

ESTER-C®

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In order to understand how Ester-C® works, let's describe the vitamin C mechanism inside the body. When regular vitamin C is ingested, it is broken down and converted into metabolites. One of these metabolites, L-threonic acid, increases the amount of vitamin C that is absorbed by the T-cells of the immune system. Ester-C® calcium ascorbate contains a high concentration of calcium threonate – the calcium salt of L-threonic acid. This results in greatly enhanced vitamin C absorption.

Dr H. Hunt and Dr. T. Rice completed a study at the University of California at San Diego, which compared the use of Ester-C® ascorbate and Ester-C® with added threonate to regular vitamin C (ascorbic acid). The study demonstrated that Ester-C® ascorbate and the Ester-C® with added threonate reached levels of 300 percent and more than 400 percent respectively, above the final baseline level attained with ordinary ascorbic acid. Based on this data they concluded that Ester-C® calcium ascorbate/threonate complex provided a superior way to build vitamin C reserves in the important immunocompetent cells of the body, even when using modest levels (one gram) of supplementation.

Unlike regular vitamin C (ascorbic acid), Ester-C®'s unique, patented production process effectively neutralizes the acids in the intestine, allowing the vitamin C to be absorbed without excess gas, bloating and diarrhea.

As an added benefit, Ester-C® calcium ascorbate provides the body with part of its daily calcium requirement.

In summary, Ester-C® in comparison with ordinary vitamin C, is more bioavailable, stays in the body longer, and is used more efficiently by cells and connective tissues. Furthermore, it does not cause the digestive problems of traditional vitamin C.

Bioflavonoids

Bioflavonoids are water-soluble substances, which are naturally present in fresh fruit and fresh vegetables. Bioflavonoids enhance the uptake of vitamin C in the body, which protect vitamin C against oxidation and in turn help prevent inflammation and allergies. Bioflavonoids prevent ruptures of blood vessels, and therefore reduce tooth bleeding, bloody noses, and excessive menstrual bleeding.

In its natural state, vitamin C is almost always accompanied by bioflavonoids, which helps speed up its absorption. Bioflavonoids exert the same effect in the human body – helping the cells to absorb vitamin C. The combined effect of Ester-C® calcium ascorbate and bioflavonoids results in accelerated uptake of this important vitamin.

Bioperine®

To even further increase the bioavailability of the micronutrients in Ester-C®, Bioperine® has been added. Bioperine® is a standardized extract from the fruits of black pepper. Studies have shown that Bioperine® enhances the bioavailability of other compounds, including vitamin C by improving absorption by the intestine, by promoting better retention in cells, and by preventing metabolization in the liver.

Vitamin C with enhanced bioavailability

- Potent antioxidant
- Reduces the severity of the rhinovirus
- Upper respiratory infection

Vitamin C has important antioxidant properties, which provide the body with its main natural defense against continually produced free radicals. Free radicals are incomplete atoms or molecules that are the natural by-products of everyday metabolic, detoxification, and immune system processes. These unstable compounds attack nearby molecules in an attempt to become complete. Antioxidants act to neutralize these harmful substances, promote healthy cells and prevent cellular damage which is a leading cause of disease and aging.

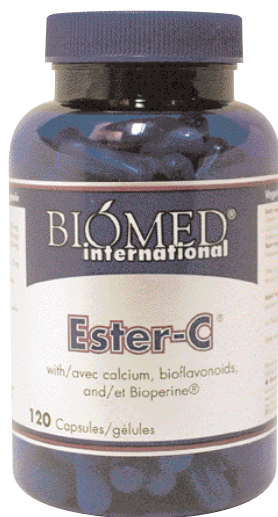
Besides its antioxidative activities, vitamin C assists with a broad range of bodily functions. By strengthening the immune system, vitamin C acts to ward off disease, most notably, the common cold and flu. Vitamin C promotes healthy teeth and gums, helps in the absorption of iron aids in the maintenance of normal connective tissue, and promotes wound healing. Since vitamin C is not produced in the body and cannot be stored for later use, it should be consumed every day.

What is Ester-C® ?

Ester-C® is a patented form of vitamin C containing non-acidic mineral ascorbates and natural metabolites. Metabolites are powerful boosters that help the body to efficiently absorb Vitamin C. Ester-C® has the ability to maximize vitamin C absorption.

Studies have shown that there are two important advantages of Ester-C®:

- 1) Several hours after taking Ester-C®, vitamin C concentration in the blood is twice as high as it would be after taking buffered or regular vitamin C.
- 2) The loss of vitamin C via urine after taking Ester-C® is six times lower than after taking ordinary vitamin C.



120 capsules

Each vegetarian capsule contains:

<u>Ingredients</u>	<u>Dosage</u>
Ester-C® (calcium ascorbate)	600 mg
Calcium (from Ester-C calcium ascorbate)	80 mg
Bioflavonoids	150 mg
Bioperine	3 mg

Other ingredients: vegetarian capsule (cellulose, water), magnesium stearate, silicon dioxide

ADULT DOSAGE: Take 1 capsule a day or as directed by a practitioner.

Contraindications:

Do not take during pregnancy or lactation. Do not use in individuals with known or suspected sensitivity to any of the above listed ingredients. This product should not be utilized by those with intestinal obstruction.

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