

PREMIER VITAMIN C

Plant-Source Vitamin C

*Antioxidant, Immune &
Optimal Health Support**



A bowl of ripe amla fruit, a centuries old source of natural vitamin C.



THE VALUE OF PREMIER QUALITY VITAMIN C

- ▶ Whole nutrient vitamin C - without corn derivatives or synthetic ascorbic acid
- ▶ Supports immune system health in all four seasons*
- ▶ Offers well known antioxidant activity*
- ▶ Gentle on your stomach (no acidity as found in chemical vitamin C)

*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.

ALL NATURAL VITAMIN C IS TRULY A NUTRIENT EXTRAORDINAIRE

Premier Vitamin C features natural, plant-source vitamin C from selected botanical agents that naturally contain vitamin C. Unlike many vitamin C products, **Premier Vitamin C** offers a botanical vitamin C formula without synthetic ascorbic acid (ascorbic acid made in a test tube) or calcium ascorbate. The total vitamin C content of this formula is from organic Amla (a fruit extract) supported by naturally occurring co-botanicals, organic cilantro, rose hips, hesperidin extract and quercetin. This product delivers premier antioxidant power with natural free radical quenching activity for optimal immune support.*

AMLA – NATURE'S QUINTESSENTIAL VITAMIN C

Indian Gooseberry (*Emblica officinalis*), also known as “Amla - the wonderberry”, is a prized fruit in Ayurveda and known for its broad applications and immune benefits.* It has a full spectrum of beneficial properties and is recognized as the perfect nutritional agent for all 3 doshas (Vata, Pitta and Kapha), thus providing balance for the body's function according to its specific needs. Amla is one of the richest sources of natural vitamin C in the world. For example, it can provide 10 to 30 times the vitamin C content of a typical orange!

The amla fruit contains a vast array of vitamins and minerals as well as naturally occurring phytonutrients such as tannins, flavonoids and various polyphenolic compounds. The vitamin C content of amla is inherently bonded to its bioflavonoid constituents that guard it from premature degradation, thus protecting its antioxidant and immune supporting properties.* Science suggests phytochemicals such as emblanicin (hydrolysable tannins) may promote the recycling of naturally occurring L-ascorbic acid and offer potent antioxidant properties.* Because of this natural phytonutrient symphony, which includes bioflavonoids and other powerful synergists, co-factors and transporters, clinical evidence suggests that amla is far more effective, milligram for milligram, than the synthetic form of vitamin C, ascorbic acid.

ARE YOU GETTING ENOUGH VITAMIN C?

Do you eat the recommended five to nine servings of fruits and veggies every day? Probably not . . . and even if you did, you may not be getting enough vitamin C in your diet. Even if you eat vitamin C-rich foods, the vitamin C content is subject to degradation due to exposure to heat, air, light, handling and storage.

A landmark study (Journal of American College Nutrition, 2004) studied nutritional data from the U.S. Department of Agriculture (from 1950 and 1999) for 43 different fruits and vegetables. They found the vitamin C content had badly declined as well as declines in the levels of protein, calcium, phosphorous, iron and vitamin B2. This means that the fruits and veggies we are eating today contain about 30% less vitamin C than just a generation ago.

WHAT ARE THE BENEFITS OF VITAMIN C?

Vitamin C is an important, water-soluble vitamin that must be obtained through diet or supplementation. It acts as a free radical scavenger and antioxidant in addition to other important health benefits.* Vitamin C also supports the healthy biosynthesis of collagen and carnitine as well as neurotransmitter formation.*

BUYER BEWARE: AVOID SYNTHETIC VITAMIN C

Many consumers may not realize that many vitamin C products on the market today contain synthetically made ascorbic acid - or variations such as calcium ascorbate, magnesium ascorbate or potassium ascorbate. Despite marketing claims, these laboratory-produced powders are not natural vitamin C - and far from it. They are chemically synthesized molecules manufactured in a test tube and may be derived from genetically modified corn sugar. These synthetic molecules, at best, mimic only one component of the multitude of life-supporting nutrient complexes found in genuine, natural vitamin C.



NATURAL VS. SYNTHETIC VITAMIN C

Unlike humans, many animals can produce vitamin C in their own bodies and do not need to obtain it directly from food. However, humans are unable to produce vitamin C and must get it from their diet. Although ascorbic acid is the chemical name for vitamin C, it exists primarily in two forms: L-ascorbic acid and D-ascorbic acid. The L form can come from either a natural source (fruits, vegetables, herbs) or from synthetic forms (made in a test-tube). The D form does not exist in nature and is not typically used in supplements because it does not have the vitamin C content that the L form has. The “preferred” vitamin C form for the body is in the L form that has been derived from whole nutrient sources. One newer version, the liposomal form of vitamin C, is encased by a fat to increase uptake, but it may be formulated with synthetic ascorbic acid, and thus is not preferred.

GET YOUR VITAMIN C FROM WHOLE NUTRIENT SOURCES

Premier Vitamin C combines timeless nutritional wisdom with the power of live-source nutrients to provide the pinnacle of natural vitamin C benefits. We do not add any fillers, corn, gluten or synthetic ascorbic acid to artificially misrepresent the total natural vitamin C content on the product label.

NATURAL VITAMIN C: THE ONLY WAY TO GO!

The well researched health benefits associated with vitamin C are actually created by the entire, intricate, complex symphony of phytonutrients and supportive co-factors naturally found only in whole nutrient sources, not in isolated, synthesized molecules. In short, test-tube vitamin C simply cannot re-create the magnificence of a full spectrum, whole-nutrient vitamin C complex. To see how **Premier Vitamin C** is so exquisitely different from other vitamin C products, just open a capsule to view the beautiful natural colors. You are viewing a live-source, vibrant blend of natural ingredients right out of nature - from only natural sources of vitamin C.

Quite a contrast to the stark white powder of chemically made, isolated vitamin C that has been synthesized in a laboratory. Because **Premier Vitamin C** delivers 100% natural sources of vitamin C, it also provides naturally occurring, immune-associated supporting phytonutrients in their complete matrix that accompany natural, live-source nutrients.*

Premier Vitamin C offers a complete botanical vitamin C formula that provides a preferred source of natural vitamin C. Please enjoy this perfect, daily, natural vitamin C product to support you and your family.

INGREDIENTS:

Two Plant-Source Capsules Provide:

Vitamin C (from Amla Extract) 135 mg

Super C-Pro™ Blend 350 mg

Organic Amla (fruit) Extract, Organic Cilantro (Leaf) (*Coriandrum sativum*), Rose Hips (fruit) (*Rosa spp.*), Hesperidin [natural orange (fruit) extract (*Citrus spp.*) standardized to hesperidin min. 80%], Quercetin Dihydrate

Other Ingredients: Organic Rice Concentrate (*Oryza sativa*), Organic Stabilized Jasmine Rice Bran, Plant-Source Capsule (cellulose, water)

Suggested Use. Take 2 capsules daily or as directed by a health professional.

Code: 2300 (60 Plant-Source Capsules/bottle); Violite® Container R8.0