



The Most Advanced form of Vitamin C Available!
The Proof is in the Research!

Let PureWay-C® add a natural message to your label

PureWay-C® is an exciting new form of Vitamin C that contains vitamin C-lipid metabolites. This consumer friendly form enhances delivery, availability, absorption kinetics, distribution, uptake, concentration, and utilization efficacy of essential vitamin C in the body. PureWay-C® also prolongs blood plasma and tissue retention of vitamin C.

Scientific Research

Comparative research studies in vitro and in humans demonstrate that **PureWay-C®** is more rapidly absorbed and leads to higher plasma and cellular levels, having faster and more beneficial effects than ascorbic acid, calcium ascorbate and other popular ascorbate brands. These benefits include better stimulation of neurite outgrowth, increased fibroblast wound healing activities, increased protection of the immune system from xenobiotic induced inflammatory mechanisms, and greater reduction of plasma levels of C-reactive protein and oxidized LDL, as well as more potent antioxidant and higher free radical scavenging capabilities.*

*The information above appears published in *Med Sci Monit 2007; 13(3): BR51-58;*
Med Sci Monit 2007; 13(10) and additional unpublished research studies.

PureWay-C® offers an innovative, value-adding solution for companies focused on product improvements or exploring new opportunities to differentiate their brand.

PureWay-C® is available in various forms to fit numerous formulation needs. These include:

- ✓ Powders - Conventional particle size
- ✓ Powders - Micro-particles size range
- ✓ Powders - Nanoparticles size range
- ✓ Powders mixture/blends
- ✓ Granulated powders
- ✓ Tablets - single entity, multivitamin, and chewable
- ✓ Capsules

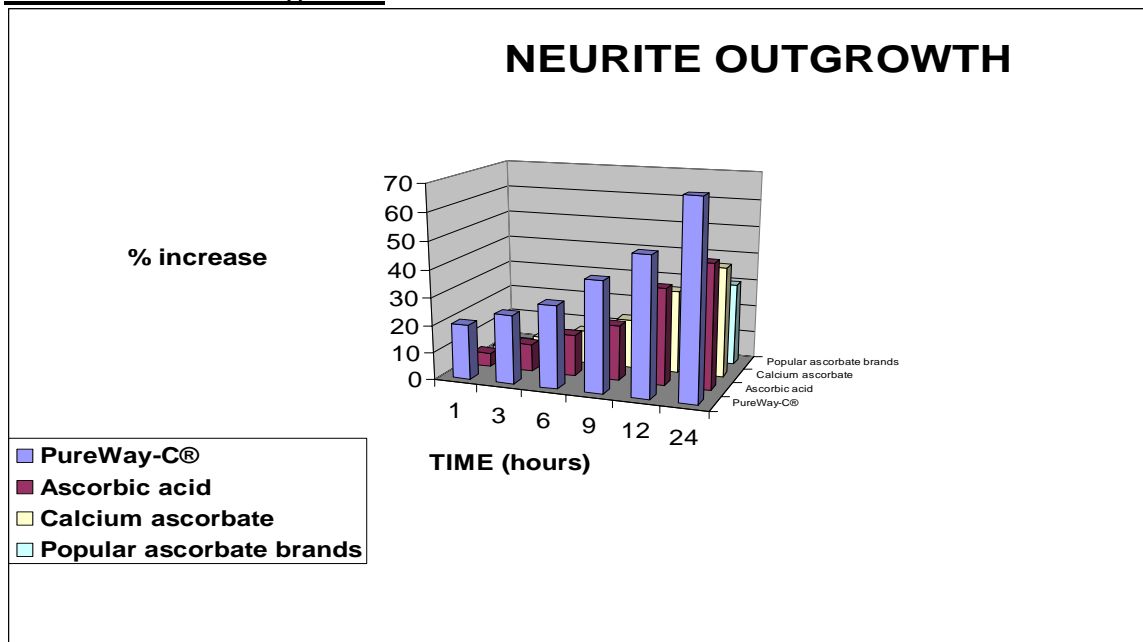
PureWay-C® has many applications and uses, including dietary and nutritional supplements, functional foods, dairy products, healthy beverages, cosmetics and personal care products, human and animal food, and pharmaceutical preparations.

PureWay-C®'s composition, manufacturing process and its methods of uses are patent-pending.

