

**BK Boreyko**  
Founder and CEO of Vemma®

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

As the Founder and CEO of Vemma, BK Boreyko embraces a personal philosophy and company mission that go hand-in-hand: to make a positive difference in people's lives. Born in Calgary, Alberta Canada, BK learned from his parents at an early age valuable personal and business development skills, including caring about people and operating by the Golden Rule. Embracing the notion that long term health is something people need to invest in today, BK leveraged his 20+ years experience in the wellness industry with his passion for creating unique ways to keep people healthy and founded the Scottsdale, AZ-based liquid supplement company in 2004. As an industry leader, Vemma provides innovative products, and a simple and generous compensation plan to help people live healthier and more rewarding lives.

BK's contagious energy, "anything's possible attitude" and fresh approach to marketing are just a few qualities that set him apart as an entrepreneur and progressive pioneer in liquid nutrition. BK aligns himself with a team of experts in every area which has successfully positioned the company, through its clinically proven, science-based Vemma nutrition formula and rewarding home-based, business model, as one of the top, internationally recognized leaders in the health and wellness industry.

BK's unique leadership style — thinking as a distributor first and corporate officer second — has earned him countless accolades and recognition as an entrepreneur, philanthropist, success coach and mentor. An advocate of "paying it forward," BK devotes much of his personal and corporate resources by giving back to the community to help enrich the lives of others in need. Through Vemma's *NEXT Helping Now Project*, BK and his Home Office team are working with various nonprofit organizations, such as the Cleveland Clinic, Feeding America® Network Food Banks and Children's Miracle Network®, to help the world's children live healthier lives, one child at a time. For every month's supply purchased of Vemma NEXT™, BK donates a month's supply to benefit a child in need. By the end of 2010, BK's goal is to help 100,000 children receive the gift of good nutrition.

BK relishes every moment as a proud husband to his wife Courtney, and as a father of three sons and five dogs. He serves on the board of the Canyonville Christian Academy, the esteemed Leadership Board of the Cleveland Clinic's Wellness Institute, led by Chief Wellness Officer Dr. Michael Roizen, and the Advisory Board for HealthCorps®, the nonprofit, proactive health movement founded and chaired by Dr. Mehmet Oz. As a principal sponsor of HealthCorps, BK and his team enjoy working closely with the organization to introduce the HealthCorps model of education to more schools around the nation, including the launch in two Phoenix-area high schools. He also supports such worthy causes as the Dottie Boreyko Foundation, Susan G. Komen Foundation, Church on the Streets, Boys and Girls Clubs, and Habitat for Humanity, in which his total donations exceed \$4 million.