



Lisa Blau and Amanda Freeman.

# Fresh Squeezed

Vital Juice Daily offers engaging and accessible wellness advice every day of the week—right in your inbox. by Jason Chen

THERE'S ONE E-MAIL we can't wait to see pop up in our BlackBerry each day: the "vital tip" from healthy-living website Vital Juice Daily. Founders Lisa Blau and Amanda Freeman, both armed with Harvard MBAs, drew on their backgrounds in entrepreneurship and marketing to create an online service about fitness, nutrition, beauty, and green living that entertains while it enlightens. Aside from offering tidbits on everything from why drinking coconut water after a workout is good (think: electrolytes) or what makes men like a curvy body even more (it's all in the way you sway), Vital Juice Daily also offers city-specific editions, so you're the first to know about the best in workouts, cuisine, and shopping in your area.

Recent postings to the website include such fun things as a pool workout that torches 700 calories per hour, a roundup of products that protect your skin against city pollution and smog, and a guide to what your food cravings mean (e.g., wanting something from Blue Duck Bakery probably means you're low on carbon and nitrogen and should hit the fruit basket before diving into the bread basket).

However, our favorite feature is the short yet info-packed blurbs in the "juice bar" notes. We had to forward this recent posting to our mom: "Good news for butterfingers everywhere... student researchers at Connecticut College have supposedly debunked the 'five-second rule.'

Results show that you can wait 30 seconds to pick up wet food (even longer for dry food) before rogue bacteria attack. Yuck!" Meanwhile, the pregnant gals on our staff took (some) comfort in this recent tidbit: "Some good may actually come from enduring morning sickness during pregnancy. A new study shows all that nausea and vomiting (boo-hoo!) may lower one's risk of breast cancer later in life by up to 30 percent (hooray!). We're feeling better already...."

We decided to squeeze Blau for a little info on our favorite new site.

**HAMPTONS:** How did the idea for Vital

## Juice Daily come about?

**LISA BLAU:** We really wanted a resource that would inspire us to be healthy—even if in just a small way—every day. When we looked online, we felt many of the existing resources were overwhelming. E-mail is how we communicate, so it seemed to be the perfect channel for us, since our friends were already turning to us as a wellness resource. We figured we might be on to something.

## H: How does Vital Juice Daily fit into the Hamptons lifestyle?

**LB:** For us, the Hamptons is all about being healthy. You can run on the beach, swim in the ocean, play tennis, go for a bike ride—the list is endless. And it's not just about fitness, because you're also surrounded by farmers' stands and organic produce.

## H: What's the philosophy behind the site?

**LB:** Vital Juice Daily is designed to appeal to the many types of "well-conscious" women out there. Some readers are hard-core vegan yogis, while others are mothers of three who are lucky to get to the gym once a week or sit down to a proper meal. We don't advocate perfection. In fact, both Amanda and I have a major sweet tooth that we indulge regularly. Nobody's perfect! **H**

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