

I.A.S.C. Bestows Certification to ViaVienté

FROM STAFF REPORTS

A Collin County business with a goal of creating an all-natural drink to cure a plethora of ailments was recently recognized and honored for its achievements.

ViaVienté, whose CEO and founder, Craig Keeland of Frisco, helped create the anti-aging, anti-inflammatory drink, was honored by the International Aloe Science Council in Irving. The company recently awarded its prestigious Seal of Certification to ViaVienté, Ltd.

The IASC certified that ViaVienté obtains its Aloe Vera ingredient from one of the top sources in the world and honored the product for the quality, purity and high potency of its Aloe Vera content.

The IASC is a worldwide non-profit trade organization that has worked for more than 35 years to bring higher standards and quality controls to the worldwide Aloe Vera industry.

Gene Hale, managing director of the IASC, praised ViaVienté for its role in helping the global aloe industry grow.

“Quality has always been important to ViaVienté, and it’s obvious that the health of their customers plays a critical role in their development and distribution of their product,” Hale said.

Keeland said he is proud to receive this honor.

“The IASC, and especially Gene Hale, have dedicated their very existence to bringing worldwide standards of quality to the industry,” Keeland said. “They have

made invaluable contributions to our industry and we are proud to present them our seal of certification.”

The IASC (www.iasc.org) works with Aloe growers, processors, finished goods manufacturers, marketing companies, equipment suppliers, physicians, scientists and researchers worldwide to increase awareness of the benefits of Aloe Vera. The council also acts as an industry watchdog.

ViaVienté, Ltd. (www.viaviente.com) is known by the same name throughout the U.S., Canada, Japan, and soon in Australia, New Zealand and the Philippines. It plans on being in 50 countries in the next five years. Its first-year sales were \$12 million, and the company expects \$25 million in its second year.