

12 WEEKS

To Optimum Health



THE FINEST BLEND OF HEALTHFUL ANTI-OXIDANTS

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The Challenge

“Are you worried your diet is not supporting your health & nutritional goals & making you feel old before your time?” Do the stresses of our modern lifestyle deplete your energy?

VíaVienté is a Natural Whole Food Puree, rich in Anti-Oxidants that can provide you with the OPTIMUM SUPPORT to help you live a MORE ACTIVE & ENERGETIC LIFESTYLE because it provides your body with the ESSENTIAL ELEMENTS for WELLNESS and

The Best **NATURE** has to provide,
 The Best **SCIENCE** for testing quality and
 The Best **PROVEN** wellness support

This is VíaVienté:
 A proprietary Whole Food Puree with a natural, deep purple color – the color of ROYALTY!
 VíaVienté brings the integrity of its Natural ingredients to you in every bottle!

VíaVienté is composed of the following Anti-Oxidant superfoods: Blueberry, Grape, Bilberry, Cranberry, Aloe Vera, Apple, Noni, Elderberry, Prune, Lycium Fruit, Chinese Skullcap, Gentain Root and Pomegranate Purees in a unique and satisfying blend.

Research indicates that these powerhouse Anti-Oxidants support a range of human functions such as cardiovascular, pulmonary, digestion, vision, urinary tract, and protect against oxidative stress.

- ★ All Natural & Preservative Free
- ★ Aseptic Sterilization process ensures that ViaViente is Pure with Live Enzymes, Mineral & Vitamins.



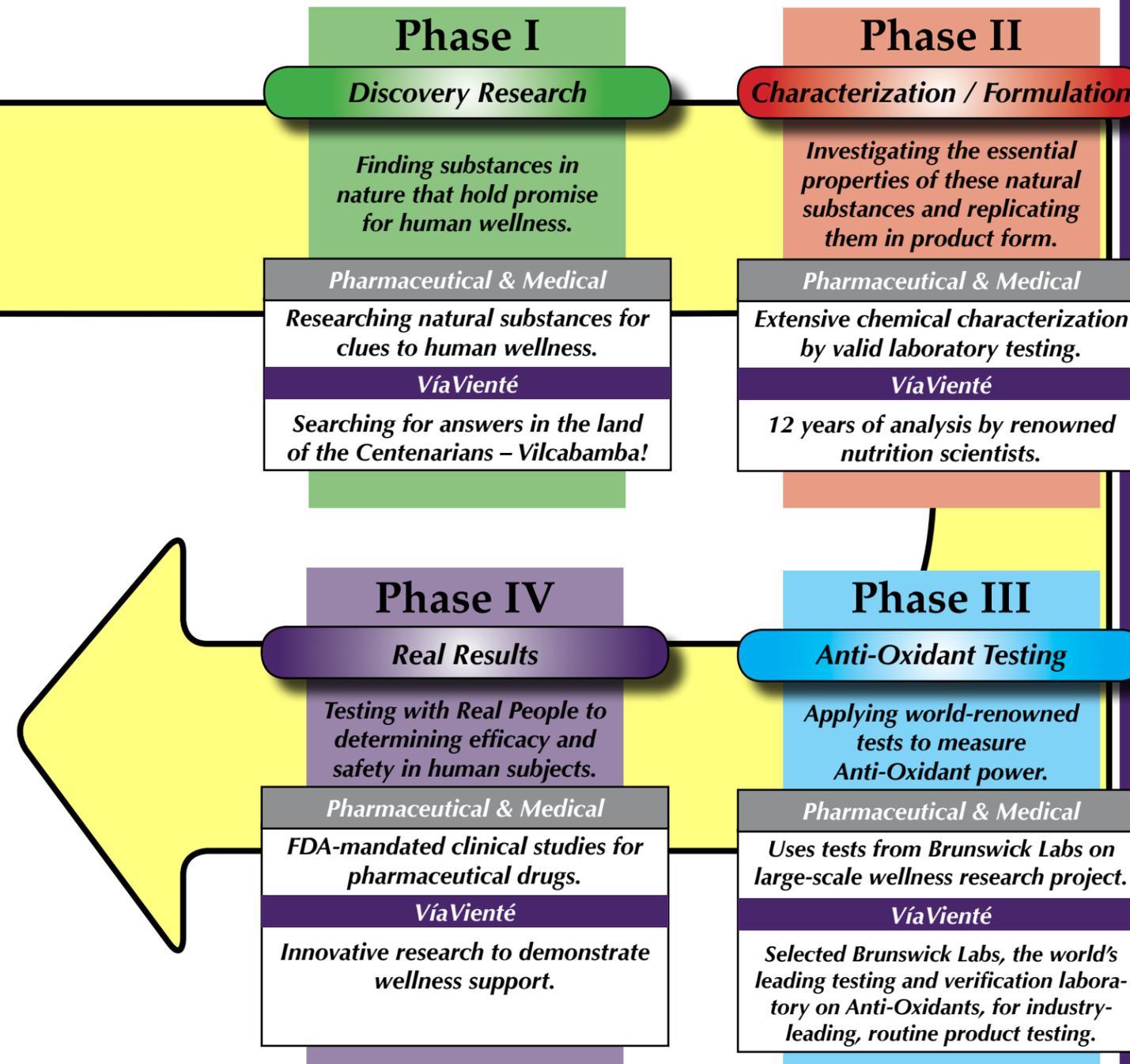
Read on to find out more about VíaVienté’s Anti-Oxidant Power:

