



- > [About VIActiv®](#)
- > [Calcium Benefits](#)
- > [Pregnancy](#)
- > [Osteoporosis](#)
- > [Common Questions](#)
- > [Our Philosophy](#)
- > [Testimonials](#)



## Boldly Go!

*You already know the way with Viactiv®.*

Just two delicious Soft

Calcium Chews provide:

- > 100% of the daily value of calcium
- > A unique blend of Vitamins D and K



Play the game for a chance to win five great prizes from Loews Cineplex and VIActiv®.

[Play Now >](#)

**Email Updates and Special Offers!**  
[Sign Up Now!](#)



### Five delicious flavors

Now available in a convenient 10-count To-Go Pack.

[See Them All >](#)



### Calcium During Pregnancy:

Strong Babies Start with Strong Moms

[Learn More >](#)



- > [About VIActiv®](#)
- > [Calcium Benefits](#)
- > [Pregnancy](#)
- > [Osteoporosis](#)
- > [Common Questions](#)
- > [Our Philosophy](#)
- > [Testimonials](#)



## Viactiv®...What Women Want.

The strength of healthy bones to live your best life.

- > [The benefits of calcium in your diet](#)
- > [The convenience of VIActiv® Soft Chews](#)
- > [Sign up and Share the Strength!](#)



**Five delicious flavors**  
 Now available in a convenient  
 10-count To-Go Pack.  
[See Them All >](#)



**Calcium During Pregnancy:**  
 Strong Babies Start with  
 Strong Moms  
[Learn More >](#)

*Girls*  
**NIGHT OUT**

Five great prizes from  
 Loews Cineplex and VIActiv®!  
[Play Now >](#)

**Email Updates and Special Offers! [Sign Up Now!](#)**



- > [About VIActiv®](#)
- > [Calcium Benefits](#)
- > [Pregnancy](#)
- > [Osteoporosis](#)
- > [Common Questions](#)
- > [Our Philosophy](#)
- > [Testimonials](#)

## It's *definitely* YOU!

You can feel it in your bones with VIActiv®.

Just two delicious Soft Calcium Chews provide:

- > 100% of the daily value of calcium
- > A unique blend of Vitamins D and K.



### Five delicious flavors

Now available in a convenient 10-count To-Go Pack.

[See Them All >](#)



### Calcium During Pregnancy:

Strong Babies Start with Strong Moms

[Learn More >](#)

*Girls*  
**NIGHT OUT**



Five great prizes from Loews Cineplex and VIActiv®!  
[Play Now >](#)

Email Updates and Special Offers! [Sign Up Now!](#) 

# VIACTIV

## The Nutrition Women Want

[VIACTIV® Products](#) [Nutrition](#) [Women's Health](#) [Club "V"](#) [Where to Buy](#) [Special Offers](#)



# Completely You!

**Your Style.** Formulated by women for women, VIACTIV® Soft Calcium Chews and Multi-Vitamin Chews give you all the essential active nutrition your body needs to perform at peak levels.

**Your Taste.** Vital nutrition never tasted so good. VIACTIV® soft chews – milk chocolate, strawberry cream, chocolate mint, caramel, orange cream and tropical fruit.

**Your Size.** It's exactly what you want. Not just delicious, but convenient, portable and easy to incorporate into your lifestyle.

**So, boldly go!**  
*You know the way with VIACTIV®.*



### Power to Chews

New VIACTIV® Multi-Vitamin Chews give you all the important vitamins and minerals you need to stay strong every day – in your choice of rich and satisfying chocolate and tropical fruit flavors.

[Get a free sample here! >>](#)



### V and You



Be part of the VIACTIV® community and get exclusive access to inside information on nutrition, free product samples, special offers and promotions.

[Join now! >>](#)

### Exclusive Designer T-Shirt Offer

Designed by the acclaimed Jane Doe exclusively for VIACTIV®, this limited edition cotton T-shirt is a must-have.

[Order yours today! >>](#)





**BLOOM AND GROW WITH THE V SPIRIT NEWSLETTER!**

Peel off those winter layers and get right to the heart of your energy – it's time to spring into a new you! This issue of V Spirit Newsletter brings you tips, articles and inspiration that help you capture the vibrancy of the year's most promising season!

Help your girlfriends bloom and grow, too.

**Invite them to join!**



**WHO DESERVES TO INDULGE IN A SPA VACATION MORE THAN YOU?**

You can bring your girlfriend too.

Win a trip for two to the Green Valley Spa – a \$5000 value!\*

Brought to you by iVillage & VIActiv®!

**Enter today!**

*Live your best life*

**– Rest your bones, rev up the rest of you**



When you've had a good night's sleep, you bound out of bed in the morning with energy to take on the day. That's because the only time your brain can replenish its energy supply is during sleep. When you wake up refreshed, your brain has energy to burn!

A good night's sleep enables you to focus and be more effective when you're under a deadline or experiencing stress. Here are some tips to help ensure a good night's sleep for body, mind and spirit:

- Try to have at least 3 hours between your dinner and your bedtime. Too much or too little in your stomach may make you less comfortable when you settle down for your night's rest.
- Try to arrange your workout earlier in the day. Exercise has an alerting effect and raises your body temperature. This rise leads to a fall in temperature five to six hours later, making it easier to sleep.
- If you're waking up earlier than you'd like, try increasing your exposure to bright light in the evening. As little as one to two hours of evening bright light exposure appears to help you to sleep longer in the morning.

**What's Your Take?**

“ Every evening after dinner, I make lunches for girls. When I'm finished packing the last one, I reward myself with a delicious milk chocolate VIActiv®

Calcium Chews.



Sue F.,  
East Brunswick, NJ

**How do you take your VIActiv®?**

*V Advisory* – **May is Osteoporosis Awareness Month**

Renew your commitment to keeping your bones healthy and strong. A recent [report by the U.S. Surgeon General](#) says that for women of all ages, calcium, vitamin D and exercise are critical to maintaining everyday bone health and helping to prevent osteoporosis. VIActiv® Brand research has found that only 30% of American women feel they are getting enough calcium to

**Share your routine with us.** We may use your testimonial in a future issue of the V Spirit Newsletter.

maintain healthy bones. Read the [press release](#), which reveals other important health facts for women.

Are you getting yours? Just 2 delicious [VIACTIV® Calcium Soft Chews](#) provide you with 100% of the Daily Value of Calcium, plus a **unique** blend of vitamin D to boost calcium absorption and vitamin K, which plays a role in the body's formation of bone proteins\*.



## Stay in the Know...

Did you know that VIACTIV® has a new Multi-Vitamin Soft Chew? **Tell me more.**

**Spread the word** to your daughter, niece, co-workers and girlfriends!

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## *Quick Spirit* – Instant Energy Boosters

- **Take five deep breaths to give your brain an energizing oxygen boost.** Energy levels drop dramatically when you don't take in enough oxygen. Breathe in through the nose for the count of three and then exhale for six. Do this daily for an instant energy lift.

**Learn how** NEW VIACTIV® Multi-Vitamin Soft Chews can help support energy activation.

\*No Purchase Necessary to Enter. Sweepstakes ends 04/17/05.

You are receiving this email because you indicated you would like to receive information and offers from McNeil Nutritionals, LLC.

Please [click](#) here to be excluded from future email communications from VIACTIV® Brand communications.

Please do not reply to this email. We will be unable to respond to your request. If you have any comments, questions or general feedback, please contact our Customer Relationship Center by [clicking here](#) or by calling 1-877-VIACTIV.

You can also mail us at McNeil Nutritionals, Attn: CRC, 7050 Camp Hill Road, Ft. Washington, PA 19034.