The Science Behind PureWay-C®

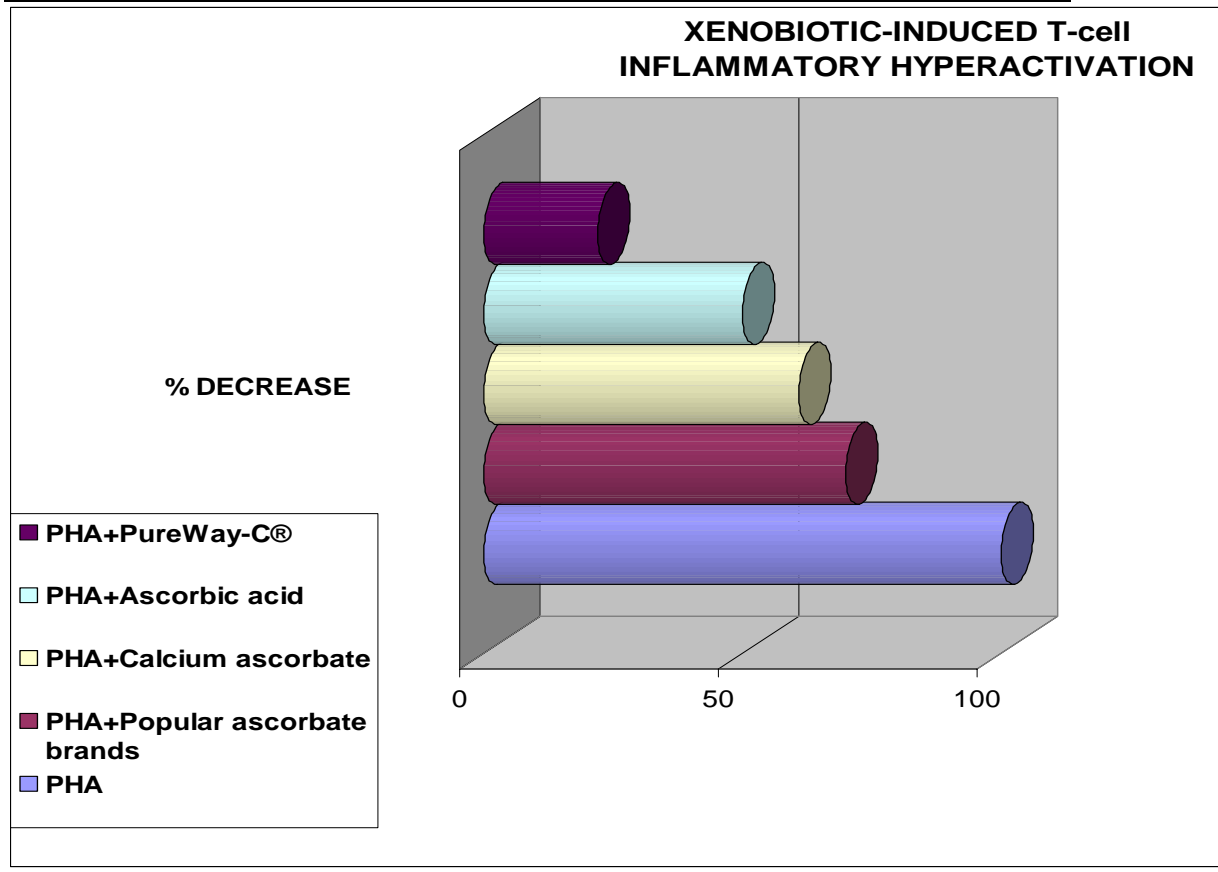
Vitamin C has been implicated in protecting the nervous system from neurodegenerative diseases, the promotion of wound healing and protection from xenobiotic-induced inflammatory damage. We present a new vitamin C formulation, PureWay-C® which is more active and effective than Ascorbic acid, Calcium ascorbate and other popular ascorbate brands with regard to stimulation of neurite outgrowth, fibroblast wound healing activities and the protection of the immune system from xenobiotic induced inflammatory mechanisms. The ability of PureWay-C® to quickly affect cell behavior is an indication of its rapid cellular uptake and improved activity in providing the benefits of vitamin C supplementation.

Enhance Neurite outgrowth



Vitamin C formulations enhance NGF-mediated neurite outgrowth. PC12 cells were treated with 100 ng/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, PureWay-C™ or other popular ascorbate brands. 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. Med Sci Monit 2007; 13(3): BR51-58

