

“Get Real, Get Via!” – The 2007 Get Real Campaign

ViaViente is a world-class product that contributes to your health. You have known this since the beginning. We are committed to keeping ViaViente the best product of its kind, and the advances we made in 2006 help accomplish this goal.

For 2007, our theme is “Get Real, Get Via!” Why? Because in a market where there is so much trickery, so many vague promises and misleading claims, ViaViente is the real deal. We lead with excellence that is built on real facts presented simply and clearly. NO SLEIGHT OF HAND, NO CLEVER WORDING! Just the facts!

Here we give you real tools that reset the rules of the game, and that place ViaViente in a class by itself.

#1 VIA REALITY: ViaViente will be the first product of its kind to wear the Brunswick Labs Certified symbol of excellence.¹

Why is the *Brunswick Labs Certified* symbol important? With the power of a single, captivating symbol:

- It demonstrates the proven antioxidant performance of ViaViente in every bottle
- It sets the standard for certified antioxidant testing
- It challenges all other products to prove themselves too, or go home!

And if anyone asks:

- ORAC is patented by Brunswick Labs
- ORAC is used by the USDA
- ORAC is under final review by AOAC as an international standard

So, if anyone says their product provides proven antioxidant protection, what do you say? “Get Real, Get Via!”

#2 VIA REALITY: ViaViente provides real “5-A-Day” fruit and vegetable servings based on the latest USDA findings.

Why is an accurate comparison to “5-A-Day” fruit and vegetable consumption important? Because getting the antioxidant intake equal to at least 5 servings of fruits and vegetables is recommended by virtually all health advisors. And no comparison in the marketplace is so badly mangled for lack of solid analysis. That’s why we bring you the facts:

- The 1st comprehensive analysis of both the USDA Analysis of Daily Intake and the USDA Analysis of Antioxidant Values of Common Foods²
- The 1st accurate “Average” ORAC values for fruits and vegetables²
- The 1st accurate “Average” daily ORAC values actually consumed²

And what does the analysis prove? The “12 Weeks to Optimum Health” recommended usage of ViaViente:

- ☑ Provides 2 times (200%) the daily average ORAC of all fresh fruits and vegetables consumed
- ☑ Provides the equivalent of 7+ servings of the average ORAC of fruits and vegetables consumed

So, if anyone says their product provides proven “5-A-Day” servings, what do you say? “Get Real, Get Via!”

#3 VIA REALITY: **ViaViente provides real *In Vivo* antioxidant protection!**

Last – *but far from least!* – ViaViente has had industry-leading Phase-1 research performed by Brunswick Labs that actually measures the increase of antioxidant protection *in vivo* after consumption of ViaViente. There is nothing in the industry more powerful than connecting the antioxidant power of ViaViente to actual benefits in the human body.

Here’s what the study did:

- ☑ Washout and fasting periods to isolate ViaViente as direct variable
- ☑ Measured ORAC in urine 1 and 2 hours after consumption of 2 fluid ounces of ViaViente³
- ☑ Compared change in ViaViente ORAC levels to change in ORAC levels after consumption of other average foods

Here’s what the study shows:

- ☑ ViaViente significantly increases *in vivo* antioxidant protection
- ☑ With ViaViente – *in vivo* antioxidant level increased 24%
- ☑ Without ViaViente – average increase of less than 5%

We look forward to Phase-2 study results to validate these preliminary results.

So, when people say their products show *in vivo* results, what do you say? “Get Real, Get Via!”

In 2007, when it comes to getting powerful, proven antioxidant protection from the bottle to the body, get real, get the facts, then...get Via!

Notes:

¹ Estimated program start in February, 2007.

² Analysis conducted by Bell Advisory Services.

³ ORAC in urine is reliable indicator of bioavailable ORAC *in vivo*.