

Executive finds Elixir of Youth in The Andes

Craig Keeland, Founder and Chief executive officer of ViaVienté, 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 ViaVienté, which means Alive with Youth, and is being shipped out of the city of Plano at a staggering rate. According to UPS officials, ViaVienté has become their No. 1 customer for shipping in the city.

Keeland manufactures the drink, which has a patent pending. It promotes a stronger immune and digestive system, along with fighting anti-inflammatory problems. He 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."

Keeland combined efforts with Dr. Mark Pedersen, a Naturopathic doctor and biochemist who has pioneered formulas for dietary supplements for over 20 years to create the 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 stronger and more energetic."

Pedersen said the most powerful tonics he has studied over the years are combined in the ViaVienté 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 (ViaVienté) 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."

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, ViaVienté.

"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 one in 64 people live to be over 100, as compared to one in 7,000 in the U.S.

He traveled there and saw these people, who lived past 100, had no obesity, no heart disease, no Alzheimer's, no cancers.

"There had to be something they were doing or ingesting that allowed that to happen." 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."

While proud of the following these products have earned, Keeland is protective of his customer list.

Keeland has pictures of both President Bush and Gov. Rick Perry on the walls of his office, but wouldn't confirm if either were customers.

For more information, Visit www.ViaViente.com



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