

## **BK Boreyko**

President and CEO of VEMMA®

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

BK Boreyko, a seasoned marketing executive and award-winning entrepreneur, 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.

An acronym for **V**itamins, **E**ssential **M**inerals, **M**angosteen and **A**loe, Vemma's clinically-studied, liquid blend of 12 essential antioxidant vitamins and 65 plant-sourced trace ionic minerals "is one of the best delivery systems for the nutrients that you want in your body," according to BK. "It's one of the most powerful liquid antioxidants on the planet...and it tastes great!"

Taking Vemma's successful formula one step further, BK had his renowned product development team create a one-of-a-kind healthy energy drink—Verve. Vemma launched Verve in the last quarter of 2007 and in its first year, the brand reached almost \$20 million, outpacing the other almost 180 energy drinks launched that same year. Now with the Verve line expanding into the energy shot market with its 3 ounce Verve Energy Shot, look for these sales to more than double this year. 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.

BK's charismatic leadership style and fresh approach to referral-based marketing has led him to become a mentor and success coach, helping thousands of people with the potential to accomplish financial independence and freedom. An advocate of paying it forward, 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.

Grateful for everything he has experienced in life and business, BK has devoted a large portion of his personal and corporate resources to enrich the lives of others, including worthy causes such as HealthCorps, the Dottie Boreyko Foundation, founded in memory of his mother, Church on the Streets, the United Way, Susan G. Komen Foundation, and Habitat for Humanity. 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*.