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Not Just Another Juice

The Scientific Development of a Natural Wonder!

As well as being a Natural Whole Food Puree, VíaVienté is focused on a program of research, development and product testing that is strikingly similar to that of a pharmaceutical company or a medical research institution.



Here are the DETAILS of what we found... READ ON!

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The Doctors Speak



In Vilcabamba, high in the Andes Mountains, a large percentage of people live well beyond 100 years of age. Remarkably, these villagers have minds and bodies that you'd expect to see in people several decades younger.

The scientists of the *VíaVienté* product development team, along with its scientific advisory board, worked for 12 years to develop *VíaVienté* as an Anti-Oxidant-Rich Whole Food Puree.



Dr. Mark Pedersen
Naturopathic Doctor
Herbal Product Formulator

"We combined the Vilcabamba Mineral Essence® with the finest fruits, roots and Aloe Vera to create a Natural Whole Food Puree that is rich in Anti-Oxidants as well as chelated minerals."

Dr. Morton Walker
Podiatrist
Medical Journalist



*"By committing to *VíaVienté* for 12 weeks, everyone can have access to the healthful properties of the Vilcabambans' Anti-Oxidant rich, fresh whole food diet and naturally chelated mineral drinking water."*



Dr. Bruce Ketel
Neurologist
Thriving practice in Chicago, Illinois

*"Now that I have seen distinct physiological benefits in my own life and in the lives of my patients, I am convinced that *Vía* adds Anti-Oxidant value that I never want to be without. *VíaVienté* has proven itself to me to be one of the most powerful Anti-Oxidant and wellness products ever to be found."*

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The Doctors Speak

A dedicated 12-week program of consuming this Natural, Whole Food Puree is a powerful way to consume the complete array of essential amino acid chelated minerals and Anti-Oxidants that have benefited the Centenarians of Vilcabamba for centuries.



Dr. Kathryn Wood
OB / GYN
Thriving North Dallas Practice

*"We are realizing that Oxidative Stress is involved in a wide range of health issues. And because of that, Anti-Oxidants are important. As a result, a natural product like *VíaVienté* makes a lot of sense. It is something we can recommend to patients that is completely safe and would deliver a lot of long-term benefit."*

Dr. Glenn Thomas
General Practice
On Staff at Loma Linda University



*"I take *VíaVienté* myself and recommend it to patients. I began taking *Vía* for 12 weeks. Committing to *Vía* has resulted in higher energy and feeling better than I have in years."*



Dr. Richard Cutler
National Institute on Aging
Anti-Oxidant Scientist

*"Testing *VíaVienté* in the laboratory was an important step in validating its Anti-Oxidant (ORAC) power. It is vital to see how the product performs with real human subjects. So *VíaVienté* conducts ongoing research to demonstrate real and measurable support for health and wellness."*

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The Foundation

Created by Nature ...



