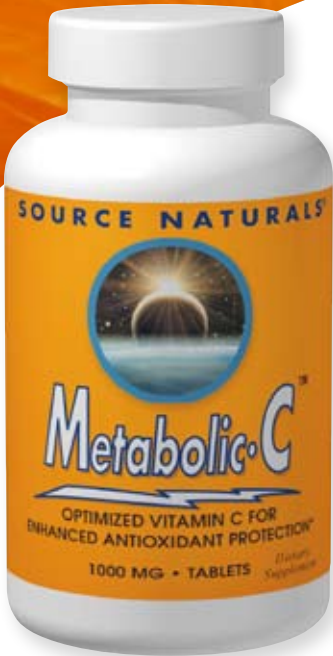


Upgrade to Vitamin C 2.0

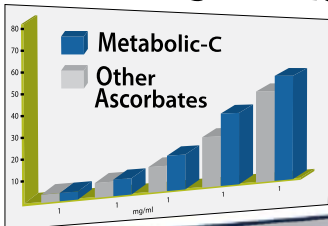


Your body is the most important operating system you will ever own, so make sure you are maintaining it with the best vitamin C available. Source Naturals is pleased to present METABOLIC•C™, the vitamin C of the future.

There is no better time to upgrade to a more powerful, more efficient vitamin C. How is METABOLIC•C different? Preliminary studies indicate that it enhances the uptake, absorption, distribution, and retention of vitamin C in the body. In other words, more C may enter more cells and stay there longer: this vastly increases the vitamin's benefits. The science clearly shows that whether you're interested in upgraded vitamin C for cell health, healthy inflammatory response, free radical scavenging activity, heart health, joint health, skin health, immune health, or any of the other benefits of vitamin C, METABOLIC•C may offer you more of what you take vitamin C for.

It's time for an upgrade.

Free Radical Scavenging Activity



metabolic-c.sourcenaturals.com



Most of us are aware of the powerful benefits of vitamin C; it is the most utilized vitamin in the world. Its antioxidants can benefit our entire bodies and support our immune systems, our circulation and our skin. So why change a good thing? Just as you have moved beyond your first PC, nutrition doesn't stand still either; a breakthrough upgrade to this critically important vitamin has been achieved.

METABOLIC•C employs naturally derived vegetable metabolites that preliminary cell culture tests suggest enhance the efficiency and strength of vitamin C. More C may enter more cells and stay there longer; this increases the vitamin's benefit to the body.

The Past

The benefits of vitamin C—even if it wasn't always called such—have long been known: Native Americans made a tea of pine needles as a health tonic and doctors as long ago as Hippocrates have recommended fruits and vegetables for health. Sailors in the British Navy were given a lime every day, to keep them well. Almost every plant and animal on earth manufactures its own vitamin C, but primates, including humans, can only get

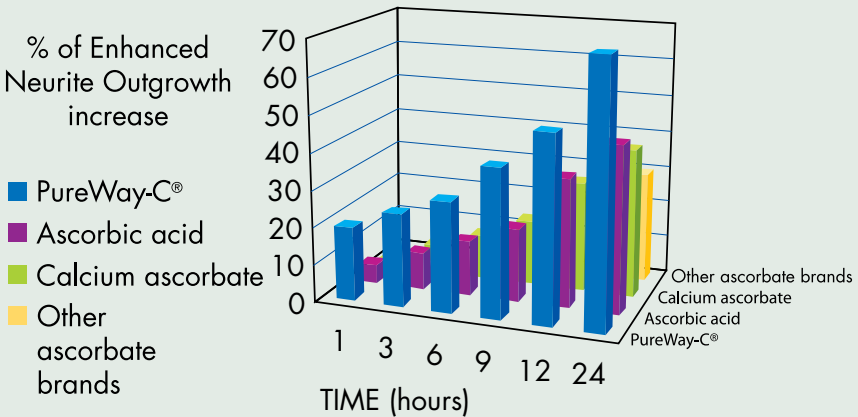
vitamin C from their diets, such as from bell peppers, broccoli, citrus fruit, spinach, tomatoes, and potatoes.

For decades, the conventional means of obtaining sufficient vitamin C was through ascorbic acid, the pure six-carbon hexose derivative. Now, however, because of the importance of vitamin C, scientists may have discovered a means of helping the body absorb and use the vitamin to its full potential.

The Future

METABOLIC•C combines ascorbate with a patent-pending mixture of citrus bioflavonoids and fatty acids from vegetables called PureWay C[®]. Studies indicate numerous benefits over ascorbic acid and ascorbates. The lipids in the formula may increase the cells' uptake and retention of vitamin C compared with either straight ascorbic acid or ascorbic acid mixed with dehydroascorbate, calcium threonate, xylonite or lyxonate. In fact, initial cell culture tests show that **METABOLIC•C** may enhance delivery, availability, absorption kinetics, distribution, uptake, concentration, and utilization efficacy of essential vitamin C.

