



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

February 2, 2012

Via E-mail

Jeffrey J. Horowitz
Chief Executive Officer
Vitacost.com, Inc.
5400 Broken Sound Blvd., NW, Suite 500
Boca Raton, FL 33487

Re: Vitacost.com, Inc.
Form 10-K for Fiscal Year Ended December 31, 2010
Filed June 16, 2011
File No. 1-34468

Dear Mr. Horowitz:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ William H. Thompson

William H. Thompson
Accounting Branch Chief