

**Vísi® Introduces Nufínna™—the Ultimate Lifestyle Smoothie**  
*Vísi's Lifestyle Smoothie Features AC<sup>2</sup> Technology™, a Blend Combining the Arctic Cloudberry and Hydrolyzed Collagen Protein*

PLEASANT GROVE, UT, March 14, 2014 – Vísi, a progressive global network marketing company, today introduced the seventh product in its all-natural product line during the opening session of its All Win Convention in Las Vegas, Nevada. The product is a lifestyle smoothie named Nufínna (pronounced new-feena). The name is a combination of Nu, for nutrition, and Finna, a Scandinavian word that means discovery.

The Nufínna Lifestyle Smoothie is powered by Vísi's proprietary AC<sup>2</sup> Technology Blend. This blend features 12 grams of Hydrolyzed Collagen Protein—the most absorbable form of protein available—and the Scandinavian antioxidant powerhouse Arctic Cloudberry. The Nufínna Lifestyle Smoothie has a full range of vitamins and minerals and a whole fruit and vegetable blend, which position it perfectly as a meal replacement.

Nufínna is available in a delicious vanilla flavor, making it ideal for blending with an individual's favorite fruits and vegetables. It joins the Probita Protein Chew as the second Vísi product that features AC<sup>2</sup> Technology. In this blend, Hydrolyzed Collagen Protein and the Arctic Cloudberry work synergistically to create a protein powerhouse, and Vísi is the pioneer in bringing these two incredible ingredients together to create revolutionary protein products.

"Research shows that Hydrolyzed Collagen Protein is the superior form of protein," said Vísi Co-Founder and COO Ryan Lewis. "Nufínna gives you more of the protein that you need and less of what you don't. It's a low-calorie, nutritious component of a healthy lifestyle."

"Nufínna is great for people of all ages and all walks of life," added Vísi Founder and CEO Kent Lewis. "Nufínna goes beyond weight loss. This is a smoothie that can and should be taken every day. From athletes looking for a superior protein source to people looking for a healthy option to help them shed a few pounds, Nufínna fits every lifestyle."

### **About Vísi**

Vísi is a progressive global network marketing company that promotes personal development and improved lifestyles through the distribution of innovative products derived from Scandinavia's Arctic Cloudberry. Founded in 2012, Vísi produces seven all-natural products aimed to improve the health and lifestyles of people all over the world. Vísi is driven by a network of Partners in over 16 international markets; including the United States, Canada and Japan. For more information, please visit [www.iamvisi.com](http://www.iamvisi.com).