

Increased bio-available antioxidant vitamin C formula ideal for immune support and accelerated relief from cold and flu.

The Right C® is a patent pending, new form of vitamin C containing a special complex of unique metabolites called Riboperine™. It is a mixture of naturally occurring glucose polymer/metabolites/fractions (including Sugar Beet extracts) providing fraction of ribose and glycine. Riboperine™ is bio-enhancer metabolites and enhances the effect of Vitamin C in the GI absorption and increased plasma levels of Vitamin C up to 30%.

In human and animal clinical studies, The Right C® has been shown to exhibit greater absorption properties than conventional forms of vitamin C including Ascorbic Acid and Ester C®. Its enhanced absorption is due to its unique Enter-Cell™ and Multi-Path® technologies. As a result of its composition, The Right C® provides increased ability to "Enter the Cell" through "Multiple Pathways" therefore allowing more vitamin C to be available as the body requires it. The Right C is easy to take as it mixes well with water, juice or a smoothie.

"Conventional vitamin C, along with a score of other nutrients, utilizes only the Glucose pathway into the cells. This path can, due to reduced enzyme production, lessen or weaken the uptake of vitamin C into the cells and lead to the nutrient having to "wait in line" for absorption. Because of this, vitamin C can be totally or partially blocked. This unique product [The Right C®] has been complexed with other nutrients that choose other ways into the cells which give significantly better uptake and faster and better effect compared to regular vitamin C."

The Right C® not only recaptures the original neutral vitamin C ascorbate but it makes it work more efficiently than before as a pleasant, tasteless, wonderfully therapeutic drink.

"Anecdotal evidence indicates that tablespoon dosing provides relief from flu symptoms within 30 minutes. With aggressive doses in the first 48 hours, the duration of flu symptoms can be cut in half. A maintenance dose should then be taken for seven to ten days."

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Each half (1/2) teaspoon (2.5 g) contains:

Vitamin C (The Right C® sodium ascorbate)2.0 g

Non-medicinal ingredients: Sodium, Riboperine™

Side effects & contraindications: None Known.

HEALTH CANADA RECOMMENDED DOSAGE (adult): Take half (1/2) teaspoon (2.5 g) daily or as directed by a healthcare practitioner.

Other dosage options: Studies by Dr. Linus Pauling (two times Nobel Prize winner) have shown that taking large amounts of Vitamin C can greatly decrease the frequency and severity of a cold² and has other health benefits. High doses of vitamin C (thousands of mg) may lead to diarrhea. Yet this condition will usually cease, without harmful effects, once the dose is reduced. In fact, research has produced evidence that the onset of diarrhea may actually be used as an indicator of the body's true vitamin C requirement. Other research has shown that in the case of very sick patients (such as with cancer or influenza) evidence of diarrhea did not occur until ascorbate intake levels as high as 200 grams (1/2 pound) were reached⁴. These findings have prompted many practitioners to (depending on a patient's condition) prescribe vitamin C up to the point at which "bowel tolerance" is reached.

* Contact Biomed or refer to the Winter 2006 edition of Biomed Report for more information on the features and benefits of The Right C and additional study details pertaining to population samplings methodology and observed results

THE RIGHT C®

Unique Properties of The Right C®

- Fully reacted-non-acidic, pH neutral.
- Sodium molecule used for reaction has been shown to enhance entry of The Right C® into the cells via the body's sodium dependent pathways.
- A powerful vitamin C with Enter-Cell Technology™ - enters the body and does what vitamin C is supposed to do.
- Sodium used is different than table salt (sodium chloride) - no salt side effects.
- Contains 5% Riboperine™ metabolites, which have been shown to enhance the uptake of vitamin C; unlike Ester-type products, which contain only 1% of their metabolites.
- Complete water solubility, allows The Right C® to go into solution for better absorption.
- Helps reduce/eliminate intestinal upset.
- Powerful anti-oxidant activity.
- Enters the body through multiple pathways - Multi-Path® technology providing several routes for vitamin C to get into the system and to be absorbed by the cells.
- Not just a single molecule, but also an effective combination of nutrients formulated and manufactured to maximize the body's potential.
- A safe form of vitamin C that can be taken in large dosages without the side effects of many other forms of vitamin C.

