

THE RIGHT C[®] Enhanced Formula



Supports the body in good health as a high antioxidant and energy enhanced formula.

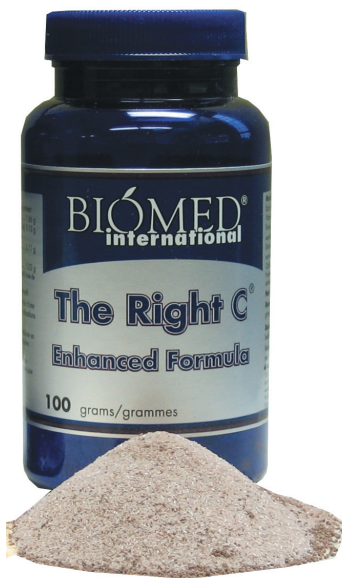
The Right C[®] Enhanced Formula contains vitamin C (from sodium ascorbate with Riboperine[®]) combined with Pomegranate, Optiberry[®] and Açai extracts for added antioxidant and energy support. Pleasant tasting, it mixes well with water, juice or other fruit drinks or smoothies.

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 Pomegranate (90:1 extract) being used in this formula contains 40% punicosides. It is a polyphenol made up of the group of punicalagins. It contains high levels of antioxidants - chemicals that reduce the cell damage typically created by free radicals during the natural biological process of oxidation. Research indicates that benefits relating to oxidative stress, atherosclerosis, hypertension and other cardiovascular ailments are delivered with as little as 50 ml (1.7 ounces) of pomegranate juice per day. The equivalent of 50 ml of pomegranate juice is delivered with 40-50 mg of pomegranate extract in "The Right C Enhanced Formula" per day. Therapeutic intervention with antioxidant polyphenols contained in pomegranate may promote a sustained correction of the perturbed shear-stress-induced proatherogenic profile in vitro and in vivo. It therefore may prevent atherosclerosis and its clinical sequelae¹.

Açai is often referred to as a "super fruit" from the Amazon and is popular in Brazil where it is being recognized as a good energy booster. This rich purple fruit, with higher concentrations of antioxidants than red wine, helps slow down our body's aging process and maintain good cardiovascular health.

....continued on back page



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

Vitamin C (The Right C [®] sodium ascorbate)	1,860 mg
Punica granatum 90:1 extract (Pomegranate)	130 mg
equivalent to 11.7 g of Pomegranate *40% punicosides	
Euterpe oleracea 4:1 extract (Açai, fruit)	110 mg
equivalent to 0.44 g of Açai *10% phenolic acid	
Optiberry [®] anthocyanin extract	30 mg
Proprietary blend of wild blueberry, strawberry, cranberry, wild berry, elderberry and raspberry.	

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 cold¹³ 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 requirement¹⁴. 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 reached¹⁵. 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.

THE RIGHT C[®] Enhanced Formula

Açai is also an excellent source of vitamins, minerals and essential fatty acids. It is rich in fibers beneficial in keeping a healthy gastrointestinal tract. The antioxidant capacities of all purple Açai samples were found to be excellent against peroxy radicals, good against peroxynitrite and poor against hydroxyl radicals. The contributions of the anthocyanins to the overall antioxidant capacities of the fruit were estimated to be approximately 10%². Cyanidin 3-glucoside (1040 mg/L) was the predominant anthocyanin in Açai and correlated to antioxidant content, while 16 other polyphenolics were detected from 4 to 212 mg/L.

Optiberry[®] is a standardized multiple berry anthocyanins extract manufactured by InterHealth Nutraceuticals. It includes wild blueberry, wild bilberry, cranberry, elderberry, strawberry and raspberry. Anthocyanins are common components of fruits and vegetables, in particular berries, which provide pigmentation (color) and serve as natural antioxidants. A growing body of scientific evidence has shown that anthocyanin-rich berries possess numerous potential health benefits and protective effect including antioxidant activity, cardiovascular protection^{3,4}, blood glucose support, anti-aging properties^{5,6}, urinary tract health, vision health^{7,8}, skin health⁹, brain function and mental clarity enhancement^{10,11,12}. Studies show that Optiberry[®] has potent antioxidant efficacy. Examination of animals fed Optiberry[®] and exposed to oxidative stress showed significant whole-body antioxidant protection as compared with control animals that did not receive the supplement.

