

Plano company donates to Japanese recovery

Craig Keeland, Founder and President of 3 Companies that “Lead Others to Better Health,” has donated \$ 50,000 through his Doctor’s Wellness Solutions Company to help the people of Japan recover quickly from the recent tragedies that have dominated the news - Earthquake, Tsunami, & Nuclear Meltdown.

Keeland states, “The Japanese have benefited greatly from our product since 2004 and consumed over one million bottles. They have been good to us and we want them to know that we are praying for them to elevate themselves again after this tragedy. The Japanese are some of the smartest, most hardworking, goal setting, achievement oriented people on this earth. We want to be part of their solution as they struggle to get back on top fast.”

Helping Others has always been foremost in Craig’s heart. In 2003 he formed the Andes Children’s Foundation to support the education of the children in the rain forest village of Vilcabamba, Ecuador, in the Andes Mountains. This village was featured as the cover story in National Geographic in January 1973. The article by Dr. Alexander Leaf of Harvard examined the Vilcabamba Valley, where the oldest people on earth lived in a state of youthfulness. In 1991,

Craig traveled to Vilcabamba to see with his own eyes the miracle of “Old Ones of Vilcabamba.” Craig was moved by what he witnessed in Vilcabamba and agreed to partner with the village to share the secrets of their long youthful lives.



Craig Keeland

Medical researcher and author Dr. Morton Walker visited the Vilcabamba village in 1983. During his 3 month stay, he too studied the people in order to discover the secret of their long, healthy lives. Craig and Dr. Walker joined with Dr. Mark Pedersen, Dr. Richard Cutler, & Dr. Harvey Ashmead to formulate a product that would provide the benefits of Living & Feeling Younger Longer with the world.

After 12 years of research, the team formulated the “Fountain of Youth” secrets from Vilcabamba into a Whole Fruit Puree that is High in Anti-Oxidants and Energizing Alkaline Minerals. This product tastes good and delivers a health-sustaining punch with 1

oz. equaling 5 Servings of Fruits & Vegetables in its nutrient value (the Anti-Oxidant equivalent).

Keeland’s three companies include: Doctor’s Wellness Solutions, Trinity Nutraceuticals and Liberty Franklin Pharmaceuticals. Doctor’s Wellness Solutions manufactures the product ViaViente which is sold in 26 Countries & Territories around the world. Trinity Nutraceuticals’ product is Fruit of the Spirit which is sold by Christian TV & Radio in the U.S. Liberty Franklin Pharmaceuticals makes available ViaViente 5 Alive which is sold in the health section of higher-end Food Stores.

All 3 Companies (which offer a total of 3 products) offer the “Same Benefit Structure.” Users report a better night sleep, fewer aches & pains (because Anti-Oxidants act as natural anti-inflammatories) and increased sustained energy. All 3 products are completely natural with no preservatives, no added sugar, no added artificial sweeteners, free from gluten & yeast free while delivering low carbohydrates and low calories. Daily suggested use is 1 oz.

The top selling nutrition book, “Living Disease Free” was authored by an international team of doctors from the US, China and Japan. In the book, these doctors

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extol the benefits of ViaViente, which they use and recommend to their patients.

NFL Football Hall-of-Famer Terry Bradshaw was one of the first of many high profile celebrities to use and endorse the ViaViente product on national television (CNN, MS-NBC) Other athletes endorsing ViaViente include Olympic Gold Medalist figure skater Peggy Fleming and movie actress and "Dallas" TV star Linda Gray. NBA Star Grant Hill was featured in Sports Illustrated Kids regarding his healthy eating habits. When he opened his refrigerator door, front & center was a bottle of ViaViente. Later this month Craig will be attending an event in Hollywood, California, with Actress Betty White. The two will be supporting Ms. White's favorite charity, Actors and Others for Animals.

