



HEALTH
IS A JOURNEY,
NOT A DESTINATION



START YOUR
NEW JOURNEY
WITH VIA NOVA

Do you experience the frustration and disappointment of struggling to lose weight despite a myriad of different diets and exercise programs? Do you suffer from autoimmune issues, digestion problems, food allergies, food cravings, hormone imbalance, or sleep disorders? If so, you may not realize that they are most likely related. Until you determine what factors in your body are working against you, all of the effort you put into losing weight and feeling better will most likely get minimal results.

Via Nova means "new journey." And we are armed and dedicated to taking this journey with you to achieve optimal health and weight loss. Let us guide you every step of the way with a personal weight loss professional dedicated to helping you navigate the internal and external influences that stand in your way of achieving your desired goals.

Internal

Poor metabolic health • Poor nutritional absorption
Biome imbalance (bacteria, yeast, fungus, and parasitic infections)
Leaky gut • Toxic fat stores • Improper diet/exercise habits
Inadequate hydration • Hormonal imbalances • Fatigue

External

Skin conditions (rosacea, psoriasis, eczema and rashes)
Collagen and elastin breakdown • Muscle loss • Premature aging • Hair loss • Skin sagging • Poor skin tone • Age spots and discoloration

Unlike traditional weight loss programs that offer little or no accountability, send you frozen food in the mail and have you report to an app, Via Nova will ask you to report weekly to a real person who will respond to you with recommendations, respond to your concerns, and hold you accountable with face-to-face services. We provide a full-service approach to addressing the internal and external opponents that stand in the way of your weight, health, and over-all appearance concerns. Everyone deserves to feel and look their best and Via Nova is committed to taking the journey with you to achieve your very best.

Free Infrared Light Treatment

Ask for your free NovoTHOR® infrared light treatment for weight loss and skin rejuvenation with consultation. NovoTHOR® is a whole-body red light therapy bed that uses red and near-infrared light to reduce inflammation, relieve pain, and speed up healing. (Minimum of 2 inches lost in 20 minutes in participating Via Nova Weight loss clinics)



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Removing the obstacles from
your weight loss journey



Take your New Journey with Via Nova



Our journey begins with a careful evaluation of your health history, an examination of your current diet and any possible autoimmune related symptoms. You will be asked to complete a health survey to determine a condition called IIP (leaky gut), this condition is the catalyst to many autoimmune related diseases. If left untreated, IIP stands in the way of your ability to lose and or maintain weight loss.

Via Nova provides treatment to reverse this condition by healing the microbiome and sealing the intestinal lining with medical grade, whole food supplementation backed by independent third-party testing as well as batch testing. Via Nova is always researching the highest quality products available to help you lead a healthy lifestyle and feel your very best.

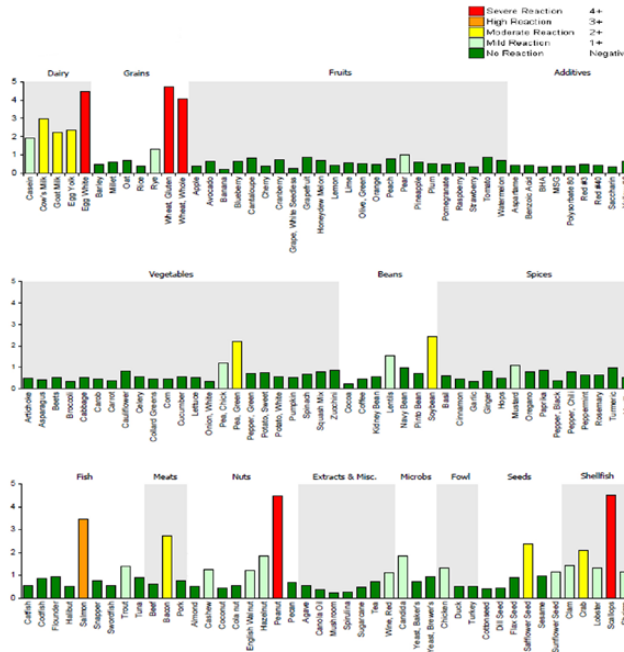
A Personalized Approach

Since every client is different so to is the treatment plan. Your diet, supplements and plan duration will differ from others. We will design your plan based on your individual needs starting with weekly consults and weigh-ins to establish the accountability necessary to stay on track while monitoring your success. We will discuss results, next steps and the scheduling of any additional external treatment plans you choose to reach your desired goals. You and your coach will design a schedule that works with your lifestyle.

Via Nova provides access to services that lead to a full body and mind transformation. You can design your complete transformation from day one and take advantage of greater discounts or add to the plan, at your discretion, as your journey unfolds. Either way you will receive VIP pricing on all services once you are established as a client of Via Nova.

Food Allergies or Sensitivities

With Via Nova as your mentor toward a healthy lifestyle that includes weight loss, you will learn any foods that you are sensitive or allergic to. If your individualized plan indicates food allergies or sensitivities, increased Zonulin (a marker of intestinal permeability) or other markers, you may require additional testing to treat this effectively. Via Nova works with laboratories to develop the precise treatment plan for your success.



Emotional Stress and Weight Gain

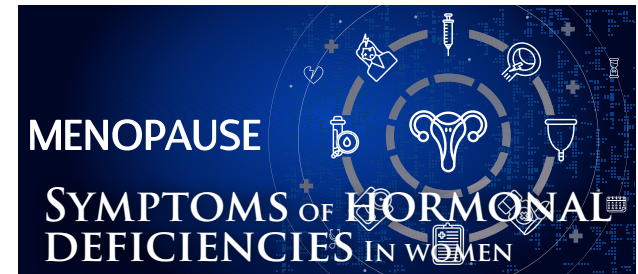
Stress can significantly impact your ability to maintain a healthy weight and overall good health. Whether it's the result of high levels of the stress hormone cortisol, unhealthy stress-induced behaviors, or a combination of the two, Via Nova understands that emotional eating is a real thing and will interfere with all your efforts to adopt a healthier lifestyle. We have aligned with professionals equipped to address the emotional issues standing in the way of healthy relationships with food and weight loss. Our experts will help you discover solutions and strategies to transform your relationship with food.

Hormone Deficiencies



Via Nova has partnered with the finest professional resources available to

diagnose and treat hormone deficiencies. Our clients that wish to address hormone deficiencies, responsible for their weight gain, will have direct access to a recognized leader in innovative, safe, and meaningful hormone and wellness testing as well as a qualified hormone replacement health care professionals



Hot flashes • Night sweats • Stubborn weight gain
Increased hip and belly fat • Insomnia and sleep difficulties • Anxiety and depression • Muscle loss and muscle atrophy • Lower libido • Vaginal dryness • Loss of skin tone and elasticity • Crepey aging skin • Hair loss



Weight gain • Increased abdominal fat • Decreased muscle mass • Loss of skin tone • Erectile dysfunction
Gynecomastia (increased breast tissue) • Breast tissue sensitivity • Decreased collagen and elasticity • Trouble concentrating • Trouble sleeping