

BioPerformance

BioPerformance is a multi-level marketing company that sells fuel additives, often in the form of "gas pills", which were claimed to increase fuel efficiency in automobiles.

It is headed by Lowell Mims, an evangelist. Research has claimed that the "gas pills" are not effective at all (with regards to fuel efficiency), despite the company's claims. Other research has also shown that BioPerformance made several other false claims, such as the claim that its pills are non-toxic. However, they are not because they are made primarily of naphthalene, a toxic chemical also found in mothballs. The company was temporarily shut down on May 17, 2006 by the Texas Attorney General for being an alleged pyramid scheme and also because of the company's alleged false claims in its advertising.

It has been asserted by many former Bioformance MLM representatives now speaking out against BioPerformance that the company appears to have taken early precautionary measures to avoid refunds on the gas pill. The company accepted money order payments or check payments through postal mail. MLM companies that are proposed MLM schemes selling faulty products have been known to not accept credit card payments due to charge backs from unsatisfied customers, which in turn create accrued charge back fees for the company.

The ironic conclusion to the apparent demise of BioPerformance and the "Little Green Pill" is the fact that the company was headed by Lowell Mims, a church pastor from Dallas, Texas. The company is currently still under investigation.