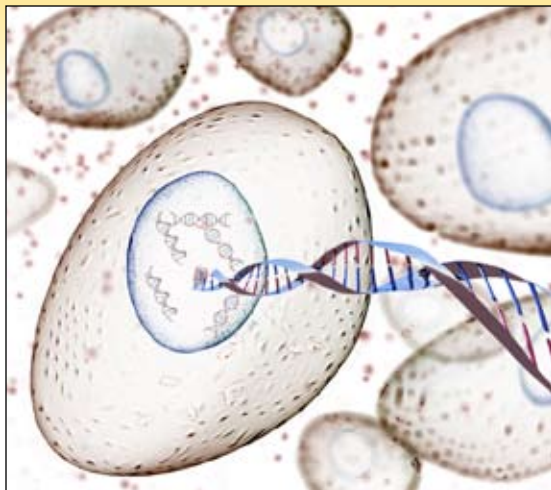


METABOLIC•C™

THE VITAMIN C OF THE FUTURE



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? Because METABOLIC•C is a C with a difference. It gives you more of what you take vitamin C for.

As scientific research advances, a breakthrough upgrade to this critically important vitamin has been achieved. METABOLIC•C employs Pure-Way-C® as the sole source of vitamin C in this formula. It is based on naturally derived vegetable metabolites that preliminary cell culture tests suggest enhance the uptake, absorption, distribution, and retention of vitamin C. In other words, more C can enter more cells and stay there longer: this increases the vitamin's benefit to the body.

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 nine: Cells/DNA, Inflammation Response, Antioxidant Defense, Metabolism/Hormones, Liver/Detox, Circulation, Cognition/Nerves, Immunity, and Structure/Mobility.

Source Naturals is pleased to present you with the Vitamin C of the future.



Strategies for Well-

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.

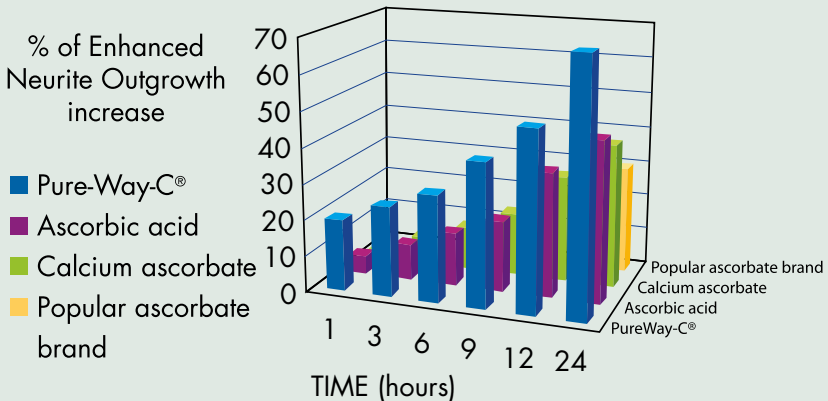
For decades, the conventional means of obtaining sufficient vitamin C was through ascorbic acid, the pure six-carbon hexose derivative. Now, however, because of the importance of vitamin C, scientists may have discovered a means of helping the body absorb and use the vitamin to its full potential.

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 dehydro-ascorbate, 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.

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

ENHANCED NEURITE OUTGROWTH

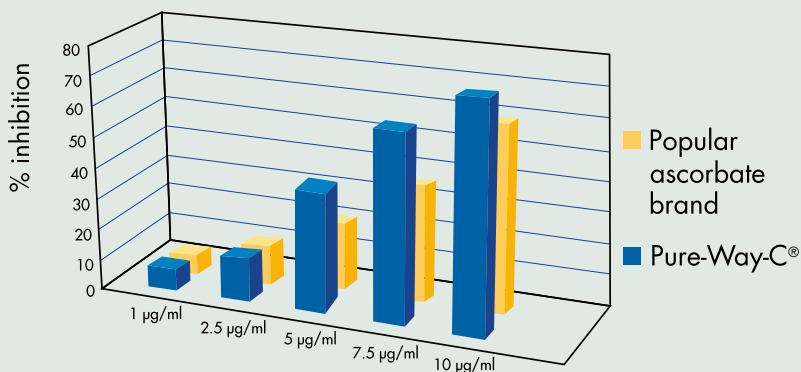


Enhanced Neurite Outgrowth

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.

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

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.

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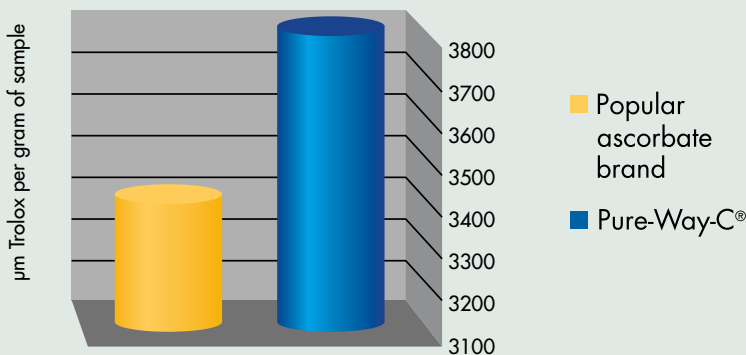
Benefits of Metabolic C

- Cells/DNA** As an antioxidant, vitamin C protects cells and DNA from free radical damage and enhances neurite outgrowth.
- Inflammation** Studies indicate vitamin C promotes healthy inflammation response.
- 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.
- Metabolism/Hormones** Vitamin C is essential for synthesis of catecholamine hormones, the hormones that promote neurotransmitter function.
- Immune** Vitamin C supports the body's immune system by enhancing the function of white blood cells

- Liver/Detox** Vitamin C supports detoxification.
- Circulation** Vitamin C promotes healthy blood cells and healthy arteries.
- Structure/Mobility** The synthesis of collagen requires vitamin C, an important part of healthy skin.

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, inflammation, and cellular health. For the sake of your health, we are pleased to provide you with the opportunity to upgrade your vitamin C.

ORAC antioxidant capability



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

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

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

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Strategies for Wellnesssm

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