIL.



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

# VEMMA® CORAL CALCIUM



## CORAL

THE CORAL USED IN CORAL CALCIUM IS EXTRACTED USING ECOLOGICALLY-RESPONSIBLE HARVESTING METHODS IN OKINAWA, JAPAN.



## 400MCG OF CALCIUM

TO SUPPORT STRONG BONES AND PROMOTES BONE HEALTH.\*



## 200MG OF MAGNESIUM

SUPPORTS OVERALL WELLNESS AND BONE HEALTH.\*



## VITAMIN D

1000 IU OF VITAMIN D TO ASSIST THE BODY IN USING CALCIUM MINERALS MORE CONSISTENTLY AND EFFICIENTLY.\*



# VEMMA RENEW™



## **SILICA: HELPS MAINTAIN HEALTHY SKIN, NAILS AND HAIR\***

SUPPORTS COLLAGEN PRODUCTION. COLLAGEN IS A FIBROUS PROTEIN THAT IS ESSENTIAL TO SKIN STRUCTURE.\*



## **NOURISHES THE BODY WITH A FULL SERVING OF THE VEMMA FORMULA.\***



## **ANTIOXIDANTS**

THE VEMMA FORMULA CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM), PLUS ANTIOXIDANTS FROM THE MANGOSTEEN (XANTHONES), ALOE VERA AND GREEN TEA. ANTIOXIDANTS HELP SUPPORT CELLULAR INTEGRITY.\*



## **MANGOSTEEN**

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT ANTIOXIDANT PROPERTIES.\*



## **GREEN TEA**

GIVES THE VEMMA FORMULA EVEN MORE ANTIOXIDANT POWER. GREEN TEA HAS POLYPHENOLS, WHICH ARE ANTIOXIDANTS.\*



## **ALOE VERA**

PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.\*



## **MINERAL BLEND**

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL HEALTH.\*





## CLINICALLY STUDIED

THE VERVE CLINICAL TRIALS EVALUATED THE EFFICACY AND OVERALL BIOAVAILABILITY OF VERVE ON ANTIOXIDANT LEVELS, IMMUNE FUNCTION, AND WELL-BEING IN ADULTS. VERVE REGULAR WAS SUBJECTED TO THE HIGHEST STANDARD OF CLINICAL RESEARCH – INDEPENDENT, RANDOMIZED, DOUBLE-BLIND, PLACEBO-CONTROLLED STUDIES.



## REVITALIZES ENERGY LEVELS WITH 80MG OF CAFFEINE.



## 80MG OF NATURALLY-DERIVED CAFFEINE (COFFEE BEANS)

AT MODERATE DOSES, CAFFEINE SUPPORTS ENHANCED MOOD, ALERTNESS AND SUPPORTS ATHLETIC PERFORMANCE.



## NOURISHES THE BODY WITH A FULL SERVING OF THE VEMMA FORMULA.



## SUPPORTS THE IMMUNE SYSTEM

THE CLINICAL STUDIES SHOWED THAT AT THE CONCLUSION OF THE STUDY, PARTICIPANTS EXPERIENCED FAVORABLE RESULTS IN IMMUNE MARKERS AND A LOWERING OF C-REACTIVE PROTEIN (CRP) WHILE TAKING VERVE.



## ANTIOXIDANTS

CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM), WHICH HELP SUPPORT CELLULAR INTEGRITY. THE VERVE CLINICAL TRIALS SHOWED THAT ANTIOXIDANT LEVELS IN THE BLOOD WERE HIGHER FOR UP TO SIX HOURS AFTER CONSUMING ONE SERVING OF THE VERVE PRODUCT.



## LOWERS C-REACTIVE PROTEIN (CRP)

CRP IS A PROTEIN THAT IS PRODUCED BY THE BODY, AND AN IMPORTANT INFLAMMATION MARKER. RESULTS FROM VERVE CLINICAL STUDIES SHOWED THAT CRP WAS REDUCED IN THE TREATMENT GROUP WHO TOOK VERVE FOR 30 DAYS, VERSUS THOSE WHO TOOK A PLACEBO.



## MANGOSTEEN

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT RADICAL SCAVENGING PROPERTIES.



## GREEN TEA

HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.



