



One Shot and You're Good:

The VEMMA Challenge

Veema rep John Biehl, challengers Charles Peebles, Jami Appenzeller, Joanna Chodowroska, Kristine Labhart, Emilio Roman, Lloyd Yancey



There was a time not so long ago when doctors and nutritionists deemed vitamin supplementation as unnecessary, but with the over-processing of foods, the prevalence of toxins in our environment, and our stressful lifestyles, that's changed. Now the guys in white are recommending vitamin supplementation for all adults.

PhillyFIT jumped at the invitation to try the VEMMA Nutrition Plan, touted as, "Possibly the most powerful liquid antioxidant in the world." Okay, at first blush that doesn't sound exactly appetizing, but for anyone who's up on the latest theory that inflammation is the cause of all our maladies, it's an attention-getter. Antioxidants clean up all those nasty free radicals whirling around in us hacking away at our cells and are a principal weapon against inflammation. It seems that every food or nutritional product which has any chance of laying such a claim is doing so, from C, E, fish oils, garlic, ginger, green tea, to all the usual fruits and vegetables. Latest trends include Noni and pomegranate juices and all those mysterious, secret but "used-for-centuries-but-only-grows-on-the-west-face-of-the-Chilean-Andes" herbs.

Mangosteen, which VEMMA has labeled "the Queen of Fruits", is a relatively new arrival here; although it's been used in Asia for an eternity and there's quite a bit of serious scientific literature on it.

VEMMA's combined this antioxidant with a full array of vitamins, aloe vera, green tea and over sixty-five major, trace and ultra-trace plant-sourced minerals. The program involves two 32oz bottles of juice,

Mangosteen Plus™ and Kiwi-Strawberry Essential Minerals®, along with a calibrated shot glass you fill 50/50 with each. Participants take just one shot and are good for the whole day. Both Jami and Emilio noticed an excellent

boost in energy after the first week of usage! Jami was cranking through deadline like any other normal day, which has never been the case due to publishers deadline exhaustion.

VEEMA is appetizing. All of us loved the taste and the convenience -sipping a shot-glass of this tasty nectar beats downing the usual handfuls of tablets. Adherence is an important consideration; if we enjoy the taste of a supplement we're more likely to continue it. According to the Physicians Desk Reference (PDR) for Nonprescription Drugs and Dietary Supplements, liquids are absorbed at a 98% rate, vs. 10% to 20% for tablets, especially in the elderly who've been known to pass fully-intact top-selling vitamin tablets in their stools. VEMMA takes the guesswork out of it too, so you don't need to worry about not having the correct ratios of vitamins. It's reassuring knowing that in fruit extracts you're not only getting the nutrients in a more natural form than a pill offers, you're getting those "intangibles" like phytochemicals and xanthonenes.

Since we are all vitamin junkies at PhillyFIT who are used to wolfing down all those Sea biscuit-chokers and are pretty well fortified to begin with, none of us felt any dramatic changes. There is no doubt however, that VEMMA's effects would be more evident in those who don't already follow a nutritional regimen. In all fairness, a vitamin program is hardly the "take this and hold on tight" ride of ephedra or heavy-duty pharmaceuticals, so the benefits are gradual and long-term.

So if you hate taking pills, but like the convenience of a comprehensive nutritional experience in an enticing juice cocktail, you can't go wrong with VEMMA which carries the impressive credential of being listed in the 2007 PDR®.

To start your Vemma program. Contact John Biehl, Jr. at 610.940.1930 or www.myveema.com/happycamper3 or uajlb@aol.com. And receive a free CD.

