

# *12 Weeks To*

# *Optimum Health*

## *The Secret of Via*



*Featuring Dr. Mark Pedersen*

# 12 WEEKS TO OPTIMUM HEALTH

Page 2

The Challenge

*Are you worried that toxins in our air, water, and food can make you sick and 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 for wellness and help you live a MORE ACTIVE & ENERGETIC LIFESTYLE. It provides your body with the ESSENTIAL ELEMENTS for WELLNESS and GOOD NUTRITION based on...

The Best **NATURE** has to provide,  
 The Best **SCIENCE** for testing quality and  
 The Best **PROVEN WELLNESS** support for people just like you!

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 comprised of the following Anti-Oxidant superfoods: Grapes, Blueberries, Apples, Bilberries, Cranberries, Elderberries, Prunes, Noni and Aloe Vera.

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.

- No added sugar, colors, flavors or vitamins
- Pharmaceutical-grade production
- Industry-leading Anti-oxidant testing program
- Brunswick Labs Certified ORAC Seal on every bottle

*Read On To Find Out More About VíaVienté's Anti-Oxidant Power.*

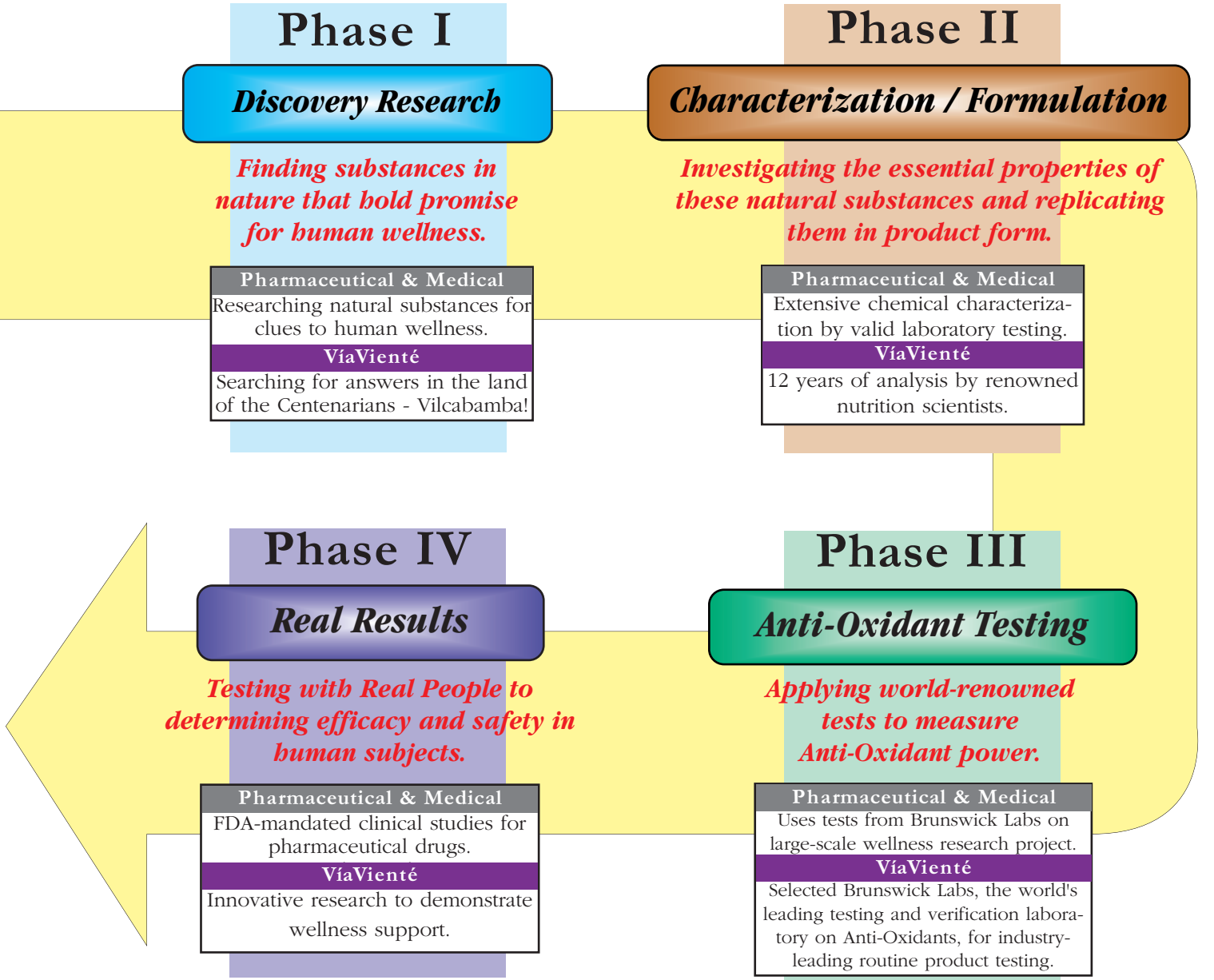


# 12 WEEKS TO OPTIMUM HEALTH

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** to what we found ... **READ ON!**

# 12 WEEKS TO OPTIMUM HEALTH

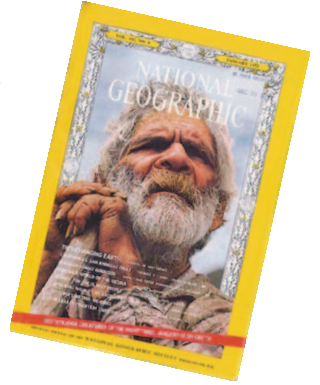
Page 4

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 ViaVienté product development team, along with its scientific advisory board, worked for 12 years to develop ViaVienté 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 ViaVienté 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, IL*

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

# 12 WEEKS TO OPTIMUM HEALTH

The Doctors Speak

Page 5