## ALOE VERA

PROVIDES ADDITIONAL FREE RADICAL SCAVENGERS AND SUPPORTS OVERALL WELLNESS.











## MINERAL BLEND

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL HEALTH.













# VERVE BOLD®

-  **REVITALIZES ENERGY LEVELS WITH 120MG OF CAFFEINE.**
-  **120MG OF NATURALLY-DERIVED CAFFEINE (COFFEE BEANS)**  
AT MODERATE DOSES, CAFFEINE SUPPORTS ENHANCED MOOD, ALERTNESS AND SUPPORTS ATHLETIC PERFORMANCE.
-  **NOURISHES THE BODY WITH A FULL SERVING OF THE VEMMA FORMULA.**
-  **ANTIOXIDANTS**  
CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM), ANTIOXIDANTS HELP SUPPORT CELLULAR INTEGRITY.
-  **MANGOSTEEN**  
THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.
-  **GREEN TEA**  
HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.
-  **ALOE VERA**  
PROVIDES ADDITIONAL FREE RADICAL SCAVENGERS AND SUPPORTS OVERALL WELLNESS.
-  **MINERAL BLEND**  
MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL HEALTH.












# VERVE REMIX™

-  **REVITALIZES ENERGY LEVELS WITH 80MG OF CAFFEINE.**
-  **80MG OF NATURALLY-DERIVED CAFFEINE (COFFEE BEANS)**  
AT MODERATE DOSES, CAFFEINE SUPPORTS ENHANCED MOOD, ALERTNESS AND ATHLETIC PERFORMANCE.
-  **NOURISHES THE BODY WITH A 1/4 SERVING OF THE VEMMA FORMULA.\*\***
-  **ANTIOXIDANTS**  
CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM). ANTIOXIDANTS HELP SUPPORT CELLULAR INTEGRITY.
-  **MANGOSTEEN**  
THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.
-  **GREEN TEA**  
HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.
-  **ALOE VERA**  
PROVIDES ADDITIONAL FREE RADICAL SCAVENGERS AND SUPPORTS OVERALL WELLNESS.
-  **MINERAL BLEND**  
MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.



\*\*Contains a 1/4 serving of the Vemma formula. To receive the full benefits of the Vemma formula, individuals must consume four servings of Verve Remix per day.

# VERVE® ZERO SUGAR

-  **REVITALIZES ENERGY LEVELS WITH 80MG OF CAFFEINE.**
-  **80MG OF NATURALLY-DERIVED CAFFEINE (COFFEE BEANS)**  
AT MODERATE DOSES, CAFFEINE SUPPORTS ENHANCED MOOD, ALERTNESS AND ATHLETIC PERFORMANCE.
-  **ZERO SUGAR**  
SWEETENED WITH SUCRALOSE TO PROVIDE THE BEST-TASTING, ZERO SUGAR ENERGY BLEND.
-  **NOURISHES THE BODY WITH A FULL SERVING OF THE VEMMA FORMULA.**
-  **ANTIOXIDANTS**  
CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM). ANTIOXIDANTS HELP SUPPORT CELLULAR INTEGRITY.
-  **MANGOSTEEN**  
THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.
-  **GREEN TEA**  
HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.
-  **ALOE VERA**  
PROVIDES ADDITIONAL FREE RADICAL SCAVENGERS AND SUPPORTS OVERALL WELLNESS.
-  **MINERAL BLEND**  
MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.



# VERVE® ENERGY SHOT



## ENERGY SHOT

160MG OF CAFFEINE TO PROVIDE ENERGY.



## 160MG OF NATURALLY-DERIVED CAFFEINE (COFFEE BEANS)

AT MODERATE DOSES, CAFFEINE SUPPORTS ENHANCED MOOD, ALERTNESS AND SUPPORTS ATHLETIC PERFORMANCE.



## NOURISHES THE BODY WITH A 1/2 SERVING OF THE VEMMA FORMULA.\*\*



## ANTIOXIDANTS

CONTAINS ANTIOXIDANTS FROM THE VITAMIN BLEND (A, C & E, PLUS SELENIUM), PLUS ANTIOXIDANTS FROM THE MANGOSTEEN (XANTHONES), ALOE VERA AND GREEN TEA. ANTIOXIDANTS HELP SUPPORT CELLULAR INTEGRITY.



