

## **Vibrant Health® Announces Convida® Powered by Vibrant Health®, A Collaboration Aimed to Serve the Latino Community**

**Convida® powered by Vibrant Health®** is a collaboration with the goal of providing premium supplements tailored to the specific needs and preferences of the Hispanic market.

**Canaan, CT – August 2, 2016** Vibrant Health®, a leading manufacturer of dietary supplements, is pleased to announce their first ever collaboration. Convida® powered by Vibrant Health® aims to be a one-stop brand to address the most common health concerns among the Latino community by offering premium quality nutritional products inspired by Latino flavors and traditions.

Convida® brings an in depth understanding of the Hispanic culture, necessities and preferences. Vibrant Health® possesses extraordinary knowledge and experience in manufacturing premium quality supplements and maintains a valuable reputation within the natural products industry. By sharing vision, principles and values, Convida® powered by Vibrant Health® represents a genuine commitment by these two companies to the wellness and health of the Latino community.

Convida® launched in 2014 with a simple idea: healthy living is for everybody. Research shows that the Hispanic population is growing 4 times faster than the general population and that they have a mounting desire to improve their health. Latinos are facing rising health concerns including diabetes, high blood pressure, and obesity. **Convida® powered by Vibrant Health®** will offer health and quality in tailored and convenient supplements for the Latino consumer at suitable prices.

Buen Día™ and Jugo Verde™ are two new products within the Convida® line. Buen Día™ is an all-in-one nutritional breakfast smoothie providing 12g of vegan protein, an organic multivitamin, minerals and antioxidants. Buen Día™ was formulated to keep the body functioning optimally by providing whole-body nutrition that supports healthy weight and long lasting energy. Jugo Verde™ takes the age-old recipe of nopal cactus juice to a new level combining aloe, alkalizing greens and seaweed for effective body cleansing, healthy digestion and immune support. Jugo Verde™ is designed to aid in detoxifying and revitalizing the entire body.

**Convida® powered by Vibrant Health®** will launch both products on July 31, 2016. Buen Día™ has a suggested retail price of \$24.95 and Jugo Verde™ has a suggested retail price of \$19.95.

### **About Convida® powered by Vibrant Health®**

Vibrant Health has been family-owned and operated since 1992. Their mission is to assist through supplemental nutrition the healing of illness and the establishment of optimal health. Convida launched in 2014 to offer high quality and effective nutritional solutions to the Hispanic market. In 2015, Convida® and Vibrant Health® came together to launch a new product line to address the most common health concerns among the Latino community. ([www.vibranthealth.com](http://www.vibranthealth.com)) ([www.convidanatural.com](http://www.convidanatural.com))

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