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 ViaVienté 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 Univ.

*“I take ViaVienté myself and recommend it to patients. I began taking Via for 12 weeks. Committing to Via has resulted in higher energy and feeling better than I have in years.”*



**Dr. Richard Cutler**

National Institute on Aging

Anti-Oxidant Scientist

*“Testing ViaVienté 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 ViaVienté conducts ongoing research to demonstrate real and measurable support for health and wellness.”*

# 12 WEEKS TO OPTIMUM HEALTH

Page 6

The Foundation of Health

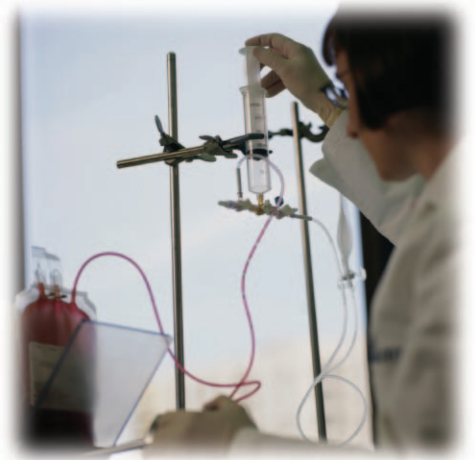
## Created By Nature ...



VíaVienté is a Natural Whole Fruit Puree that delivers the natural goodness of Vilcabamba to all who commit to it for 12 weeks. Via'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.

## Tested By Science ...

In 2003, VíaVienté began a program of scientific testing to validate the Anti-Oxidant power of this Natural Whole Food Puree and its wellness support. In 2007, VíaVienté becomes the first product to place the Brunswick Labs Certified ORAC Seal on every bottle, and conduct research that shows real Anti-Oxidant benefits in humans.



## 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. Via's Puree forms a bridge between the Natural Goodness of Vilcabamba and your health.



## *Scientific Testing ... a Dual Approach:*

VíaVienté's Anti-Oxidant consistent and recurring testing program and efficacy research were designed and implemented to investigate and validate the relationship between the phytochemical properties of VíaVienté and its support for human wellness.

**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 4 important free radicals found in human beings - peroxy, hydroxyl, peroxy, and superoxide.

