

# Anti-Inflammatory Remedies Gaining Strength

Craig Keeland, Founder and C.E.O. of VíaVienté, is happy to call Plano his business home. In the world of nutrition, preventative medicine and anti-aging, Keeland has become something of an unsung hero to many across the country. His product is named, VíaVienté, which means Alive with Youth, and is being shipped out of the city of Plano at a staggering rate. According to UPS, VíaVienté has become the No. 1 company for shipping in the city.

Keeland manufactures the drink, which promotes a stronger immune and digestive system, along with fighting Anti-Inflammatory problems, (interesting note, VíaVienté has a patent that is pending and expects it to be granted later this year) and believes in the product beyond the monetary benefits. "I saw a definite desire in people for products that would help slow down the aging effects and also make people feel better," Keeland said. "So I sought out some of the top doctors in this field throughout the world and we've been working on these products since the early 90s. The results have been gratifying and the following is overwhelming." One of the doctors Keeland is working with is Dr. Mark Pedersen, a Naturopathic doctor and biochemist who has pioneered formulas for dietary supplements for over 20 years. Pedersen and Keeland combined their research and resources to create the VíaVienté healing drink. "I do not claim to have found the fountain or the elixir that will bestow unlimited energy, eternal youth and health," Pedersen said, "But along my path, I uncovered a single, powerful principle that can make a person feel more energetic."

Dr. Pedersen said the most powerful tonics he has studied over the years are combined in the VíaVienté product. The culmination of his work is called the Energy Superhighway Tonic. "It is a combination of 11 of history's best tonics, literally the greatest tonic of all time," he said. "Taking the EST (VíaVienté) will help people build and maintain their energy superhighway. It is designed to strengthen and balance the constitution regardless of health concerns and it will give people healing power over the broadest spectrum of health issues imaginable."



Texas Governor Rick Perry feeling the energy, with VíaVienté founder Craig Keeland

Keeland decided back in 1991 that he wasn't getting any younger and it was time to do something about it. So he went about the process of discovering something about slowing down the aging process. What he found gave him hope that his goal to feel and look younger longer could be accomplished. And what he found helped him build his company, VíaVienté. "I visited with Dr. Richard Cutler of the National Institute on Aging and Dr. Linus Pauling then walked away believing that there had to be a way to make this happen," said Keeland. "He and his team researched to find the oldest living people who also live young, and first discovered them from Dr. Alexander Leaf of Harvard, the place was Vilcabamba located high in the Andes Mountains where 1 in 64 live to be over 100 years old, as compared to 1 in 7000 in the U.S." He traveled there and saw these people, who lived past 100, had no obesity, no heart disease, no Alzheimer's, and no cancers. "There had to be something they were doing or ingesting that allowed that to happen," said Keeland. What he, Dr. Morton Walker, and Dr. Pedersen brought back from Vilcabamba was a unique profile of the minerals in their water. "We then created a way to take those minerals, increase their absorption rate with our Patented Process."

This reporter heard about VíaVienté from a fellow citizen in Plano, who was expressing that he knew that Texas Governor Rick Perry was a daily user of VíaVienté and enjoyed the benefits of the product. When I was touring VíaVienté's offices, I saw several photos of the Governor with Craig Keeland. I ask him to confirm the Governor used the product, he instantly smiled wide, and said I cannot comment. Another interesting note were pictures of every U.S. President from Nixon to George W. Bush with Craig Keeland. I asked Keeland, do you ship VíaVienté to 1600 Pennsylvania Ave. by chance? Again, he smiled wide and said I cannot comment.

Now Keeland has taken that business to the point his VíaVienté drink is flying out of the warehouse with breakneck speeds. And as long as people are enjoying the benefits from his products then he's a happy man. "The success of a company is based on the happiness and success of its customers. We've got to keep them happy and the only way to do that is to provide a great product."

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