



CREATED BY NATURE ...

1991 - Craig Keeland sets out to find a product that would give us longer and more youthful lives. The trail leads Craig to the centenarians of Vilcabamba, who inspired the unique antioxidant and mineral matrix called ViaViente...

2003 - ViaViente becomes available to everyone!

TESTED BY SCIENCE ...

2003 - ViaViente begins a program of scientific testing to validate the antioxidant power of ViaViente Phytonectar and its benefits to human health...

2005 - Tests conducted by leading scientific institutions establish a **bridge** connecting ViaViente's antioxidant power to real and immediate human health benefits.

PROVEN BY YOU!

These results **prove** what thousands have already experienced - that ViaViente has real and measurable benefits to human health!

VíaVienté forms a **Bridge** between the Natural Goodness* of Vilcabamba and your health.



- **VíaVienté** is an all-natural puree of fruits and roots whose **color**, **taste** and **texture** contribute to its goodness.

Executive Summary



ViaViente was formulated from all-natural sources to deliver broad-spectrum antioxidant protection against the harmful effects of free radicals.

The Science of Polyphenolics – Polyphenolics are the diverse family of chemical compounds in the fruits, berries, and botanicals that go into the whole-food phytonectar complex of ViaViente.

They are the anthocyanins, flavonoids, and other compounds that give ViaViente its deep, rich color and fruity taste.

They are powerful antioxidants and anti-inflammatory agents.

Antioxidants and Inflammation - Antioxidants are known to provide benefits across a wide spectrum of human health conditions.

Scientific research indicates that antioxidants:

- Protect against the diverse effects of **oxidative stress** on human health
- Provide demonstrable **anti-inflammatory** benefits as well.

Executive Summary



The premier authority on antioxidant testing compared the power of VíaVienté against leading competitors using state-of-the-art **ORAC tests**.

The ORAC assays are **industry standards** for measuring the capacity of products to protect against damaging free radicals found in the human body.



Experienced physician group conducted a **human clinical trial** to test the correlation between VíaVienté use and specific outcomes in human health.

VíaVienté was given as an active agent in a controlled human clinical trial designed and implemented by Miami Research Associates (MRA).

ORAC – The Chosen Method of Measuring Antioxidant Power



ORAC stands for Oxygen Radical Absorbance Capacity. It is an in vitro (test tube) assay used to measure the antioxidant capacity of substances. ORAC measures the ability of substances, such as polyphenolics found in botanicals, to **absorb** “free radicals” or **prevent** them from forming.

In the human body, there are at least six major radicals including: peroxy, hydroxyl, peroxynitrite, superoxide anion, hydrogen peroxide, and singlet oxygen. Although radicals are similar in function, they differ in condition-specific health implications.

It is not feasible to measure the antioxidant capacity of a substance against all of the primary radicals with a single test. A panel of individual tests is required to measure antioxidant power against each of these radicals.

The **Brunswick Laboratories** suite of ORAC assays - ORAC, HORAC, NORAC, and SORAC – are validated tests to measure broad-spectrum antioxidant power. They are recognized as the premier antioxidant tests available today by research scientists and are used extensively by many of the largest food products companies.

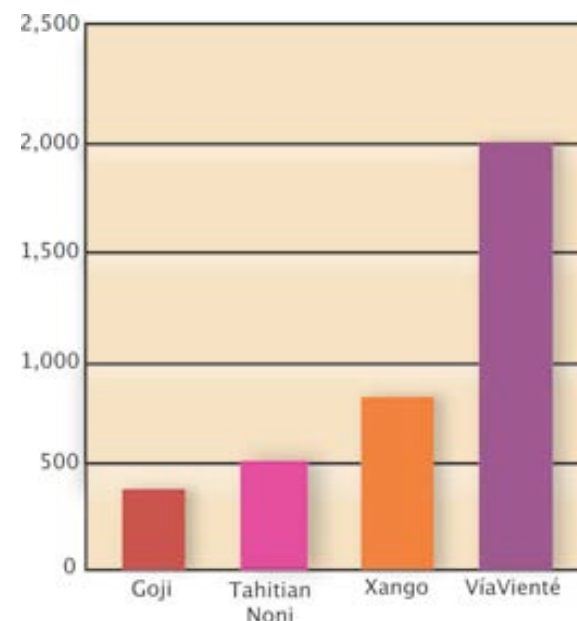
ORAC - Results



The ORAC assay used in the testing protocol for ViaVienté shows ViaVienté's superiority in defending against the peroxy radical.

Peroxy ORAC - originally conceived by Richard Cutler, advanced and modified by Drs. Cao, Prior and Brunswick Laboratories - is regarded as the best available test for measuring antioxidant capacity against peroxy. (See **The Chemistry Behind Antioxidant Capacity Assays**, D. Huang, B. Ou, R. Prior; *J. Agric. Food Chem.*, **2005**, 53, 1841-1856, and **Standardized Methods for the Determination of Antioxidant Capacity in Foods and Dietary Supplements**, R. Prior, X. Wu, K. Schaich; *J. Agric. Food Chem.*, **2005**, 50, online publication, A-M.)