## MANGOSTEEN

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.



## GREEN TEA

HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.



## ALOE VERA

PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.



## MINERAL BLEND

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL HEALTH.



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

\*\*Contains a 1/2 serving of the Vemma formula per Verve Energy Shot. To receive the full benefits of the Vemma formula, individuals must consume two servings of Verve Energy Shot per day.











# BOD•Ē® PLAN

TO RECEIVE THE FULL BENEFITS OF THE VEMMA FORMULA, INDIVIDUALS MUST CONSUME MULTIPLE SERVINGS OF BOD-E PRODUCTS PER DAY. WHEN CONSUMING 2-3 SERVINGS OF VEMMA BOD-E LINE PRODUCTS PER DAY ACCORDING TO THE PLAN YOU WILL RECEIVE THE FULL BENEFITS OF THE VEMMA FORMULA OVER THE COURSE OF THE DAY.



VEMMA BOD-E BURN, BOD-E CLEANSE AND BOD-E REST EACH CONTAIN 1/2 SERVING OF THE VEMMA FORMULA PER SERVING.

VEMMA BOD-E SHAKE CONTAINS 1/3 SERVING THE VEMMA FORMULA PER SERVING OF THE SHAKE.

	<b>LOW-CARB DAYS</b> Enhances your body's burning potential*	<b>HIGH-CARB DAYS</b> Boosts your body's metabolism into high gear*
<b>BREAKFAST</b> (within 30 minutes of waking)	 <b>Bod•ē® Shake</b>	 <b>Bod•ē Shake</b>
<b>MORNING SNACK</b>	 Smart Protein, Fat and Veggies	 Smart Protein, Carb and Veggies
<b>LUNCH</b>	 Smart Protein, Fat and Veggies	 <b>Bod•ē Shake</b>
<b>AFTERNOON SNACK</b>	 <b>Bod•ē Burn</b> (with Smart Fat and Veggies)	 <b>Bod•ē Burn</b> (with Smart Carb and Veggies)
<b>DINNER</b>	 Smart Protein, Fat and Veggies	 Smart Protein, Carb and Veggies



# BOD•Ē® SHAKE



## SHAKE

NUTRIENT-DENSE MEAL REPLACEMENT SHAKE WITH THE PERFECT BALANCE OF PROTEIN, CARBS AND HEALTHY FATS TO NOURISH YOUR BODY AND HELP MAINTAIN AN OPTIMAL WEIGHT.



## 7G OF FIBER

HELPS CURB THE APPETITE.



## BOOSTS THE METABOLISM

PROVIDES PROTEIN, CARBOHYDRATES AND HEALTHY FATS TO FUEL YOUR DAY.



## 16G OF PROTEIN

TO SUPPRESS YOUR APPETITE AND PROTECT AGAINST MUSCLE LOSS.



## NOURISHES THE BODY WITH A 1/3 SERVING OF THE VEMMA FORMULA.\*\*



## MANGOSTEEN

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.



## GREEN TEA

HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.



## ALOE VERA

PROVIDES ADDITIONAL FREE RADICAL SCAVENGERS AND SUPPORTS OVERALL WELLNESS.



## MINERAL BLEND

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.



\*\*Contains a 1/3 serving of the Vemma formula per serving of Vemma Bod•Ē Shake. To receive the full benefits of the Vemma formula, individuals must consume three servings of the Bod•Ē Shake per day or consume in conjunction with the Vemma Bod•Ē Plan. When consuming other products in the Vemma Bod•Ē line as part of the Bod•Ē Transformation Plan, you will receive the full benefits of the Vemma formula over the course of the day.

# BOD•E<sup>®</sup> PRO BUILD



## READY-TO-DRINK SHAKE

NUTRIENT DENSE MEAL REPLACEMENT SHAKE TO NOURISH YOUR BODY AND MAINTAIN A HEALTHY WEIGHT.