VíaVienté is a Natural Whole Fruit Puree that delivers the natural goodness of Vilcabamba to all who commit to it for 12 weeks. Vía's color, taste and texture are evidence of the rich and complex Anti-Oxidant power contained in it. In fact, research shows that preserving the integrity of whole fruits – including skins, stems, seeds and pulp – is the best way to deliver the full spectrum of Anti-Oxidants contained in them, and that fruits of a deep red/purple color are highest in Anti-Oxidant capacity.

ORAC Tests ...

ORAC tests are the best science available today for measuring the Anti-Oxidant power of natural products. Conceived by Dr. Richard Cutler, ORAC tests now measure the product against free radicals found in human beings.

These tests have been developed for commercial use by Brunswick Laboratories, the recognized leader in Anti-Oxidant testing. In fact, the US Department of Agriculture uses ORAC to measure the Anti-Oxidant capacity of many important consumer foods.



Proven by You!

For those of you who have tried VíaVienté, this information is nothing new. People taking VíaVienté at its optimal dosage for 12 weeks experience more energy and feel better because of the components contained in its formulation. Vía's Puree forms a bridge between the Natural Goodness of Vilcabamba and your health.



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Resource Material

Frequently Asked Questions:

Q: What are Anti-Oxidants?

A: Anti-Oxidants are substances in our bodies and in nature that work to counterbalance oxidation. Excessive oxidation leads to "oxidative stress" which causes harm to our bodies and our health.

Q: Where do we find Anti-Oxidants?

A: Plants are a major source of natural Anti-Oxidants. Botanical sources include leaves, berries, roots, seeds, bark and flowers. Fruits are rich in natural chemical compounds called phytochemicals. The most important groups of phytochemicals are flavonoids and carotenoids. Some of the best known Anti-Oxidant compounds are in these phytochemical groups. Anthocyanins, quercetin, EGCG, OPCs and resveratrol are all flavonoids. Beta carotene, lycopene and astaxanthin are carotenoids.

Q: What Anti-Oxidants are in VíaVienté?

A: VíaVienté's Anti-Oxidant power comes mostly from flavonoids such as anthocyanins and resveratrol. This is evident from the rich, deep purple color of VíaVienté.

Q: A lot has been reported about the Anti-Oxidant power of resveratrol in red wine and grape products. How much resveratrol is in VíaVienté?

A: VíaVienté is a concentrated source of whole grape puree. A single 2-ounce serving of VíaVienté contains an amount of resveratrol similar to that in a serving of red wine or Concord grape juice.

Q: What is ORAC?

A: ORAC is a test that measures the Anti-Oxidant capacity of substances, like fruits and VíaVienté. It is a patented test performed exclusively by Brunswick Labs. It is the recognized standard for measuring Anti-Oxidants and is used by the USDA.

Real World Product Experiences

"After taking Vía for 2 days, my energy went up. After taking Vía for 2 weeks, my back began to feel better. After 2 months, I sleep well and have great energy all of the time."

Dennis H.
South Bend, IN

"After taking Vía for 4 weeks, my allergies improved. It is a pleasure knowing that Vía is helping me feel better and get more from my life."

LeChonne W.
La Mesa, CA

"I feel better than I have in years after drinking 2 oz. of Vía every day."

Kris C.
Dallas, TX

VíaVienté's 12-Week Challenge

Take 1-2 ounces of VíaVienté in the morning and again in the evening every day for 12 weeks to experience the increased energy and support for wellness that thousands worldwide are talking about.

