



**12 YEARS IN THE MAKING!**



Craig Keeland  
Founder



Dr. Richard Cutler  
National Institute on Aging



Dr. Mark Pedersen  
Lead Product Formulator



Dr. Harvey Ashmead  
Albion Labs



January 1973  
National Geographic



Dr. Alexander Leaf  
Harvard

1991 - Craig Keeland, the Founder & C.E.O. of ViaVienté asked a simple question, “Can you slow down the aging process to live a longer younger life?” He and several employees began to research this simple question. After many months they had assembled papers and articles from around the world on the subject of aging and found that there were experts in this field that believed you could slow down the aging process. One doctor whose name kept popping up in many articles was Dr. Richard Cutler of The National Institute on Aging. His specialized field of study was anti-oxidants and how they slow the aging process. After many attempts to contact Dr. Cutler, Craig reached him and began a dialog. Craig visited him in Baltimore, MD at The Institute on Aging and they struck up an instant bond, of truly wanting to slow down aging and live a younger, longer life.

Craig’s research discovered one of the secrets to energy was the absorption of minerals into one’s system. He discovered another name that popped up repeatedly as an expert in this field, Dr. Mark Pedersen. Dr. Pedersen had recently joined with Dr. Harvey Ashmead, the founder of Albion Labs, who also possessed over 50 patents on chelated minerals (increases the absorption of minerals into one’s system). Dr. Ashmead had admired Dr. Pedersen’s work in the field of nutrition for many years. Dr. Pedersen had been at Nature’s Sunshine for ten years as their lead product formulator. He was one of a handful of formulators who understood how to combine vitamins, minerals, and herbs to get a synergistic effect (1 + 1 + 1 = 5).

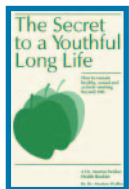
While Dr. Ashmead was in the twilight of his career, Dr. Pedersen was just starting to be recognized by his peers for his exceptional talents. Craig met with Dr. Pedersen and Dr. Ashmead on many occasions and they too formed a bond of friendship with all of them wanting to live and look younger longer. They all truly believed that God had put everything here on earth to this end.... And all they had to do was to find it and put it together. Dr. Ashmead gave Craig a manuscript he had had in his desk for over 10 years. The title was “The Secret to a Youthful Long Life” by Dr. Morton Walker. Dr. Walker came across an article on Vilcabamba in a January 1973 issue of National Geographic written by Dr. Alexander Leaf of Harvard University. The manuscript was about a village in Vilcabamba, Ecuador high in the Andes Mountains where 1 in 64 people lived to be over 100 years old and in excellent health. Men over 100 had fathered children! Dr. Walker then spent three months in Vilcabamba analyzing how they lived so long and so young. He had isolated their “secret” and was on board. This was Craig’s proof – everything he had been looking for!

1992 - Craig assembled a Super Bowl Team of Doctors who had world renowned credentials and were interested in joining with him to “live and look younger longer.” These discoveries, along with the research of Dr. Cutler’s anti-oxidants, Dr. Pedersen’s knowledge of herbs and vitamins, Dr. Ashmead’s expertise in mineral absorption, and now Dr. Walker’s “secret”, have now come together to make the process of slowing down aging while living younger longer possible. The true “Dream Team” had been assembled!

Craig had to see for himself, first hand, the villagers of Vilcabamba. He flew to Guayaquil, Ecuador and chartered a small plane to fly him to the city of Loja, 45 miles from Vilcabamba. At the Guayaquil airport he met a man named Jaime Mendoza who was attempting to fly to Loja as well. Craig said, “come with me” and he did. On the plane, Craig discovered that Jaime was the mayor of Vilcabamba and had hosted Dr. Morton Walker at his hotel some 10 years earlier when Dr. Walker was researching the “secret” of Vilcabambans’. Craig stayed with Jaime and his wife, Durga, and saw for himself the people who lived a very long life in perfect health. There was no heart disease, no Alzheimer’s, no cancer, no obesity. The people were very happy and enjoyed life. The village of Vilcabamba was paradise, year round temperature of 72 degrees; with the bluest skies and the greenest greens that one has ever seen and the water that contained the “secret” was the sweetest, best tasting water one has ever drank.