## 25G OF PROTEIN

TO SUPPRESS YOUR APPETITE AND PROTECT AGAINST MUSCLE LOSS WHEN COMBINED WITH EXERCISE.†



## 5.5MG OF BRANCHED-CHAIN AMINO ACIDS

ESSENTIAL FUEL (LEUCINE, ISOLEUCINE AND VALINE) FOR ACTIVE MUSCLES.



## 2G OF FIBER

SUPPORTS INTESTINAL REGULARITY.



## 73MG OF CLA

CONJUGATED LINOLEIC ACID IS A NATURALLY OCCURRING TYPE OF FATTY ACID FOUND IN DAIRY BEEF AND MUTTON.



## CALCIUM

TO SUPPORT STRONG BONES.



†To be used in conjunction with a healthy diet and daily exercise. Building muscle requires weight bearing exercise.



# BOD•E<sup>®</sup> PRO BURN | BOD•E<sup>®</sup> BURN CONCENTRATE



## **BOOSTS THE METABOLISM\***

PROVIDES PROTEIN, CARBOHYDRATES AND HEALTHY FATS TO FUEL YOUR DAY.\*



## **7G OF FIBER**

HELPS CURB THE APPETITE.



## **20G OF PROTEIN**

TO BOOST YOUR METABOLISM AND ENERGY LEVELS, AND HELP KEEP YOU FEELING FULL LONGER.\*



## **EGCG AND CAFFEINE**

FIRES UP YOUR ENERGY LEVEL.\*



## **L-THEANINE**

AN AMINO ACID FOUND IN TEA THAT PROMOTES MENTAL ALERTNESS AND FOCUS.\*



## **RESVERATROL**

PROVIDES AN ANTIOXIDANT BOOST. EACH SERVING OF BOD•E BURN CONTAINS THE EQUIVALENT OF THE RESVERATROL IN 20 GLASSES OF RED WINE.\*



## **100MG OF NATURALLY-DERIVED CAFFEINE FROM THE COFFEE BEAN**

AT MODERATE DOSES, CAFFEINE SUPPORTS ENHANCED MOOD, ALERTNESS AND SUPPORTS ATHLETIC PERFORMANCE.\*



## **NOURISHES THE BODY WITH A 1/2 SERVING OF THE VEMMA FORMULA.\*\***



## **MANGOSTEEN**

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT ANTIOXIDANT PROPERTIES.\*



## **GREEN TEA**

GIVES THE VEMMA FORMULA EVEN MORE ANTIOXIDANT POWER. GREEN TEA HAS POLYPHENOLS, WHICH ARE ANTIOXIDANTS.\*



## **ALOE VERA**

PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.\*



## **MINERAL BLEND**

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.\*



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\*\*Contains a 1/2 serving of the Vemma formula per Vemma Bod• Burn. To receive the full benefits of the Vemma formula, individuals must consume two servings of Bod• Burn per day or consume in conjunction with the Vemma Bod• Plan. When consuming other products in the Vemma Bod• line as part of the Bod• Transformation Plan, you will receive the full benefits of the Vemma formula over the course of the day.



# BOD•E® CLEANSE



## CLEANSE

THE PROPRIETARY CLEANSE BLEND FEATURES TIME-HONORED INGREDIENTS KNOWN FOR THEIR CLEANSING ABILITY. BOD•E CLEANSE IS A PURE AND GENTLE WAY TO PREPARE YOUR BODY FOR A TRANSFORMATION.\*



## 10G OF SOLUBLE FIBER

PROMOTES INTESTINAL REGULARITY WITH PROBIOTIC-FRIENDLY INGREDIENTS.\*



## NOURISHES THE BODY WITH A 1/2 SERVING OF THE VEMMA FORMULA.\*\*



## MANGOSTEEN

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.\*



## GREEN TEA

HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.



## ALOE VERA

PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.\*



## MINERAL BLEND

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.\*



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

\*\*Contains a 1/2 serving of the Vemma formula per Bod•E Cleanse. To receive the full benefits of the Vemma formula, individuals must consume other products in conjunction with the Vemma Bod•E Plan. When consuming other products in the Vemma Bod•E line as part of the Bod•E Transformation Plan, you will receive the full benefits of the Vemma formula over the course of the day.

