



PureWay-C®:

Another SuperSorb®

Enhanced Delivery System

PureWay-C®, is an exciting new form of Vitamin C in NanoReds10 that contains vitamin C-lipid metabolites that enhances delivery, availability, absorption kinetics, distribution, uptake, concentration, and utilization efficacy of essential vitamin C in the body. **PureWay-C®**, which also prolongs blood plasma and tissue retention of vitamin C, is another of our **SuperSorb®** *Enhanced Delivery Systems*.

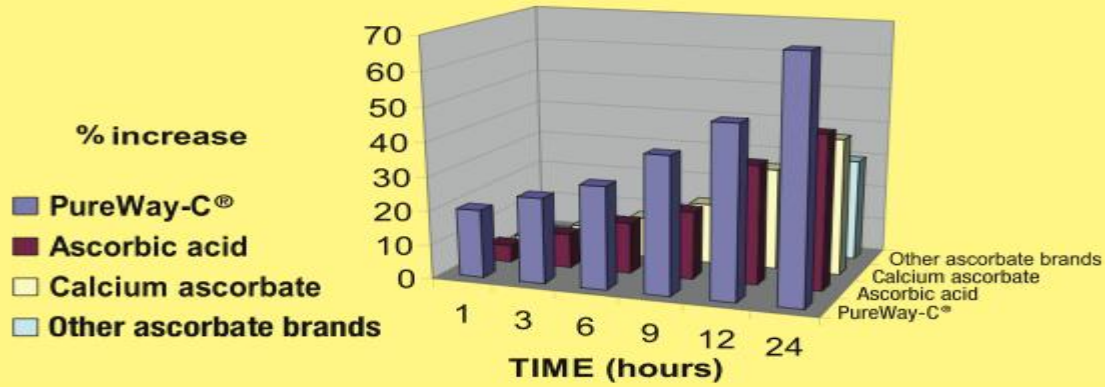
Scientific Research

Comparative research studies, including human trials, demonstrate that **PureWay-C®** is more rapidly absorbed and leads to higher plasma and cellular levels, having faster and *more beneficial effects than ascorbic acid, calcium ascorbate and other ascorbate brands*. These benefits* include:

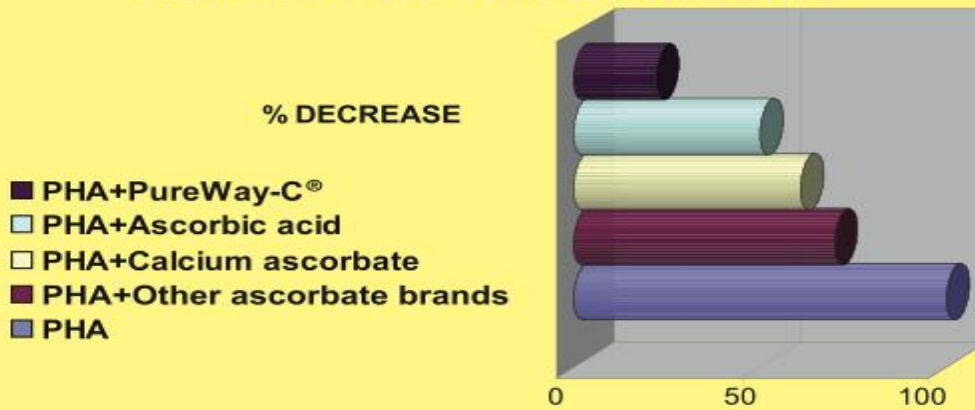
- Better stimulation of neurite outgrowth
- Increased fibroblast wound healing activities
- Increased protection of the immune system from xenobiotic induced inflammatory mechanisms
- Greater reduction of plasma levels of C-reactive protein and oxidized LDL
- More potent antioxidant and higher free radical scavenging
- More rapid absorption by cells than other forms of vitamin C
- Higher retention than other traditional forms of vitamin C
- Greater reduction of plasma levels of C-reactive protein and oxidized LDL in human clinical study. (Wellberry™)

(Over for More Science)

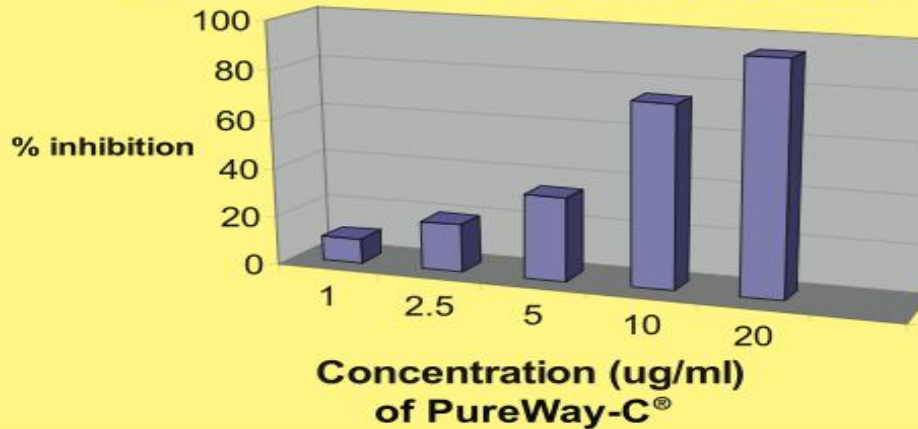
NEURITE OUTGROWTH



XENOBIOTIC-INDUCED T-cell INFLAMMATORY HYPERACTIVATION



DPPH radical scavenging activity



* Med Sci Monit 2007; 13(3): BR51-58; Med Sci Monit 2007; 13(10)