Dr. Morton Walker  
Researcher & Writer



Dr. Morton Walker's  
Unpublished Manuscript



Dr. Linus Pauling  
Presented with 2 Nobel Prizes



Jaime Mendoza  
Ambassador of Vilcabamba



Vilcabamba  
"Paradise"



ViaViente  
"Alive With Youth"

[www. ViaViente.com](http://www.ViaViente.com)

1993 - Craig knew that the "Dream Team" of Dr. Pedersen, Dr. Cutler, Dr. Ashmead, and Dr. Walker could formulate and produce a product that would energize and slow down the aging process and allow you to feel younger longer. Thereby achieving a "fountain of youth" drink. What Ponce de Leon had attempted and failed now was attempted and achieved. Craig gave the "Dream Team" the following directives for his goal: 1) Create a liquid that was good tasting, 2) Use the "secret" from Vilcabamba (unique profile of minerals that allows higher absorption), 3) Must be high in anti-oxidants (search the world for the fruits that have the highest anti-oxidant values), 4) Use herbs that add a higher degree of value to this formula, and 5) Manufacture it in a pharmaceutical laboratory to obtain the highest degree of potency and cleanliness possible. Craig was also invited to Dr. Linus Pauling's home in Big Sur, California. Craig had always admired his discoveries of the benefits of Vitamin C and the fact that he is the only winner of two Noble Prizes (unshared). Dr. Pauling was at the very end of his life, but immediately bonded with Craig and his dream, because that too was Dr. Pauling's dream. He told Craig to count him in on the team which Craig did. Six months later Dr. Pauling passed away at age 92. (Interesting note, Craig Keeland was one of the last people to visit with Dr. Pauling).

Dr. Pedersen who headed up the "Dream Team" came back and said, 'A liquid that tastes good is not a possibility because of the taste of the minerals and holding stability with the anti-oxidants.' A capsule would have to be used. At the time fruits were fruits - there was no testing or scale value assigned to the potency of fruits. In other words, an apple compared to another apple was the same. Several different types of products using the "secret" minerals were produced and manufactured in a pharmaceutical lab, but in a capsule.

Craig's Dream Product to have more energy, live and look younger longer, without any pain, was partially achieved. But Craig would not give up on his dream. For the next 10 years Dr. Pedersen and Dr. Cutler, along with others, kept on with the dream. Dr. Ashmead passed away during this time, but the others kept their focus.

2003 - After 12 years, Dr. Pedersen, as the lead product formulator, shared with Craig that his dream was now reality. A new technology had to be invented to have the "secret" minerals taste good and hold there potency. Dr. Cutler and several other colleagues had created a way of testing the anti-oxidant values in specific fruits. The O.R.A.C. value scale was now accepted around the world as the standard. While Dr. Pedersen and Craig were on a trip to Vilcabamba, they discovered fruits by the Equator on the edge of a rainforest. These fruits were tested for their anti-oxidant values on the O.R.A.C. value scale and were off the charts! Next, Craig worked on acquiring the fruits. After picking them they are frozen and put on a refrigerated ship to the U.S. then trucked to a pharmaceutical lab in the Dallas, Texas area.

Craig's dream was reality! He summed it up best by saying 'Alive with Youth'. Then he created a special word to encapsulate 'Alive with Youth', that word is 'ViaViente'.

Twelve years, never, ever giving up, pursuing his dream at all costs. Now he is sharing it with the world. ViaViente is changing lives around the world. It is sold in the United States, Canada, Japan, Australia, New Zealand, Philippines and soon in Hong Kong and Singapore. Within the next 5 years ViaViente will be in 50 countries. This Energizing, Anti-Oxidant, Anti-Inflammatory Tonic transcends all ages and nationalities and both genders. It is what the world has been looking for.

The Andes Children's Foundation was founded in 2003 by Craig Keeland as a way of giving back to the people of the Vilcabamba Valley. We are providing computers, software, and teacher training for their three schools. We have also placed new desks and chairs in one of the schools. Twice a year volunteers go to Vilcabamba on Educational Missions to share with the students computer training, arts, crafts, emergency medical training and sports.



WE ARE MORE THAN A COMPANY, WE ARE A CAUSE