Clinical Studies of The Right C®

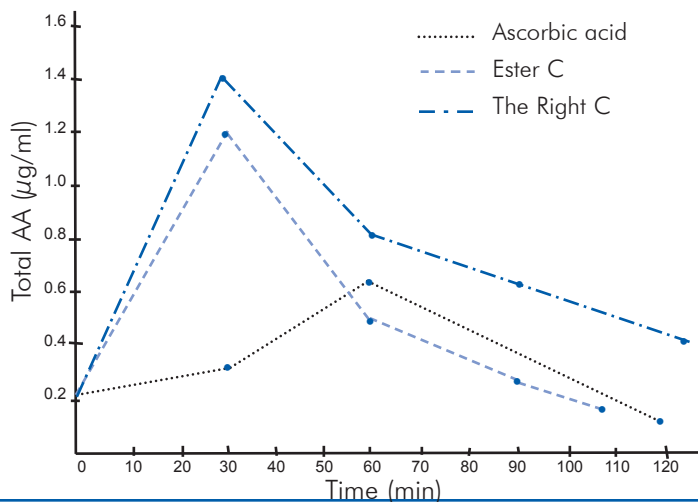
ORAL ABSORPTION STUDY OF VITAMIN C SUPPLEMENTS IN GUINEA PIGS (A Preliminary Report)

PURPOSE: To determine the plasma total ascorbate levels in guinea pigs after oral gavage of Ascorbic Acid, Ester C and The Right C at a dose of 8mgs/kg body weight as equivalent ascorbate activity (human dose equivalent of 560 mgs.)

RESULTS: The mean Total Ascorbate plasma concentrations (micrograms/ml) are given below.

	0	30	60	90 minutes
Ascorbic Acid	---	0.31	0.64	0.46
Ester C	---	1.02	0.49	0.25
The Right C	---	1.40	0.87	0.64
Control				

The data are graphically presented below.



CONCLUSIONS: At equal ascorbate activity doses, The Right C attains higher ascorbate plasma levels than Ester C or Ascorbic Acid. These higher levels are maintained for the entire test period. The Right C delivers 175% more ascorbate activity than maintained by an equal ascorbate activity dose of Ester C. The maintenance of plasma levels by The Right C is due to a more rapid & sustained oral uptake than Ester C or Ascorbic Acid. This is based on the fact that the down slopes of the plasma levels are at the same rate until return to baseline.

PRELIMINARY HUMAN STUDY TO DETERMINE THE BIOAVAILABILITY OF THE RIGHT C AND ESTER C IN A BLINDED CROSSOVER STUDY

PURPOSE: To determine the rate of oral absorption of The Right C (TRC) and Ester C (EC) by analysis of Total Vitamin C (ascorbic acid, AA) delivered to plasma at 90 minutes post-ingestion, using 10 healthy male subjects were randomized into two groups.

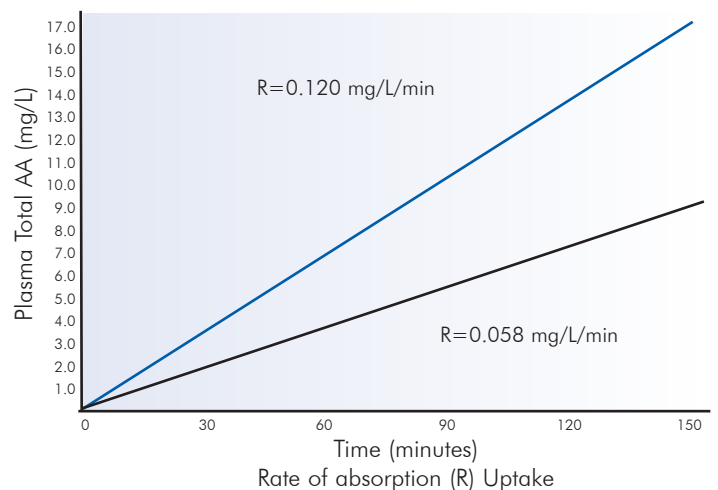
RESULTS AND DISCUSSION: The data indicates that The Right C formulation is absorbed more rapidly than Ester C by 107%. The Right C raises plasma AA levels more rapidly and higher than Ester C. Higher plasma levels promote more rapid increases in intracellular AA. Higher AA levels enable the cell to utilize AA at a higher rate in cell metabolism and provides superior anti-oxidant action in the plasma as well as the cell. On a whole blood basis TRC increases a liter of whole blood by 34.9 mg AA in four hours, while EC only increases this parameter by 7.7 mg per liter.

Table 1: Average Increase, above baseline, in Total Plasma AA (mg/L) at 90 min after ingestion of test material

Test Material	AA mg/L	SE Mean	Range
TRC	*10.9	0.88	9-14
EC	6.7	1.20	3.3-10.1

* p less than or Equal to 0.05

* TRC increased AA plasma level 63% compared to Ester C



References:

1. Harlan Lathi BSc Pharm., Pharmacist, Finlandia Natural Pharmacy
2. Pauling L. Vitamin C and the Common Cold. Freeman, San Francisco, CA, 1970.
3. Robert F. Cathcart III, M.D. Vitamin C, Titrating to Bowel Tolerance, Anascorbemia and Acute Induced Scurvy. Allergy Environmental and Orthomolecular Medicine, Medical Hypotheses, 7: 1359-1376; 1981.