ORAC Value
Per Serving

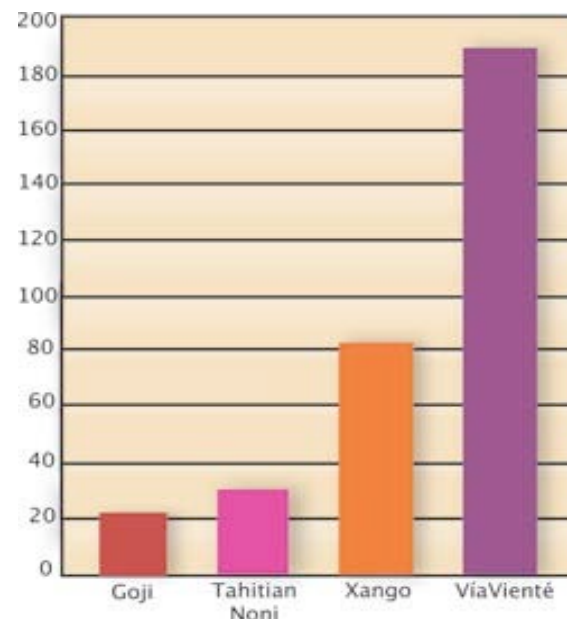


NORAC - Results



The NORAC assay used in the testing protocol for ViaViente shows ViaViente's superiority in defending against the peroxy nitrite radical.

NORAC Value
Per Serving



Peroxy nitrite ORAC – The NORAC assay developed by Brunswick Labs and co-validated by the USDA is the only validated assay available for commercial testing of nutritional ingredients. Several studies have linked peroxy nitrite to Alzheimer's disease, Parkinson's disease, and other degenerative neurological diseases.

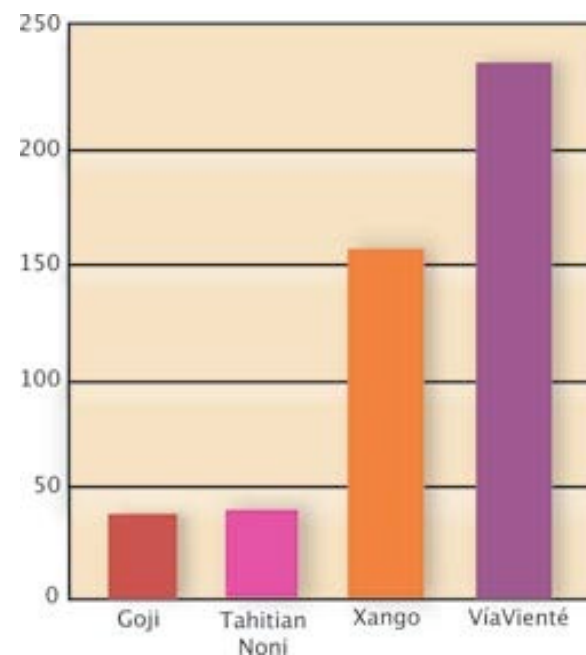
HORAC - Results



The HORAC assay used in the testing protocol for ViaViente shows ViaViente's superiority in defending against the hydroxyl radical.

Hydroxyl ORAC – The HORAC assay developed by Brunswick Labs and co-validated by the USDA is the only validated assay available for commercial testing of nutritional ingredients. Technically, this is an oxygen radical prevention capacity assay – it quantifies the ability of a substance to prevent the formation of hydroxyl rather than absorb it after its formation. (See **Novel Fluorometric Assay for Hydroxyl Radical Prevention Capacity Using Fluorescein as the Probe**, B. Ou, D. Huang, R. Prior, et. al., J. Agric. Food Chem., **2002**, 50, 2772-2777.)

HORAC Value
Per Serving



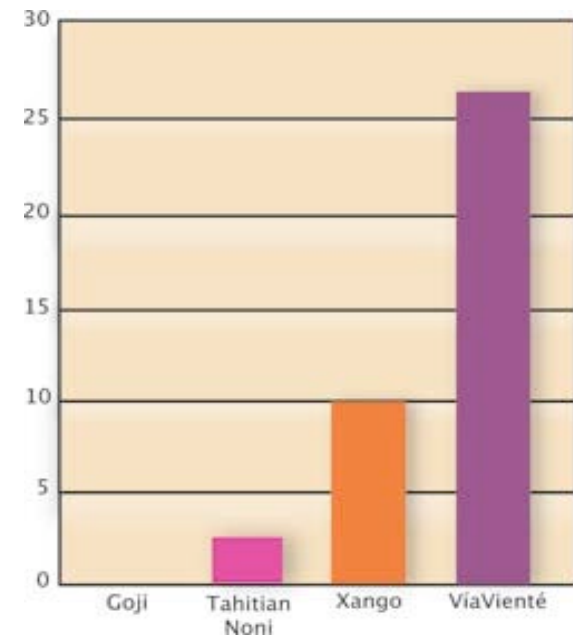
SORAC - Results



The SORAC assay used in the testing protocol for ViaViente shows ViaViente's superiority in defending against the superoxide radical.

