



## THE HEALING POWER OF VIAVIENTÉ'S™ PHYTONECTARS™

**Whole Grape PhytoNectar™** Grapes are rich in healing and protective nutrients from the tannin family. The protective substances in grapes are so powerful that they can withstand complex fermentation processes. The tannins in grapes are powerful antioxidants to protect the body from the damages of oxidative stress. They also support joint health. Only ViaVienté™ uses whole grape PhytoNectar™ processed from grapes grown near the equator, providing the most energizing whole grape PhytoNectar™ possible.

**Scullycap Root PhytoNectar™** In traditional Chinese medicine, baical skullcap (*Scutellaria baicalensis*) is prescribed for many conditions. The herb is believed to support healthy bowel, joint, cardiovascular and liver function. Scullycap has traditionally been used to relieve aches and pains wherever they are found in the body. Scullycap is also used to relieve the effects of nervous tension, and support immune response and is recommended for occasional insomnia and nervousness. It also helps to support a positive outlook on life.

**Gentain PhytoNectar™** Gentain is an ancient bitter tonic. Its has traditionally been used as an aperitif, laxative, and blood purifier. It is a common botanical in many alcoholic bitters. Its active ingredients are called Xanthones. Gentain root contains up to 10 times as much xanthone as Mangosteen fruit (Xango™). Xanthones are chemically similar to the bitter compounds in Aloe, and Cascara sagrada bark.

**Bilberry PhytoNectar™** Bilberry, also called huckleberries, and whortleberries, has proven use in connection with vascular system and blood support. Bilberry's fruit contains flavonoids and blue-violet colored anthocyanins, which serve to support capillary strength and flexibility, thin the blood, and support the release of vasodilators. Anthocyanins, a natural antioxidant, also helps support blood pressure levels that are already in the normal range, and supports blood supply to the nervous system. Bilberry also contains glucoquinine that has the ability to help support blood sugar levels that are already in the normal range. The antioxidants in Bilberry along with Vitamins A and C, providing antioxidant protection which can help prevent free radical damage and support eye health. Vitamin A is required for sharp vision, while Vitamin C supports collagen formation, which is needed for growth and repair of tissue cells and blood vessels. Anthocyanidins support and protect collagen structures in the blood vessels of the eyes, assuring strong, healthy capillaries that carry vital nutrients to eye muscles and nerves. Bilberry has long been a remedy for poor vision and "night blindness." Clinical tests confirm that given orally it supports visual accuracy in healthy people. During World War II, British Royal Air Force pilots ate Bilberry preserves before night missions as an aid to night vision. Bilberry works by supporting the microcirculation and regeneration of retinal purple, a substance required for good eyesight. Bilberry is also used to support the mucous membranes of the mouth and throat. Bilberry contains nutrients needed to protect eyes from eyestrain or fatigue, and supports circulation to the eyes. Bilberry tea is administered to alleviate stomach discomfort and soothe the digestive tract.

**Blueberry PhytoNectar™** Blueberries are close cousins of Bilberries and have been traditionally used to support urinary tract health and for poor appetite. Tannins, like all successful tonics, predominate the chemistry of Blueberries. They make up as much as 10% of blueberries. Flavonoids and blue colored anthocyanins account for the beneficial healing properties of blueberries. ViaVienté™ uses Blueberries grown close to the equator that have the highest assays of antioxidant anthocyanins, used for supporting blood vessels, particularly those in the eyes. The PhytoNectar™ of Blueberry is prepared from the finest equatorial blueberries available.

**Prune PhytoNectar™** Prunes, obtained from dried plums have the highest ORAC value of any fruit. ORAC is a measure of its antioxidant potential. This makes prunes the most potent antioxidant available. Prunes provide regularity to the bowel and are prized for their gentle, cleansing action. ViaVienté™'s prune PhytoNectar™ is made from prunes grown near the equator having the highest ORAC value of any fruit tested by the Tuft's institute of Nutrition.

**Elderberry PhytoNectar™** The Elderberry traditionally has been called "the medicine chest of the common people." Its berries have been used in traditional folk medicine for centuries. The elder also has a rich background of cultural superstitions. In the Middle Ages legends held that the tree was home to witches and that cutting down one would bring on the wrath of those residing in the branches. The Russians and the English believe that elder trees ward off evil spirits and it was considered good luck to plant a tree near your home. Sicilians think that sticks of elder wood can kill serpents and drive away thieves. Egyptians used it to improve the complexion and heal burns. It has a rich history of promoting long life. The rich folklore associated with

elderberries is substantiated by science. The berries contain flavonoids which support the soft tissues of the respiratory system, and tannins, especially purple colored anthocyanins that are powerful antioxidants. Other uses of Elderberries include urinary tract and bladder support and as an eye tonic. As with all the PhytoNectar™ used in ViaVienté™, Elderberry PhytoNectar™ uses the finest elderberries, washed, homogenized, and tested to meet the high standards required of ViaVienté™ PhytoNectars™.

