

SOURCE



NATURALS
Strategies for WellnessSM

ACTIVATED QUERCETIN™

Stop and Smell the Flowers



Most of us like to stroll through the countryside.

Or play with our pets. Or eat our favorite foods.

Or just stop and smell the beautiful flowers.

But when our bodily systems are at odds with

the natural world, these simple pleasures

can be difficult to enjoy.

That's why the nutrition experts at

Source Naturals created

ACTIVATED QUERCETIN: a truly

hypoallergenic formula developed so we all can

enjoy the pleasures of nature.



Quercetin: A Unique Bioflavonoid

Quercetin is a unique bioflavonoid that has been extensively studied by researchers over the past 30 years. Bioflavonoids - first discovered by Nobel Prize Laureate Albert Szent-Györgyi in the 1930's - occur as pigments in plants, where they usually are found in close association with vitamin C. Together, bioflavonoids and vitamin C provide antioxidant protection, helping plants withstand harsh variations in wind, rainfall, temperature, and sunlight. Bioflavonoids also can be important to *our* optimal health - but they cannot be manufactured by our bodies.

Quercetin is no stranger to the human diet: for example, onions may contain up to 6% quercetin (dry weight). As a food supplement, quercetin is hypoallergenic, containing no citrus, wheat, corn, or other common allergens.

Histamine and Leukotriene Inhibition: Helping Us Enjoy the Natural World

Quercetin has a strong affinity for mast cells, the body's main storage unit for histamines. Like many other bioflavonoids, it has the ability to stabilize cell membranes, preventing histamines from spilling out of mast cells into the bloodstream and surrounding tissues. Also, quercetin helps inhibit the action of two enzymes - phospholipase A2 and lipoxygenase - which act on arachidonic acid (a key fatty acid constituent of many cell membranes) to create leukotrienes.

By inhibiting the release of histamines and leukotrienes into our bloodstreams, quercetin can leave us free to enjoy the natural world.

Activated for Absorption

Quercetin's main disadvantage is that it is barely soluble in water, and therefore difficult for the body to absorb. Without biochemical help, its beneficial properties may be of very limited use to our bodies.

There are lots of quercetin products on the market, but they won't do much good if the quercetin is not activated for use by the body. Source Naturals combines its quercetin with bromelain, an enzyme derived from pineapple that is known to increase the body's ability to absorb various substances. Bromelain also is

known to have many of the same histamine- and leukotriene-inhibiting properties as quercetin, so they enhance each others' performance.

Source Naturals ACTIVATED QUERCETIN contains vitamin C in a non-acidic form, magnesium ascorbate. Studies suggest that vitamin C has a synergistic relationship with quercetin, which improves quercetin's use by the body. Since the acidic form of vitamin C (ascorbic acid) can create mild stomach irritation, and since quercetin is best taken on an empty stomach to maximize absorption, a pH-buffered form of vitamin C such as magnesium ascorbate is preferable.

Combined Excellence

Source Naturals ACTIVATED QUERCETIN is a state-of-the-art quercetin complex. With 333 mg of quercetin in each tablet, and key additional ingredients to maximize quercetin's absorption and beneficial properties, ACTIVATED QUERCETIN is a potent formula. It gives you more help - so you can enjoy nature again.

Source Naturals ACTIVATED QUERCETIN is available in 50, 100 and 200-tablet bottles.

References

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Strategies for Wellness[™]

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