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. And now, VíaVienté has become the very first product to display the Brunswick Labs Certified ORAC Seal on every bottle.

**Efficacy Research** - Research that shows actual health benefits of taking a product like VíaVienté. A new generation of informed consumers wants to see scientific evidence that the products they purchase are good for them. That is why VíaVienté continues its industry leadership and innovation by pursuing research that demonstrates how VíaVienté works in the body.

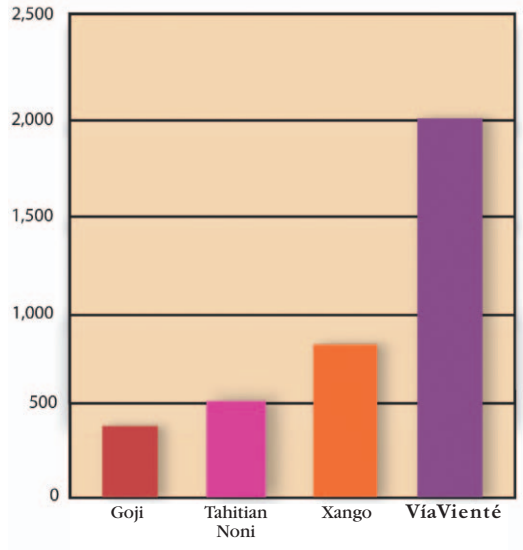


# 12 WEEKS TO OPTIMUM HEALTH

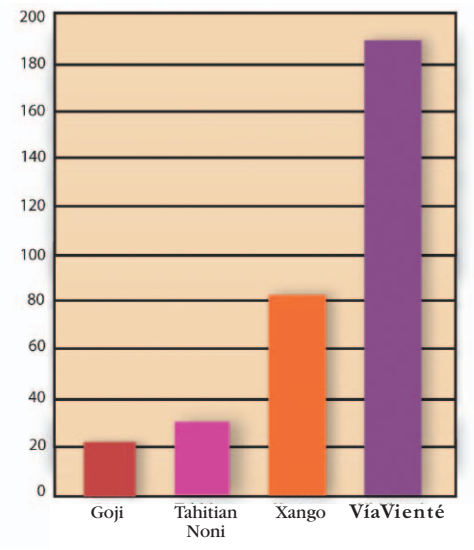
## Results: Real Power to Absorb Free Radicals

Not all Free Radicals (the destructive items that do so much damage in the body and are the precursors to premature signs of aging and other health concerns) are created equal. Neither are the Anti-Oxidants that fight them. ViaVienté proves superior in absorbing or negating the peroxy & peroxy nitrite free radicals.

**ORAC VALUE**  
(Free Radical: Peroxyl)  
Product Comparison Per Serving



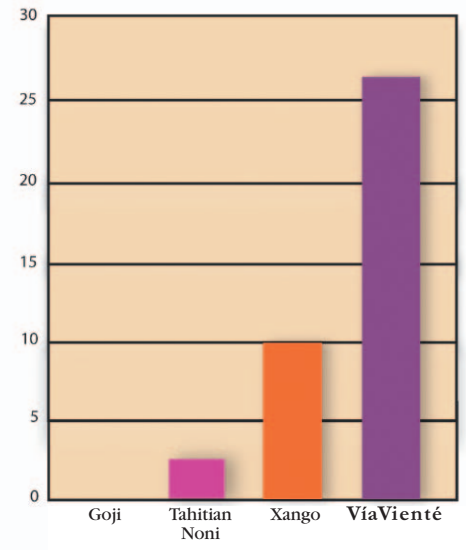
**NORAC VALUE**  
(Free Radical: Peroxynitrite)  
Product Comparison Per Serving



