

## **BK Boreyko**

President and CEO of VEMMA®

### **Driven to Make a Positive Difference in People's Lives**

BK Boreyko is a seasoned marketing executive and award-winning entrepreneur who has a passion for health and wellness which he shares with others at every opportunity. In 1995, BK saw an opportunity in the emerging wellness and nutrition industry and founded his first global wellness company, New Vision®. Hugely successful, New Vision experienced rapid growth with over \$1 billion in sales and more than a million satisfied customers. By 2004, BK was ready to take on a new challenge and tap into the growing liquid nutritional supplement market. With the help of his on-staff M.D. and Research & Development Team, VEMMA—the convenient, ultra-premium liquid nutritional formula was born.

VEMMA, an acronym for **V**itamins, **E**ssential **M**inerals, **M**angosteen and **A**loe, is a clinically-studied, liquid blend of 12 essential antioxidant vitamins and 65 plant-sourced trace ionic minerals. “It is one of the most powerful liquid antioxidants on the planet, is one of the best delivery systems for the nutrients you want in your body and it tastes great,” according to BK. Vemma’s two clinical studies have been published in *The Journal of Medicinal Food* and the *Journal of Agricultural and Food Chemistry* for the formula resulting in enhanced immunity, increased bioavailability and antioxidant efficacy.\*

True to BK’s passion of creating new and unique ways to market the Vemma formula, BK and his renowned product development team created a revolutionary healthy energy drink—Verve as well as a portable and potent 3 ounce bottle, the Verve Energy Shot. BK believes Verve is an innovative way to effectively help fill the teenage nutritional gap and also provides a hip, cool alternative to the many high sugar, high caffeine energy drinks which currently dominate the energy drink market. Within its first year, the Verve brand reached almost \$20 million, outpacing the other almost 180 energy drinks that launched in 2007.

Most recently, BK introduced a first of its kind liquid children’s supplement, Vemma NEXT™. Ideal for children 2 to 12, Vemma NEXT contains the Vemma formula along with key nutrients to support a child’s growing mind and body.\* From one child to the NEXT, BK’s goal is to help 100,000 children in need by the end of 2010 by donating a month’s supply of Vemma NEXT to a child in need for every month’s supply purchased.

His charismatic leadership style and fresh approach to referral-based marketing has led BK to become a mentor and success coach, helping thousands of people with the potential to accomplish financial independence and freedom. BK is a member of the esteemed Leadership Board of the Cleveland Clinic’s Wellness Institute, led by Chief Wellness Officer Dr. Michael Roizen, and serves on the Advisory Board for HealthCorps®, the non-profit proactive health movement founded and chaired by Dr. Mehmet Oz. As a principal sponsor of HealthCorps, BK’s mission is to make a positive difference in the lives of young people, and those who are young at heart, through Vemma and Verve. Vemma’s alliance with HealthCorps and its mission is an important collaboration which will pay off for generations to come.

BK’s story has been featured on *The O’Reilly Factor*, *Extra*, *Inside Edition* and in *Success Magazine*, *Your Business at Home* and most recently in *Success From Home* magazines and *Chicken Soup for the Network Marketer’s Soul*.

\*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.