# BOD•E<sup>®</sup> REST



## ENHANCES BODY'S RESTORATIVE PROCESS\*

PROPRIETARY RESTORATIVE BLEND THAT CONTAINS NUTRIENTS LIKE TART CHERRY, BANANA AND VALERIAN THAT PROMOTE RELAXATION.\*



## PREPARES BODY FOR REST\*

CONTAINS THE ANTIOXIDANT-RICH NUTRIENTS IN THE PROPRIETARY RESTORATIVE BLEND TO PROMOTE AND SUPPORT REST.\*



## NOURISHES THE BODY WITH A 1/2 SERVING OF THE VEMMA FORMULA.\*\*



## 20G OF PROTEIN

TO BOOST YOUR METABOLISM, HELP KEEP YOU FULL LONGER AND MAINTAIN LEAN MUSCLE.\*



## RESVERATROL

PROVIDES AN ANTIOXIDANT BOOST. EACH SERVING OF BOD•E REST CONTAINS THE EQUIVALENT OF THE RESVERATROL IN 20 GLASSES OF RED WINE.\*



## BRANCHED-CHAIN AMINO ACIDS

ESSENTIAL FUEL (LEUCINE, ISOLEUCINE AND VALINE) FOR ACTIVE MUSCLES.\*



## MANGOSTEEN

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES. \*



## GREEN TEA

HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.

## ALOE VERA



PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.\*

## MINERAL BLEND



MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.\*



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\*\*Contains a 1/2 serving of the Vemma formula per Bod• Rest. To receive the full benefits of the Vemma formula, individuals must consume other products in conjunction with the Vemma Bod• Plan. When consuming other products in the Vemma Bod• line as part of the Bod• Transformation Plan, you will receive the full benefits of the Vemma formula over the course of the day.

# VEMMA NEXT®



## **SUPPORTS BODIES AND MINDS\***

CHILDREN NEED SUFFICIENT NUTRIENTS LIKE VITAMINS, MINERALS AND ESSENTIAL FATTY ACIDS TO SUPPORT THE DEMANDS OF GROWING BODIES!



## **ORGANIC FRUIT AND VEGETABLE BLEND**

HELPS PROVIDE A VARIETY OF PHYTONUTRIENTS INCLUDING THOSE FOUND IN BROCCOLI, SPINACH AND ASPARAGUS. KIDS MAY MISS OUT ON THESE IF THEY ARE FINICKY EATERS!



## **PROBIOTIC-FRIENDLY\***

SUPPORTS DIGESTIVE HEALTH AS FRUCTOOLIGOSACCHARIDES (FOS), WHICH HELPS PROVIDE AN OPTIMAL ENVIRONMENT TO SUPPORT DIGESTIVE FLORA.\*



## **OMEGA-3 FATTY ACID**

DOCOSAHEXAENOIC ACID OR DHA IS AN ESSENTIAL FATTY ACID THAT IS A CRITICAL STRUCTURAL COMPONENT OF CELLS. THEY ARE CALLED ESSENTIAL FATTY ACIDS BECAUSE THEY MUST BE OBTAINED FROM THE DIET.\*



## **FLAVANOID: QUERCETIN**

ADDED ANTIOXIDANT POWER FROM QUERCETIN.\* THIS IS A SUBSTANCE TYPICALLY FOUND IN PEELS OR THE OUTER PORTION OF FRUITS AND VEGETABLES LIKE APPLE PEELS AND OUTER RINGS OF ONIONS.



## **VEMMA NEXT CONTAINS A 1/2 SERVING OF THE VEMMA FORMULA.**



## **MANGOSTEEN**

THE MANGOSTEEN HAS VERY HIGH LEVELS OF XANTHONES, WHICH ARE NATURALLY OCCURRING PLANT SUBSTANCES WITH POTENT FREE RADICAL SCAVENGING PROPERTIES.\*



## **GREEN TEA**

HAS POLYPHENOLS, WHICH ARE FREE RADICAL SCAVENGERS.



## **ALOE VERA**

PROVIDES ADDITIONAL ANTIOXIDANTS AND SUPPORTS OVERALL WELLNESS.\*



## **MINERAL BLEND**

MINERALS MUST BE OBTAINED FROM THE DIET AND ARE ESSENTIAL TO OVERALL WELLNESS.\*



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