



## VivaPrime, Advanced and Holistic Nutritional Supplements to Launch in the USA

*Leading Manufacturer in 20 Countries  
Empowers Americans to Take Charge of Their Health*



Boulder, CO April 1, 2010

VivaPrime, a global expert in promoting holistic healthcare and a leading manufacturer of holistic nutritional supplements will launch in the United States in March 2010. VivaPrime will offer Americans a range of condition-specific holistic nutritional solutions™ that

will be available in health food stores nationwide as well as online at [www.vivaprime.net](http://www.vivaprime.net). A true global pioneer, VivaPrime has expertise in the areas of medicine, natural healthcare, nutrition and formulation. They have brought together an expert team of medical leaders and naturopaths to develop highly effective natural supplements to address 11 specific health conditions.

### Empowering Americans

Although Americans are divided on healthcare reform, the public dialogue has increased health awareness for all Americans and has placed an emphasis on how many Americans are at serious risk when it comes to their health. 46.3 million Americans are uninsured. Millions more suffer from costly and debilitating illnesses that could be managed if they were embracing wellness and living a healthy and balanced life. Throughout this healthcare debate, some alarming information about the general wellness of the American population has been revealed, and it is becoming increasingly important for Americans to take an active role in their health.

Today, more than 90 million Americans suffer from high stress levels. That's nearly one-third of the population, and with the

pressures of a poor economy, that number is on the rise. High stress is linked to cardiovascular diseases including high blood pressure and diabetes, which can lead to strokes and heart attacks. Even more disturbing is the fact that more than 80 million people suffer from one or more cardiovascular diseases.

Wellness programs and attention to prevention measures are becoming paramount. Americans, who have taken a keen interest in mind wellness with yoga and motivational speakers and authors, will need to evolve from "self help" to "self health." An era of self health is needed, and it can significantly reduce the risk of deadly medical conditions. 127 million adults in the United States are overweight and nearly one third of all Americans are obese. These are statistics that cannot be ignored, and the reality is that a new healthcare bill and tax dollars will be crippled under that weight. Every American is going to have to do his or her part in creating a healthier tomorrow. A holistic approach to a balanced diet, exercise and proven natural supplements can help to set Americans in the right direction.

### The Team:

VivaPrime's innovative product line is the brainchild of the company's CEO, Akshay Mehta, and developed by a multi-disciplined expert team of doctors, nutritionists, dieticians, pharmacists, herbalists and chemists. The team brings a profound understanding and decades of experience in scientific research, knowledge of human health systems, and nutritional requirements. The VivaPrime team is passionate about ongoing research to improve products with new knowledge and scientific discoveries from around the world delivering the most cutting edge solutions.