The Development of *VíaVienté*

18 Years in The Making!

1991 - Craig Keeland, the Founder and C.E.O. of *VíaVienté*, decided that he wanted to Live Younger Longer in a state of youthfulness. He quickly discovered that everyone else he spoke with also wanted to live in a state of optimum health and wellness. To achieve this goal, Craig assembled a team of world-class scientists to create a good tasting product that would be high in Anti-Oxidants and would support wellness. Craig and his team of scientists envisioned formulating an Anti-Oxidant-rich product using whole fruits in a base of mineral water and putting it all together utilizing the expertise of a pharmaceutical lab. Craig's "Super Bowl Team" of scientists were led by Dr. Mark Pedersen, a world-renowned herbalist and nutritional formulator. Dr. Pedersen was one of a handful of scientists who understood how to combine vitamins, minerals and herbs to release a synergistic effect. Craig's team also included: Dr. Harvey Ashmead, founder of Albion Labs and an expert in mineral chelation, a process that improves mineral absorption in the body, and Dr. Richard Cutler, groundbreaking specialist in Anti-Oxidant research at the National Institute on Aging.

1973 - In their quest to create a whole food puree, Craig and Dr. Pedersen had been inspired by the January 1973 cover story in National Geographic authored by Dr. Alexander Leaf of Harvard Medical School. Dr. Leaf had been commissioned by National Geographic to travel to Vilcabamba Valley, high in the Andes Mountains in Ecuador, to study the people there. In Vilcabamba, 1 in 64 people had been reported to live to 100 years of age or more and in excellent health. Dr. Leaf's work in Vilcabamba confirmed that a large portion of the people living there did in fact live well beyond 100 years.

1981 - Medical journalist Dr. Morton Walker traveled to Vilcabamba to study the Centenarians living in the valley. By analyzing the Centenarians' hair and drinking water samples from the area, Dr. Walker confirmed Dr. Leaf's findings and further determined that the mineral-rich drinking water in the area was key to the villagers' long lives and health. Dr. Walker published his findings in "The Secret to a Youthful Long Life."

1992 - Craig Keeland traveled to Vilcabamba to see the Centenarians for himself. He brought back mineral water

samples and had them analyzed at Albion Labs. The lab analysis of the water was identical to Dr. Walker's analysis and revealed that the minerals in the Vilcabamba mineral water were in a unique balance necessary to support optimum human health.

1993 - Craig challenged his "Dream Team" to formulate a product that would energize the body, slow the aging process, and allow you to feel younger longer. Craig demanded that the product:

- Taste good.
- Incorporate the unique profile of minerals from Vilcabamba's water.
- Be high in Anti-Oxidants.
- Use herbs that add a higher degree of value to the formula.
- Be manufactured in a pharmaceutical laboratory for the highest degree of purity and potency.

Because of the limitations of the scientific technology of the time, the scientific team could only formulate the mineral profile from Vilcabamba's water in a capsule form.

2003 - *July 1, Formula 1.0 Released*
Craig and Dr. Pedersen set out to create a product that reflected the goodness of Vilcabamba and contained a combination of high Anti-Oxidant fruits. As a result, the whole food puree found in *VíaVienté* is among the highest in ORAC value. By adding fruits, roots and Aloe Vera in a base of the Vilcabamba Mineral Essence[®], Craig's dream of a good tasting whole food puree became a reality. In July 2003 Formula 1.0, the first bottle of *VíaVienté* was released to the public.

2007 - *July 1, Formula 2.0 Released*

2008 - *Nov. 1, Formula 3.0 Released*
Since his quest began in 1991, Craig Keeland's energizing, Anti-Oxidant, whole food puree is changing lives worldwide. *Vía's* wellness support transcends all ages, nationalities and both genders. Thousands have made the *Vía* Commitment by consuming 2 ounces consistently for 12 weeks to achieve their optimum health. You can join them and experience the wellness support provided by *VíaVienté*.

Your 12 Weeks to Optimum Health

Lab testing shows that *VíaVienté* provides real and measurable health benefits. The *VíaVienté* Nutritional Advisory Board recommends taking 1-2 oz. of *VíaVienté* twice a day to begin achieving your optimum health. Take the Challenge NOW. Once you begin your *Vía* program and start to experience its powerful benefits, you'll want to continue taking *VíaVienté* for a lifetime.