Superoxide ORAC – The SORAC assay developed by Brunswick Labs and co-validated by the USDA is the only validated assay available for commercial testing of nutritional ingredients. Superoxide anion is uniquely harmful among radicals because it is the precursor to other radicals such as hydrogen peroxide and hydroxyl. By quenching superoxide, antioxidants also prevent the formation of these other radicals. The human body compensates for superoxide by producing the enzyme superoxide dismutase (SOD). Exogenous antioxidants can act against superoxide either by stimulating SOD or by directly quenching superoxide.

SORAC Value
Per Serving



Total ORAC Complex™



ViaViente is the leader in broad spectrum antioxidant protection, showing over 2 times the Total ORAC Complex value of the next competitor, and the highest antioxidant protection against each individual free radical.

	SORAC	NORAC	HORAC	ORAC	Total ORAC Complex
Goji	0	21	36	400	457
Noni (Tahitian)	2	29	38	500	569
Xango	10	81	156	784	1,031
ViaViente®	26	190	235	2,000	2,451



Making the Connection



Antioxidants protect the body against a variety of harmful free radicals.

Broad-spectrum antioxidant protection is very important because different radicals are implicated in different human health conditions.

Science is discovering the connection between antioxidants and inflammation and other important human health conditions.

To test ViaViente's efficacy in human health conditions, a clinical trial was undertaken in 2003 in which conditions were observed.

The markers addressed in the trial were: Joint Stiffness, Pain, Activities of Daily Living, Mental Function, General Health, Vitality, Emotional Health, Physical Function. These markers are a diverse representation of specific physiological and psycho-physical conditions that scientific research suggests are positively affected by antioxidant and anti-inflammatory phytochemicals.

Clinical Trial Results



January, 2004 - Miami Research Associates (MRA) began a human clinical trial using ViaViente Phytonectar. The trial (Via 2-2004a) is entitled: **A Randomized Double Blind Placebo Controlled Clinical Trial Evaluating the Efficacy of ViaViente® for the Improvement of Quality of Life in Adults with Osteoarthritis of the Knee or Hip**. The trial protocol was reviewed and approved by an independent IRB. The trial was conducted from February through July and a report submitted to ViaViente in November, 2004.

MRA is comprised of 32 board-certified physicians. MRA has more than 25 years experience in conducting pharmaceutical studies and specializes in Gastroenterology, Neurology, Cardiology, Psychiatry, Women's Health, Nutrition, Rheumatology and Endocrinology.

Miami Research Associates started with 100 subject candidates – reduced to 20 after careful profile evaluation. People with Osteoarthritis of the **knee** and **hip** were given 2 tablespoons of Via 3 times each day for **6 weeks**.

Clinical Trial Results



Results of the Miami Research Associates Clinical Trial (2004) show significant reduction in:



Joint Pain



Joint Stiffness



Blood Pressure



Blood Sugar



Heart Rate

Subject #3: Week 6

"My sharp pains were moderated and often disappeared."

Subject #11: Week 6

"ViaViente helped me with the pain in my right knee a lot, and a little in my left knee."

Subject #15: Week 6

"Not as painful as before taking ViaViente."

Subject #17: Week 6

"I don't try to compensate for my active behaviors because the pain has lessened."

Conclusion



The combined results of ViaViente's ORAC panel testing and clinical trial confirm common sense:

A complex phytonectar product with broad-based antioxidant protection will have real and measurable benefits in human health

ViaViente has established a vital scientific foundation that links product quality to actual human health benefits:

This constitutes both good science and responsible industry leadership. Thousands of users around the world give testimony to the healthful powers of ViaViente.

And NOW, there is VITAL scientific evidence that ViaViente promotes health and wellbeing.

ViaViente continues its pursuit of product excellence through scientific inquiry:

This is great news for all who support the ViaViente cause.

ViaViente...science proves it truly is "Alive With Youth®!"

Overwhelming Evidence that VíaVienté Improves Overall Health and Wellbeing!



VíaVienté

Your Bridge to Optimum Health

Hundreds of users around the world give testimony to
healthful powers of VíaVienté.

*And NOW, there is VITAL scientific proof that Via promotes
health and wellbeing.*

**VíaVienté ... Science Proves it is
"Alive With Youth."**



The lab tests completed by Brunswick Labs and the Clinical Trial tell us that Vía's complex phytonectar tonic with broad-based antioxidant protection has real and measurable benefits to health and wellness.