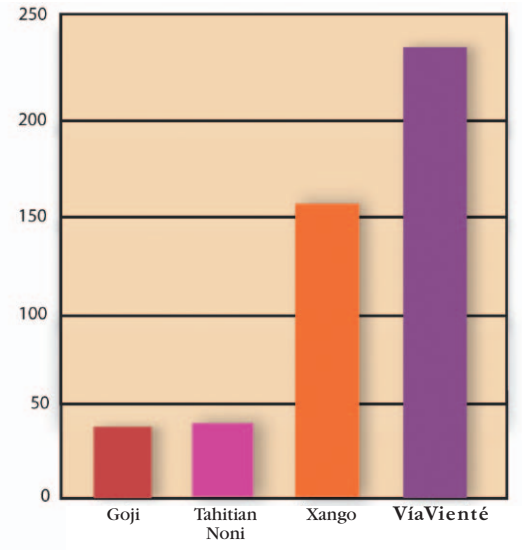
## Results: Real Power to also Block Free Radicals

It's not only critical to negate existing free radicals, but also to keep them from forming in the first place. Here, ViaVienté demonstrates its superiority in blocking the formation of the superoxide and hydroxyl free radical.

**SORAC VALUE**  
(Free Radical: Superoxide)  
Product Comparison Per Serving



**HORAC VALUE**  
(Free Radical: Hydroxyl)  
Product Comparison Per Serving





## Real Anti-Oxidant Protection



### The Brunswick Labs Certified ORAC Seal

There is no better way to prove valid ORAC testing than to display the Brunswick Labs Certified ORAC Seal on every bottle. *VíaVienté* has been a leader in ORAC testing from the start. Now, *VíaVienté* is the first product of its kind to wear the Brunswick Labs Certified ORAC seal of excellence.

### Why is the Brunswick Labs Certified seal important? With the power of a single symbol:

- It demonstrates the proven Anti-Oxidant performance of *VíaVienté* in every bottle.
- It sets the consumer standard for certified Anti-Oxidant testing.
- It challenges all other products to prove their ORAC values, too!

## USDA Daily Anti-Oxidant Intake

### *VíaVienté* provides superior Anti-Oxidant intake based on the latest USDA findings.

Getting the Anti-Oxidant intake equal to at least 5 servings of fruits and vegetables is recommended by virtually all health advisors. We've done the analysis, and here's what it shows. The "12 Weeks to Optimum Health" recommended usage of *VíaVienté* provides:

- 200% of the daily average ORAC of all fresh fruits and vegetables consumed.
- 7+ servings of the average ORAC of fruits and vegetables consumed.

## *VíaVienté's* Powerful Anti-Oxidant Protection

*VíaVienté* proves that it delivers powerful, broad-spectrum Anti-Oxidant protection in every bottle. How does it benefit real people? And how do we demonstrate it?

*VíaVienté* has had Brunswick Labs perform testing that measures the increase of Anti-Oxidant protection in the body after consumption of *VíaVienté*. Here's what the study shows:

- VíaVienté* significantly increases your body's Anti-Oxidant protection.
- The "12 Weeks to Optimum Health" serving increased Anti-Oxidant levels in the body by 24%.

*VíaVienté* delivers the finest guaranteed broad-spectrum Anti-Oxidants, helps you meet daily Anti-Oxidant recommendations, and provides real increases in your body's Anti-Oxidant defenses. Now that is truly a "Win, Win, Win."

## Proven By You ...

### *Real-World Product Experiences*

*"After taking Via for 2 days, my energy went up. After taking Via 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 Via for 4 weeks, my allergies improved. It is a pleasure knowing that Via 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 Via every day."*

*- Kris  
Dallas, TX*

## ViaVienté's 12 Week Challenge

Take 1-2 ounces of ViaVienté 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.

## Proven By You ...

### *The Next Step is Yours!*

The combined results of ViaVienté's ORAC testing and testing in real human subjects confirm common sense:

***A complex Whole Food Puree with broad-based Anti-Oxidant protection will have real and measurable benefits in human health.***

By undertaking both components of testing - inputs (ViaVienté's superior Natural Whole Food Puree) and outcomes (Wellness Support) - ViaVienté is establishing a vital scientific foundation that links product quality to actual human health benefits. This constitutes both good science and responsible industry leadership.

