

The Right C 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 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. (*See The Right C monograph for details).

Pomegranate (90:1 extract) in this formula contains 40% punicosides. It is a polyphenol made up of the group of punicalagins. It contains high levels of antioxidants 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 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.

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 that includes wild blueberry, wild bilberry, cranberry, elderberry, strawberry and raspberry. Anthocyanins are common components of fruits and vegetables, in particular berries, which provide pigmentation (colour) and serve as natural antioxidants. Scientific evidence shows 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.

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



Medicinal ingredients: Each teaspoon contains:

Vitamin C (The Right C® sodium ascorbate)	3.72 g
Riboperine® (<i>Beta vulgaris</i>) 12% Ribose	250 mg
Açai (<i>Euterpe oleracea</i>) 4:1 DHE: .88 g, 10% Phenolic acid.	0.22 g
Pomegranate (<i>Punica granatum</i>) 90:1 DHE: 23.4 g, 40% Punicosides	0.26 g
Optiberry® anthocyanin extract - Proprietary blend of:	
Wild blueberry (<i>Vaccinium angustifolium</i> , fruit)	30 mg
Strawberry (<i>Fragaria chiloensis</i> , fruit)	21 mg
Cranberry (<i>Vaccinium macrocarpon</i> , fruit)	4.5 mg
Elderberry (<i>Sambucus nigra</i> , fruit)	1.5 mg
Raspberry (<i>Rubus ideaus</i> , seed)	1.5 mg
Bilberry (<i>Vaccinium myrtillus L.</i> , fruit)	1.5 mg

Recommended dose (adults): Take half (1/2) teaspoon (2.255 g) daily or as directed by a health care practitioner.

Caution/warnings: Do not use if pregnant or breastfeeding.

Keep at room temperature in a dry, dark place. Keep out of reach of children. Safety sealed for your protection.

NPN 80012896 • 100 grams



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.

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 path ways.
- No salt side effects. Sodium ascorbate is different than table salt (sodium chloride).
- Contains 5% Riboperine™ metabolites for enhanced uptake of vitamin C; unlike Ester-type products, with 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 cells and body through multiple pathways - Enter-Cell Technology® providing several routes for vitamin C to get into the system and to be absorbed by the cells.
- 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.
- Suitable adjunct therapy in conjunction with vitamin C IV therapy.

Clinical Studies of The Right C® - Oral absorption study of Vitamin C supplements in guinea pigs

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 8 mgs/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.

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.

Bioavailability of The Right C® and Ester C® in a blinded crossover human 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. 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.

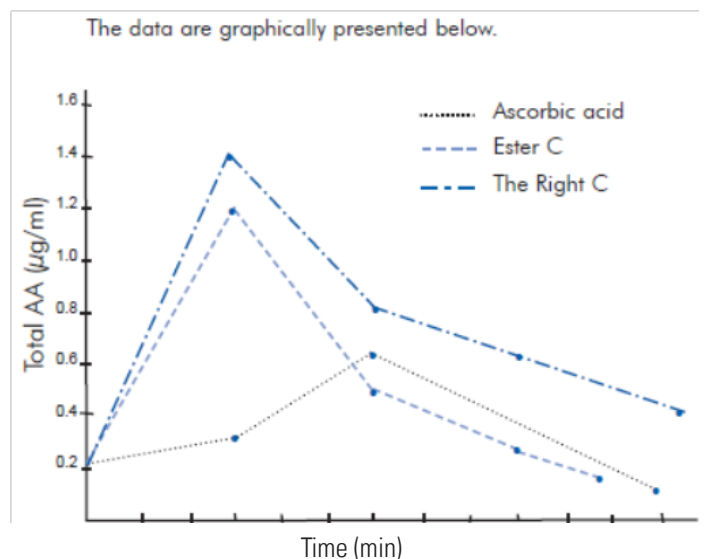
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	0	30	60	90 minutes
Ascorbic Acid	---	0.31	0.64	0.46
Ester C	---	1.02	0.49	0.25
The Right C	---	1.40	0.87	0.64
Control	---	---	---	---



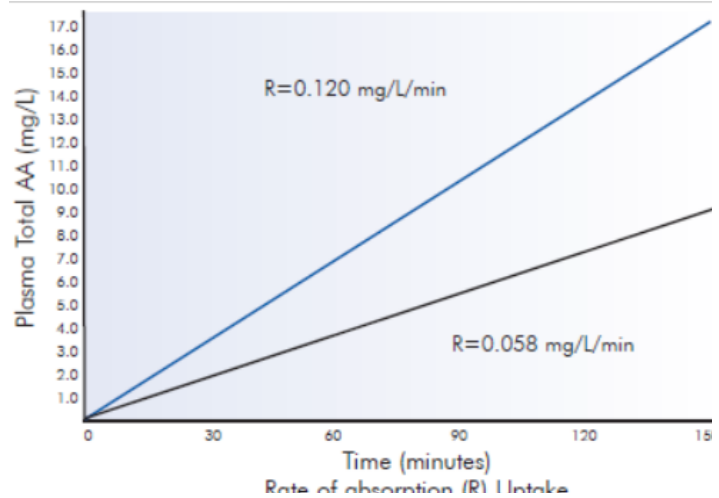
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Table 1: Average Increase, above baseline, in Total Plasma AA (mg/L) at 90 min after ingestion of test material

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



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