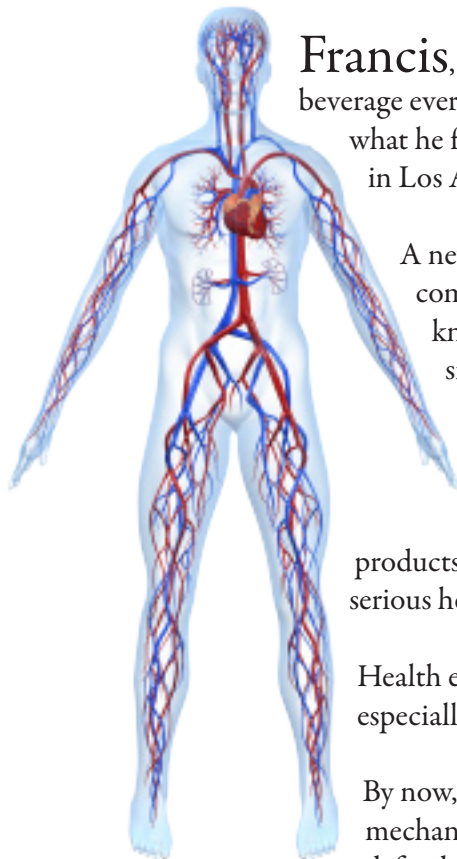


# ViaViente Demonstrates Cardiovascular Benefits in New Human Trial

By Kathleen J. Burkhalter



**Francis**, 50, never imagined that drinking a high Anti-Oxidant fruit beverage every day could help protect his health – in just 1 week. That’s what he found out after participating in a clinical trial near his home in Los Angeles, Calif.

A new study conducted by Bell Ventures, ([www.bellventures.com](http://www.bellventures.com)) shows that after just 7 days, platelet aggregation, a known indicator of cardiovascular disease (CVD), was significantly reduced in many of the participants who took the antioxidant product, ViaViente, twice a day.

David Bell, President of Bell Ventures, said, “These results are important because they show how powerful natural products like ViaViente can help protect against one of our most serious health concerns.”

Health experts recommend a daily intake of Anti-Oxidants, especially in their natural form.

By now, most of us have read about oxidative stress as a primary mechanism of aging, and about the ability of antioxidants to defend against aging. Oxidative stress causes damage to cells and contributes to aging and disease. Anti-Oxidants combat against effects of oxidative stress such as inflammation.

A recent independent report, A Consumer Conscious Look at Six Premium Anti-Oxidant Products, by Frank Ervolino, ND, shows that ViaViente outperformed other popular products using ORAC – an industry standard for Anti-Oxidant testing. This is an important indication of quality and potential benefits.

Clinical research shows the connection between what’s in the product and actual outcomes in human health.

The ViaViente study takes direct aim at the benefits to cardiovascular health of consuming a non-drug food product that delivers an all natural anti-inflammatory effect. It correlates the consumption of ViaViente to platelet inhibition – a marker of CVD.

Why is cardiovascular health so important? The American Heart Association reports that approximately 80 million people in the United States have CVD; nearly 2,400 people die of CVD every day; more people die from CVD than from cancer, auto accidents, and Type 2 diabetes combined; an estimated 1.2 million Americans will have new or recurrent heart attacks in 2008.

Healthy Heart & Via

Little wonder cardiovascular care is one of our most serious health concerns.

The study uses an established test to measure the reduction of thromboxane in human metabolism. Thromboxane contributes to vasoconstriction, which can increase blood pressure, and platelet stickiness which can lead to clot formation. Both are associated with higher incidence of serious cardiovascular events. Reducing the production of thromboxane can help reduce vasoconstriction and platelet stickiness.

Experts agree that there is a well established relationship between thromboxane and cardiovascular function. In fact, clinical research on it was pioneered by drug companies looking for its relationship to aspirin therapy.

Research indicates that natural Anti-Oxidants can be effective in reducing thromboxane. The objective of this study was to measure the effectiveness of a proven antioxidant product, ViaViente, at reducing thromboxane in humans, and having a demonstrable benefit to cardiovascular health.

The study investigated the effects of the recommended daily dose of ViaViente for 1 week after a washout period. Sixteen subjects successfully completed the protocol.

Results fell into two categories: significant improvement or no significant change. After just one week, 6 subjects showed significant improvement: an average of 16%.

The research team is planning a second phase that will measure results in the same subjects over 1 month. Bell said that he expects to see an even greater benefit among more participants.

In the mean time, Francis plans to continue taking ViaViente every day.

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