While many have learned the power of giving to others late in life, Craig was taught by his father that it is always better to give than to receive. Craig's companies have a long tradition of giving to many philanthropic causes. In addition to the large donation to Japan, Craig and his companies were one of the first large donors to the victims of Hurricane Katrina (this video will give you great insight into what people think of Craig: <http://www.youtube.com/viavientevideo#p/u/9/mwpsZ2i3gKk>)

In 2008 a large donation was given in support of victims of the China earthquake and in 2009 humanitarian aid for the victims of Typhoon Ondoy which devastated Manila, Philippines, was delivered. And in 2010 support was given to an orphanage in Taiwan for abandoned and abused children.

While writing this story, I came to the conclusion that what is said about Keeland's companies is true: They are more than a company, they are a Cause.

I asked Craig why he choose to "Lead others to Better Health" when his background is clearly in fiance (Keeland holds an MBA from The Wharton School of Business.) He replied, "While I did pursue finance, I found that Happiness in Life was more meaningful. I learned that Happiness can only be acquired by helping others."

He went on to say people he knows who have acquired billions of dollars in wealth such as Harold Simmons and Boone Pickens have discovered this secret as well. They too are now focused on giving their money away. Keeland sums it up in this way, "In the end we will all leave this earth with Zero dollars - just like Howard Hughes, J. Paul Getty, and H.L. Hunt."

After reviewing websites and articles written about Craig, I noticed he has always been in top shape physically. I asked him if this come naturally. He said, "No, when I was six years old I gained weight and was fat until age fifteen That was the turning point when I began to take responsibility for my health and I lost weight. Ever since then I watch everything I eat and exercise regularly. Today at age 56 I have not had any surgeries or take any prescription medications. While I believe 60-80% of good health is heredity, the other 40-20% is the total responsibility of the individual." Perhaps because of his commitment to health and fitness, in 2009 Governor Rick Perry reached out to Craig and ask him to join the Gover-

nor's Fitness Council.

Since the economic downturn began in 2008, 98% of companies have cut back their donations. This statistic appears to be playing out again in 2011. In spite of this wave decline in corporate philanthropy, Craig's companies have expanded their giving. In addition to contributing to Japan recovery efforts, Keeland's companies have contributed \$ 10,000 to the Andes Children's Foundation, \$ 5000 to TAASA (Texans Association Against Sexual Assault), along with additional cash donations to the Susan B. Komen Foundation for the Cure of Breast Cancer and Betty's White's charity - Actors & Others for Animals. And slated for the Christmas season, Craig and his two sons will visit nursing homes in impoverished areas to individually give out teddy bears to nursing home residents. Craig and his sons have participated in this family tradition for 9 out of the past 10 Christmases.

I asked Craig what inspired him to develop his other two companies. Regarding Trinity Nutraceuticals, which also manufactures a High Anti-Oxidant Whole Food Puree for health and wellness, Keeland said, "While attending Lakewood Church, home of Pastor Joel Osteen, (note Craig's adopted Mother is Dodie Osteen, Mother of Joel) six years ago I felt the Lord speak to me with directions to reach out to Christians with a product that would Lead them to Better Health." Craig instructed his formulation team to put together fruits that were high in Anti-Oxidants and native to the Mediterranean region with alkalizing minerals from the Dead Sea. Three years later, the product Fruit of the Spirit was born. His third company, Liberty Franklin Pharmaceuticals, was formed to

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manufacture and distribute a High Anti-Oxidant Whole Food Puree for high end health/food stores. Liberty Franklin's product is named Via 5 Alive. In February of this year, Via 5 Alive debuted in Central Market's 8 stores in Texas. In the product's first month, it became the top selling product in the history of the healthy living section outselling the #2, #3, #4, & #5 products combined. In March the product debuted in Market Street's 10 Texas stores. Again the product was the top selling product in the store's history by a very margin over the former top sellers.

When I asked Craig what drives him and inspires him, he humbly responded, "Grace, Appreciation, & Praise." I asked him to elaborate and he stated, "It is through our Lord & Savior's Grace that I am here and have had these opportunities to lead others to better health. I want to offer my appreciation to everyone in my life who has lifted me up to have the opportunities I have had throughout my life. Many times everyday I Praise my Lord, my family, my friends, the team members of our companies and

our customers for allowing and encouraging me. I never forget that I am a person who failed the first grade and graduated sixth from the bottom of my high school class of 356 people. I am grateful to have the chance to lead others."