* Refer to monograph on The Right C[®] for more information on the unique properties and clinical studies of The Right C or refer to the Winter 2006 edition of Biomed Report (available online at www.biomedicine.com).

References:

1. F. Nigris, S.W. Ignarro, L.O. Lerman, E. Crimi, C. Botti, G. Mansueto, F. P. D'Armiento, G. De Rosa, V. Sica, L. J. Ignarro and C. Napoli. Beneficial effects of pomegranate juice on oxidation-sensitive genes and endothelial nitric oxide synthase activity at sites of perturbed shear stress. Proceedings of the National Academy of Sciences of the United States of America. February 5, 2005.
2. Lichtenthaler R, Rodrigues RB, Maia JG, Papagiannopoulos M, Fabricius H, Marx F. Total oxidant scavenging capacities of Euterpe oleracea Mart. (Acai) fruits. *Int J Food Sci Nutr.* 2005 Feb;56(1):53-64.
3. Detre Z, Jellinek H, Miskulin M, Robert AM. Studies on Vascular Permeability in Hypertension: Action of Anthocyanosides. *Clinical Physiology and Biochemistry*, 4: 143-149, 1986.
4. Kadar A, Robert L, Miskulin M, Tixier JM, Brechemier D, Robert AM. Influence of Anthocyanoside Treatment on the Cholesterol-Induced Atherosclerosis in the Rabbit. *Paro Arterielle*, 5: 187-208, 1979.
5. Joseph JA, Denisova N, Fisher D, Shukitt-Hale, Bickford P, Prior R, Cao G. Membrane and Receptor Modifications of Oxidative Stress Vulnerability in Aging. Nutritional Considerations. *Annals of New York Academy of Science*, 857: 268-276, 1998.
6. Joseph HA, Shukitt-Hale B, Denisova NA, Bielinski D, Martin A, McEwen JJ, Bickford PC. Reversals of Age-Related Declines in Neuronal Signal Transduction, Cognitive, and Motor Behavioral Deficits with Blueberry, Spinach, or Strawberry Dietary Supplementation. *The Journal of Neuroscience*, 19: 8114-8121, 1999.
7. Perossini M, Guidi G, Chiellini S, Siravo D. Diabetic and Hypertensive retinopathy Therapy with Vaccinium myrtillus Anthocyanosides (Tegens) double Blind Placebo-Controlled Clinical Trial. *Annali di Ottalmologia e Clinica Oculistica*, 12: 1173-1190, 1987 (in Italian).
8. Bravetti GO, Fraboni E, Maccolini E. Preventative Medical Treatment of Senile Cataract with Vitamin E and Vaccinium myrtillus Anthocyanosides: Clinical Evaluation. *Annali di Ottalmologia e Clinica Oculistica*, 115: 109-116, 1989 (in Italian).
9. Roy S, Khanna, Alessio HM, Bagchi M, Sen CK. Anti-Angiogenic Property of Edible Berries. *Free Radical Research* 36: 1023-1031, 2002.
10. Bickford PC, Gould T, Briederick, L. Chadman K Pollock A, Young D, Shukitt-Hale B, Joseph J. Antioxidant Rich Diets Improve Cerebellar Physiology and Motor Learning in Aged Rats. *Brain Research*, 866: 211-217, 2000.
11. Bickford PC, Shukitt-Hale B, Joseph J. Effects of Aging on Cerebellar Noradrenergic Function and Motor Learning: Nutritional Interventions. *Mechanisms of Aging and Development*. 111: 141-54: 1999.
12. Joseph JA, Shukitt-Hale B, Denisova NA, Bielinski D, Martin A, McEwen JJ, Bickford PC. Reversals of Age-Related Declines in Neuronal Signal Transduction, Cognitive, and Motor Behavioral Deficits with Blueberry, Spinach, or Strawberry Dietary Supplementation. *The Journal of Neuroscience*, 19: 8114-8121, 1999.
13. Pauling L. Vitamin C and the Common Cold. Freeman, San Francisco, CA, 1970.
14. Robert F. Cathcart III, M.D. Vitamin C, Titration to Bowel Tolerance, Anascorbemia and Acute Induced Scurvy. *Allergy Environmental and Orthomolecular Medicine, Medical Hypotheses*, 7: 1359-1376; 1981.
15. Cameron E and Pauling L. Cancer and Vitamin C. Camino Books Inc., Philadelphia, PA, 1993.