



National Company Targets Northwest For Infomercial Run

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New organic chocolate will be introduced to the world via a national infomercial, airing first in the northwest. Northwest residents will have the first opportunity to take advantage of a free week's supply of the diet candy, which promises great taste and a healthy aid to weight loss.

PR9.NET February 02, 2006 - Portland, OR - Nearly two-thirds of Americans report seeing infomercials regularly, and VivaTRU™ is betting on the success of infomercials to launch its new line of weight management products. Leading with a 100% organic weight loss chocolate which is well timed to air in January, local representatives are rushing to find new affiliates to handle the anticipated demand.

Although the infomercial will run nationally, VivaTRU™ is beginning its multi-million dollar series of infomercials with a test run in the Portland, Oregon area, where there are two key company leaders to help train new affiliates. "When an earning vehicle this strong comes to the Northwest, and the product line resonates with the healthy mindset of so many people here, I want to tell everyone I can. It is going to change lives, both physically and financially," states Paula Tellegen, founding affiliate. ".....finally there is a company who knows how to help people AND can do it in a home based business environment."

In general, customers who buy from an infomercial are supported only through a website or the television shopping channel itself for re-orders or questions. VivaTRU™ has changed that by increasing its commitment to customers by offering local representation for personalized service for answering questions, taking re-orders, and explaining the entire healthy product line. Customers will also have the opportunity to learn what foods they are eating that are causing weight issues, by having a VivaTouch personal body assessment.

VivaTouch is the company's exclusive Bio-Interactive feedback device that provides an accurate report of the individual's unique food triggers and nutritional deficiencies in a matter of minutes. VivaTRU™ affiliate truly have the opportunity to really help people with a state of the art system, and an incredible line of products.

"It's a complete win-win situation, as VivaTRU™ brands the VivaSlim Chocolate and VivaTRU™ wellness and toxin free product lines as household names. Whomever joins us now will likely enjoy tremendous success once and for all." Tellegen adds.

VivaTRU™, based in Vero Beach, FL, was created to provide solutions the world needs for living truly healthy, happier lives and to help them become physically and financially free. VivaTRU™ is the culmination of many years of planning and development by its founder and President, Rick Cotton, and his team.

For more information on the infomercial opportunity or the accompanying VivaTouch Specialist program, call 1-877-457-4186.

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About a life enriched

A wellness site providing the latest procedures, therapies and products for improving one's quality of life

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