**Noni PhytoNectar™** Noni, the common name for *Morinda citrifolia* contains polysaccharides and Tannins including flavonoids that support proper joint function and soft tissue health. The active ingredient in Noni is derived from bromelain, a nutrient traditionally used to relieve the aches and pains associated with joint health and indigestion. Noni fruit PhytoNectar™ conforms to the strictest standards to be used in ViaVienté™.

**Cranberry PhytoNectar™** Cranberries have been a folk-remedy for years. As far back as the 1600s, cranberries were thought to help with a long list of ailments and have also been long associated with general urinary tract health. Now science is validating the folklore regarding the wonders of cranberries. Studies suggest that cranberries may also inhibit many types of bacteria from adhering to interior body linings. In addition, cranberries support good gum health because they prevent plaque causing bacteria from colonizing in the gums. Other studies suggest that cranberries may be beneficial to the heart, decrease the recurrence of urinary stones and promote good stomach health. The positive health effects of cranberry are due to its rich content of tannins, both flavonoids, and anthocyanins. To become cranberry PhytoNectar™, each lot of cranberries is carefully homogenized and standardized to the highest levels of these anti-inflammatory, antiseptic, and antioxidant compounds.

**Apple PhytoNectar™** "An apple a day keeps the doctor away". Apples have been a source of constitutional strength for centuries. Recently, the Chinese, intent on improving the health of its large population embarked on a campaign to increase the size of their apple crop. They concluded that planting apple trees was the most cost-efficient way to improve their health. ViaVienté™ uses Whole apples to make its PhytoNectar™. Seeds, skin, and pulp are all combined to maximize the healing properties of this important PhytoNectar™.

**Whole Leaf Aloe Vera PhytoNectar™** Aloe vera is known as "lily of the desert", the "plant of immortality", and the "medicine plant". The name was derived from the Arabic aloeh meaning "bitter" because of the bitter liquid found in the leaves. As early as 1500 B.C. Egyptians recorded use of the herbal plant in treating burns, infections and parasites. Extensive research has shown that the whole leaf aloe vera juice has a dramatic ability to support the body's ability to heal wounds, ulcers and burns by putting a protective coating on the affected areas and speeding up the healing rate. Aloe contains slippery glycoproteins and is rich in the secret of all tonics, tannins. The tannins in Aloe have a tonic effect that soothes the digestive tract. Aloe contains at least three anti-inflammatory compounds that are helpful for the stomach, small intestine and colon. A newly discovered compound in aloe, acemannan, is effective for immune system support by supporting increased levels of T-lymphocyte immune cells. Whole leaf aloe vera PhytoNectar™ is useful for gastro-intestinal health, and helps reduce inflammations.

**What are the benefits of ViaVienté™?** It is a vitalizing healing and constitutional tonic. That means that you will look and feel great when you take it. The beneficial powers include antioxidant and antiaging effects. The ability to help protect against the health challenges of everyday life. It will give you more energy, relief from stress and greater immune system support to face life's stresses.

**Dr. Mark Pedersen, N.D.** Dr. Pedersen created the ViaVienté™ formula. He states, "In my twenty plus years as a formulator of nutritional products this is by far my proudest achievement." Having worked with Craig Keeland for over twelve years, we share many bonds, and one of them has been to share with the world a liquid drink - tonic that will produce a benefit of healing, energy, and to slow down aging. This has been accomplished with ViaVienté™. Mark's road to becoming one of the world's leading product formulators began because he was battling a chronic intestinal disorder that could not be controlled by conventional means. This led him to nutrition for survival. While he has formal degrees in Chemistry and Geology from Brigham Young University, he also possesses a Doctorate of Naturepathic Medicine. While developing products at Nature's Sunshine he wrote his first book (1987) which still to this day is one of the best selling books on nutrition, "*Nutritional Herbology*". Later Dr. Pedersen worked at Albion Labs which is the premier mineral company and began combining minerals, herbs, and vitamins to produce synergistic formulas. He is one of only a few in the world who know how to achieve maximum benefits from combining nutrients. Mark is married to Kellie Ann Mangum. They have five healthy children and reside in Utah.