It also demonstrated ViaVienté's commitment to excellence. And it is just the beginning. The ORAC tests will continue on a regular basis so that everyone dedicated to the ViaVienté cause can be confident that the natural goodness of Vilcabamba and broad-spectrum Anti-Oxidant protection will be found in each and every bottle of ViaVienté.

By incorporating the best science has to offer, this important program of testing confirms what personal experience has verified to thousands - that in as little as 12 weeks, regular daily use of ViaVienté can put you on the road to optimum health!

*"Make the commitment to achieve your optimum health. Take 1-2 ounces of ViaVienté every day in the morning and again in the evening for 12 weeks. I believe you will experience the health benefits that thousands around the world are talking about."*

***Craig Keeland  
CEO and Founder  
ViaVienté***

## ViaVienté Truly is ...

***Created by Nature,***

***Tested by Science,***

***Proven by You!™***

## Frequently Asked Questions: *Anti-Oxidants and ORAC Testing*

**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 ViaVienté?**

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

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

A: ViaVienté is a concentrated source of whole grape puree. A single 2 ounce serving of ViaVienté 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 ViaVienté. 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.

**Q: Is there more than one ORAC test?**

A: Yes, there are 4 ORAC tests to measure Anti-Oxidant capacity against different “free radicals”: ORAC (peroxyl), HORAC (hydroxyl), NORAC (peroxynitrite), SORAC (superoxide).

**Q: Why is it important to use all 4 ORAC tests?**

A: Different radicals are implicated in different health problems. It is important to measure Anti-Oxidant protection against as many free radicals found in human beings as possible. The ORAC suite of tests proves that ViaVienté is a powerful, broad-spectrum Anti-Oxidant product.

**Q: How do I know if a product's ORAC values are valid?**

A: There is no better way than to look for the Brunswick Labs Certified ORAC Seal.

**Q: What other research and testing is ViaVienté doing?**

A: It is very important to keep setting standards of testing excellence. The Brunswick Labs Certified ORAC program is the Platinum Standard of Anti-Oxidant quality assurance, but we go even farther. We are also exploring how ViaVienté works in your body (in vivo).

**Q: How does ViaVienté do that?**

A: First, the very same ORAC test can actually measure in vivo Anti-Oxidant levels, too! You can see the results on Page 9. Second, Brunswick Labs also specializes in oxidative stress testing. It is important to see if your body's oxidative stress goes down when its Anti-Oxidant protection goes up. This is the best way to show that all those Anti-Oxidants in ViaVienté are truly working. It establishes a direct scientific link between the Anti-Oxidants in ViaVienté and actual benefits to human health.

**Q: Will ViaVienté conduct additional research?**

A: ViaVienté is committed to providing the highest standards of research in the industry. To date, this has included a leadership position in Anti-Oxidant testing. We continue to investigate innovative ways to demonstrate ViaVienté's excellence and its support for your health.

# THE DEVELOPMENT OF VIAVIENTE

## 12 YEARS IN THE MAKING!



Craig Keeland  
Founder

1991 - Craig Keeland, the Founder and C.E.O. of ViaVienté, 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.



Dr. Richard Cutler  
National Institute on  
Aging



Dr. Mark Pedersen  
Lead Product  
Formulator

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 proportion of the people living there did in fact live well beyond 100 years.



Dr. Harvey  
Ashmead  
Albion Labs

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."



January 1973  
National  
Geographic

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.

### Your 12 Weeks to Optimum Health

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

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 - 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 ViaVienté 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, the first bottle of ViaVienté was released to the public.

Today - Since his quest began in 1991, Craig Keeland's energizing, Anti-Oxidant, whole food puree is changing lives worldwide. Via's wellness support transcend all ages, nationalities and both genders. Thousands have made the Via 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 ViaVienté.



Dr. Alexander Leaf  
Harvard Medical  
School



Dr. Morton Walker  
Medical Journalist &  
Researcher



Dr. Linus Pauling  
Two Nobel Prizes



Jaime Mendoza  
Goodwill  
Ambassador  
of Vilcabamba



Vilcabamba  
"Paradise"