

New PureWay-C Offers Superior Benefits:

Advanced Vitamin-C Complex Is Absorbed Faster, Retained Longer

Vitamin C, a potent antioxidant, is essential for maintaining good health. Already distinguished as the most widely consumed nutritional supplement in the world, Vitamin C is rapidly gaining even more importance as new research continues to uncover additional benefits.

A new, non-acidic product, [PureWay-C](#), is quickly surpassing all other forms of oral Vitamin C supplementation as the most progressive and scientifically-proven form available. PureWay-C is a unique complex of ascorbic acid with *lipid metabolites* (fat-soluble compounds that increase Vitamin C's effectiveness).

In recent comparison studies, PureWay-C outperformed other forms of Vitamin C, including ascorbic acid and popular forms of calcium ascorbate. These studies demonstrated that PureWay-C was the **most rapidly absorbed**, reached the **highest levels**, and was **retained longest** in blood plasma, cells and tissues, as compared to all other forms tested.^{1,2}

Furthermore, PureWay-C was shown in a recent clinical study to have a **greater beneficial effect on cardiovascular health** as determined by the reduction of plasma oxidized LDL (a measure of oxidative stress) and C-Reactive Protein levels (a biomarker of inflammation).² Inflammation and oxidative stress are major factors linked to coronary artery disease.

PureWay-C is buffered with the appropriate amount of calcium to make it **non-acidic** and gentle on the stomach. Citrus bioflavonoid complex has been added to the formulation to enhance the efficacy and antioxidant protection of Vitamin C.

References

1. Absorption rates and free radical scavenging values of vitamin C-lipid metabolites in human lymphoblastic cells, Weeks BS, Perez PP, *Med Sci Monit*, 13(10): BR205-10, Oct 2007.
2. PureWay-C supplementation: uptake, retention, and effect on plasma C-reactive protein and oxidized LDL levels in healthy volunteers, Pancorbo D, MD, Vanquez C, MD, Flechter MA, PhD, University of Miami, Abstract, 2007.