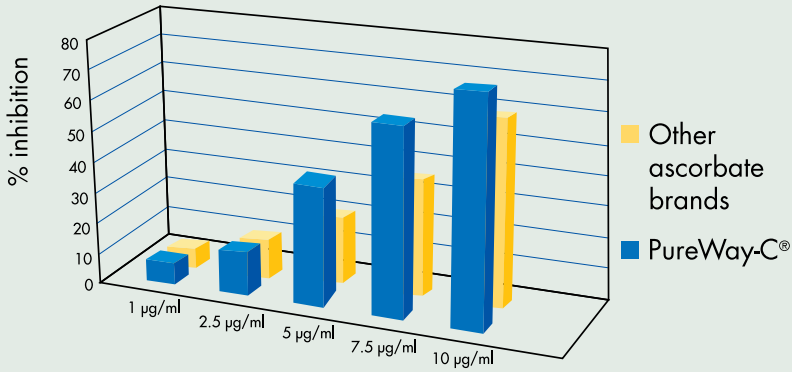
ENHANCED NEURITE OUTGROWTH



Enhanced Neurite Outgrowth

Vitamin C formulations enhance NGF-mediated neurite outgrowth. PC12 cells were treated with 100ng/ml of NGF and incubated for a 24 hour period and then these cells either received no further treatment, or were treated with 0.5 μ M ascorbic acid, calcium ascorbate, a popular ascorbate brand or PureWay-C[®]. After these treatments the cells were incubated over a 24 hour period during which the formation of neurites was assessed at hours 1, 3, 6, 9, 12, and 24.

DPPH radical scavenging activity

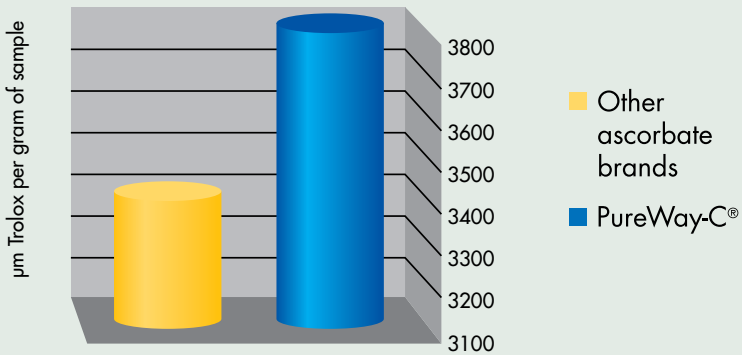


Remarkable antioxidant and free radical scavenging properties

Scavenging activity for free radicals of 1, 1-diphenyl-2-picryl hydrazyl [DPPH] has been used to evaluate the antioxidant activity of natural products. DPPH is a stable free radical with purple colour, the intensity of which is measured at 510nm spectrophotometrically. Antioxidants reduces DPPH to 1, 1-diphenyl-2-picryl hydrazine, a colourless compound.

PureWay-C is the sole source of vitamin C in Metabolic•C™

ORAC antioxidant capability



Results of an oxygen radical absorbance capacity (ORAC) assay.

(These values pertain only to the tested samples and applicable parameters)

Whether you're interested in enhanced response, or free radical scavenging activity, vitamin C for enhanced neurite production METABOLIC•C offers you more of what you for cell health, healthy inflammatory take vitamin C for.

Benefits of Metabolic C

Very few nutrients exist that have the broad impact of vitamin C. Of the twelve key health systems of the body identified in the *SystemiCare™* health care model, METABOLIC•C positively affects eight: Cells/DNA, Inflammation Response, Antioxidant Defense, Metabolism/Hormones, Liver/Detox, Circulation, Cognition/Nerves, Immunity, and Structure/Mobility.

- **Immunity** Vitamin C supports the body's immune system by enhancing the function of white blood cells. Vitamin C is concentrated in white blood cells up to 50 times higher than the surrounding tissues. This extends the life of the white blood cells by providing antioxidant protection from the very caustic free radicals that these cells secrete to attack foreign invaders.
- **Antioxidant Defense** Vitamin C is one of the most powerful antioxidants known, it donates a hydrogen atom to quench oxygen radicals, thereby helping prevent damage to cellular structures.
- **Structure/Mobility** The synthesis of collagen requires vitamin C, an important part of healthy skin. It is a necessary co-factor for enzymes that are needed to produce collagen, elastin and bone matrix.
- **Circulation** Vitamin C promotes healthy blood cells and healthy arteries. Insufficient ascorbic acid in the body leads to malformed collagen that does not properly form fibers.
- **Liver/Detox** Vitamin C supports detoxification. It is necessary for the catabolism of cholesterol to bile acids.

- **Inflammation Response** Studies indicate vitamin C promotes healthy inflammation response.
- **Cells/DNA** As an antioxidant, Vitamin C protects cells and DNA from free radical damage and enhances neurite outgrowth.
- **Metabolism/Hormones** Vitamin C is essential for proper metabolism of iron, tyrosine, and cholesterol.

The evidence and scientific research continue to mount in worldwide clinical exams and tests: vitamin C is one of the most important benefits to your health available today. It profoundly and effectively addresses critical health challenges facing us in the 21st century: heart health, brain and memory function, metabolic inflammation, and cellular health. For the sake of your health, we are pleased to provide you with the opportunity to upgrade your vitamin C.

References:

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These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.