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by Glenn Hunter, Editor

Plano, Texas company, **VíaVienté**, is scoring big with an “Anti-Inflammatory, Anti-Oxidant” health tonic of the same name. Sales at **Craig Keeland**’s firm on Plano Parkway hit \$12 million last year, up from \$3 million for its first six months in 2003. Projections for 2005 sales: \$26 million. Keeland’s work force has jumped from 15 to 40 meantime, pushing the company from 12,500 to 40,000 square feet of space. Irving-based **Carrington Labs** bottles the grape-juice-like tonic, which is based on minerals and anti-oxidants found in the drinking water of a group of Ecuadorian villages. VíaVienté, which means “Alive with Youth,” is sold via a *sales team approach* that now totals over 20,000 sales people on commission.



Terry Bradshaw is a big fan of VíaVienté and has discussed it in depth on his show, “The Winner’s Circle.” Pictured on the left is VíaVienté President, Craig Keeland with Terry Bradshaw.

As seen on...



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Plano Star Courier

March 24, 2005

The Frisco Star Enterprise

March 11, 2005

The McKinney Star Messenger

March 17, 2005



Dr. Kathryn Wood & Bruce Matsuno

FRISCO PHYSICIAN, TRAINER AND MASSAGE THERAPIST TAKE ON ANTI-AGING

Anti-aging, anti-oxidants and anti-inflammatories have become terms synonymous with feeling better and looking better. They are also terms associated with a movement that is moving through Frisco with a vengeance.

Dr. Kathryn Wood, noted Frisco Ob-Gyn physician and Dermalase specialist has found health values in another product she is providing for her patients. She and Bruce Matsuno, a massage therapist who also works in Frisco, have begun drinking and providing ViaVienté to their families, friends, and patients.

ViaVienté is an all-natural anti-inflammatory, anti-oxidant fruit and mineral drink that has begun to take the world by storm. The drink, created by a team of doctors who were assembled in 1991 by Frisco resident Craig Keeland, has provided relief for numerous ailments, including aches and pains, digestive problems, arthritis, and in some documented cases, even cancer. Since mid-2003 when ViaVienté hit the market, it is sold throughout the United States, Canada, Japan, Australia, New Zealand, the Philippines, and later this year in Hong Kong and Singapore. And the company is headquartered in Plano where it is the largest user of UPS in the city.

Wood, who offices in the Frisco Medical Center on Warren Parkway, said that Matsuno introduced her to ViaVienté and the results for her and her patients have been tremendous.

"As a doctor, I wanted to make sure of what I was giving to my patients, so I did a lot of research," Wood said. "This is a drink made up of only natural ingredients, including several different types of fruit and mineral waters from the edge of a rain forest high in the Andes Mountains of South America. Natural Geographic in their January 1973 cover story first broke the news to the world about this secret place with a story written by Dr. Alexander Leaf of Harvard University.

"The results from drinking ViaVienté have been exciting to watch. I've heard from my clients that a lot of their aches and pains have disappeared or subsided. I've also heard that energy levels go up and I've even heard where sufferers of Rheumatoid Arthritis have received some relief.

"This is a real thing," she said. "The drink has

"With Via, you get everything in one drink. All the vitamins and minerals you could need. And there are many people who are very happy they did."

— Dr. Kathryn Wood

anti-inflammatory properties along with anti-oxidants which helps prevent long-term cell destruction. Oxidation is the rusting or destruction of the cells of the body. The anti-oxidants that ViaVienté puts into the body help stop that."

Matsuno said his patients also have reported the same thing. He and others have done extensive research and confirmed that 1 in 64 people live to be over 100 years old and in excellent health where the water, minerals, and fruit come from that make this wonderful juice drink. After the fruits are picked (from the wild), they are put into refrigerated containers, shipped to the port of Houston where they are trucked in refrigerated units to Irving, Texas where ViaVienté's pharmaceutical lab, Carrington is located. There, using patented manufacturing techniques to preserve the extra-high anti-oxidant values of the fruits among other things, Carrington (which is one of the only ISO 9001 Certified Pharmaceutical Manufacturers in North America) begins the process of making the juice/drink work in a bottle. "And the entire fruit is put into the drink. The fruit, the skin, and seeds are all part of what makes this a special health agent for people." There is definitely magic in Via.

Dr. Wood is a Texas native, having grown up in Richardson. She attended Texas A&M University where she earned her undergraduate degree in biochemistry. After medical school at the University of Texas Health Science Center in San Antonio, she completed an Obstetrics and Gynecology residency at the University of Texas Medical Branch in Galveston.

She is experienced in all aspects of obstetrics and gynecology with a special interest in gynecology, female sexual dysfunction, hormonal disorders and anti-aging health concerns.

For more than a decade, Dr. Wood had been in private practice in Plano. Today, her practice is in Frisco where she serves on the medical staff at both HCA Medical Center of Plano and the Frisco Medical Center.

Wood, Matsuno and Scott Jones of McKinney, a senior trainer at Lifetime Fitness in Plano, have begun the ViaVienté movement in Frisco, Plano, McKinney, and all around the state. Jones, who has three formal degrees in nutrition and rehabilitation, commented he has never experienced or heard of an all-natural product that is doing so much to help people with their aches and pains as well as their blood sugar and cholesterol. He said he understands the focus of the drink is a "Wellness Drink," and while ViaVienté makes no claims about the product, the users are doing all the talking. And that is just fine, the Plano-based company's founder and CEO Craig Keeland says. All three are solidly behind the product and helping thousands of people get remarkable results.

As is at least one major television celebrity. Terry Bradshaw, former quarterback of the Pittsburgh Steelers and now a television commentator on Fox Sports has picked up the ViaVienté banner. Someone gave him a bottle and he loved the benefits so much he mentioned it to a producer at MSNBC who produced a short story with Bradshaw talking about ViaVienté. In addition to airing on MSNBC in January, the producer called ViaVienté and said they will re-broadcast it in May because of viewer interest. This week, CNBC and CNN have contacted Via about running the story, too. The results have been something of a groundswell.

"This has been a very important find," Wood said. "I look for a lot of independent medical research and when I studied ViaVienté and the results, it made me sit up and take notice. In fact, The Townsend Letter, the most respected magazine for doctors who practice using alternative medicine has notified ViaVienté that they are writing a six-page cover story on the Benefits of ViaVienté in their May issue. They contacted Dr. Morton Walker who has done extensive research on Vilcabamba and the secrets of their hidden valley.

"There are a lot of people popping vitamins without realizing that there has to be a certain order to taking them in order for them to work. With Via, you get everything in one drink. All the vitamins and minerals you could need. And there are many people who are very happy they did."