

## OUR CAUSE:

We believe we can change the world. That change starts with you.

We have created products that will transform the lives of individuals and families. We've always heard that breakfast is the most important meal of the day. Here at Viiva we believe that it's the most important MINUTE of the day. Bio-optimized nutrition that will allow you to live your best today. That takes care of you.

Let's also take care of others.

Viiva has partnered up with World Children's Fund, an organization that is dedicated to helping children in need, in all aspects of their lives. They maximize donations by providing responsive and effective relief all over the world.

World Children's Fund was established in 1999. They have provided over 43 million meals worldwide. When earthquakes, hurricanes, tsunamis and other disasters strike, WCF comes to the rescue- helping to rebuild communities and provide relief in more than 35 countries to date. Through their humanitarian aid program, they've donated food, clothing, medical supplies, hygiene kits, blankets, school supplies, farm equipment, and wheelchairs to those who desperately need it. Free medical care has been offered to hundreds of orphans and poor families, including repairing cleft palates. They teach individuals and communities how to improve hygiene practices in order to improve overall health. WCF understands that there are many refugees due to political and civil unrest and help meet their needs by providing food, clothing, and educational resources.

Thousands of orphans have been cared for as orphanages have been built and programs ensure that basic needs are met, trust is built, education is provided, social skills are developed and that they have a smooth transition into their permanent home. They've implemented a special orphanage program that currently supports over 100 children who are HIV+, providing them with basic needs, medical care, education and counseling services. They value keeping children safe from exploitative or abusive situations by supporting and maintaining safehouses.

World Children's Fund recognizes the importance of education. They build schools and dorms to house students who live in far-away rural areas so they can have a place to stay while attending school. They also provide school supplies, teaching materials, meals for students and instructors, and salaries for teachers. Many individuals, families, and organizations have been taught how to care for and sustain themselves for years to come.

We fully support the missions and aims of World Children's Fund. We are amazed at the difference they've made in the world and the ways they continue to help. When you purchase a tube of Extra Smile Toothpaste, you will create an extra smile in the world for a child in need. The net profits of the sale of this product will be donated to WCF which means that you, in some

small but significant way, will help build a school, provide critical medical care, offer disaster relief or feed a child. We are thrilled to be partners with them, as together, we strive to make thousands of smiles brighter every single day!