

A Vitamin REVOLUTION

[Kathleen Barnes](#)

PureWay-C®—A Vitamin C Revolution

As stated by Dr. Kidd, *totalhealth* science advisor, “Vitamin C is the indispensable water soluble antioxidant.” However being water-soluble, vitamin C is excreted from the human body very quickly, usually in a matter of hours. So we need to continuously replenish vitamin C into our body on a daily basis. If we miss a day’s intake, we quite literally may not have what we need at a specific moment to fight off an infection or other assault on our organism.

However, decades of scientific research have recently produced a solution to this dilemma with the discovery of a novel form of vitamin C formulation that is more quickly absorbed and retained in the body for a longer period of time than other tested forms of the vitamin C. PureWay-C is a revolutionary solution to the short life-span of vitamin C in the human body discovered by Innovation Laboratories, Miami, Florida, a specialty research and development company.

Made from ascorbic acid from at least eight different bioflavonoids from food sources and lipid metabolites made from vegetable sources Generally Recognized As Safe “GRAS”, PureWay-C is just that novel form of vitamin C that can stay in the body for much longer periods than other tested forms of vitamin C.

According to Pedro Perez, Ph.D. and president & CEO Founder of Innovation Laboratories, “Everyone needs vitamin C every day and while all vitamin C works, research shows PureWay-C helps get vitamin C into the cells more quickly, it helps keep those benefits at higher levels for a longer time and enhances all of the well-known benefits of vitamin C.” Clinical studies also show PureWay-C:

- Has more rapid and greater benefits on the nervous system, wound healing and the immune system.
- Is more rapidly absorbed at higher levels in human cells.
- Is better absorbed and is retained at higher serum levels by humans.
- Reduces plasma levels of C-reactive protein and oxidized LDL cholesterol.
- Delivers effective antioxidant and free radical scavenging activity using both ORAC and the DPPH methods.

Additional studies from a variety of university and laboratory groups confirm PureWay-C's better cellular uptake and absorption lead to enhancement of the known benefits of vitamin C, including:

- Heart protection
- Wound healing
- Cellular repair in nervous system
- Cellular repair in immune system
- Free radical scavenging potential

What Does This All Mean?

What does this mean to the average consumer of vitamin C supplements? For those who pop a vitamin C or two whenever a cold threatens, research indicates switching to PureWay-C® can get the immune-enhancing nutrients into the cells faster and keep them there longer, providing a better long-term protection against the viral infections that cause colds and flu.

And while many consumers take multi-vitamins that contain vitamin C, and they think of taking the individual supplement mainly to treat symptoms of a cold, increasing numbers of consumers are becoming aware of the general health benefits of vitamin C products that require special attention.

Vitamin C's well-known anti-inflammatory, cardio-protective and collagen-producing effects can easily be translated to the use of vitamin C supplements on a daily basis.