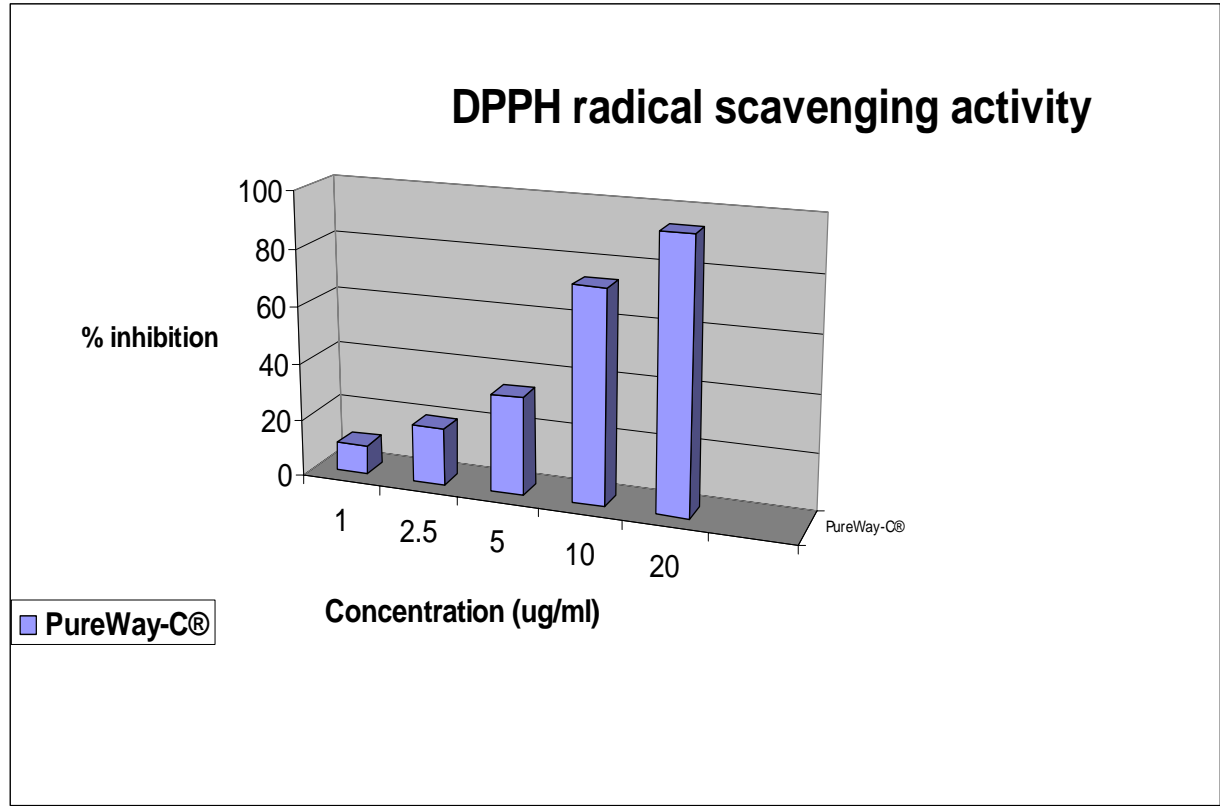
Reduce xenobiotic-induced leukocyte hyperactivity and inflammatory damage



Vitamin C formulations reduce phytohemagglutinin (PHA) induced T-cell aggregation. Human H9 CD4+ T-cells were treated with phytohemagglutinin (PHA) and then either given no further treatments (PHA) or treated further with 0.5µM Ascorbic acid, Calcium ascorbate, PureWay-C™ or other popular ascorbate brands. The cells were then incubated for 30 minutes and the number of cells per aggregate was determined. Med Sci Monit 2007; 13(3): BR51-58

- Research evidence supports PureWay-C® as an effective ingredient to significantly maintain healthy physiological and metabolic activities that are vitamin C dependent.*
- Research evidence supports PureWay-C® as an effective ingredient that could win the race to bioavailability of different form of vitamin C and reshape the way you care for your health.*
- Research evidence supports PureWay-C® as an effective ingredient and readily available source of vitamin C activity, and may be useful as an effective pharmacological product and as a promising daily dietary additive.*

Antioxidant and Free radical scavenging activity



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 color, the intensity of which is measured at 510nm spectrophotometrically. Antioxidants reduces DPPH to 1,1-diphenyl-2-picryl hydrazine, a colourless compound.

In summary, these data confirm and show that PureWay-C® may dose-dependently and significantly inhibit free radical. Dietary or supplemental PureWay-C® may provide efficient antioxidant protection to humans and animals from all these oxidation products or processes of oxidation that contribute to the pathogenesis of cancer, cardiovascular diseases, and other age-related diseases by cytotoxic, genotoxic and proinflammatory mechanism and atherosclerosis.

Emerging science suggest that PureWay-C® may help to maintain healthy physiological and metabolic activities that are vitamin C dependent, which may provide benefits to millions of people in the U.S. Learn how PureWay-C® can expand your product offerings and strengthen your competitive advantage.

Let PureWay-C® offer Natural Protection

Protecting your product's freshness, flavor, color and appetizing aroma are top priorities. That's why PureWay-C® natural antioxidant is a terrific solution for food developers and processors.

Let PureWay-C® add a natural message to your label

- **100% Natural Solution**
 - ✓ all-natural product
 - ✓ GMO-free and allergen-free
- **Easy to Use**
 - ✓ is highly versatile to fit your formulation needs
- **Effective in Wide Range of Products**
 - ✓ Does not impart a flavor, color or odor to final food product
- **A Source You Can Rely On**
 - ✓ Steady raw ingredient supply assures you of timely product availability
 - ✓ Short-and long-term inventory planning to match our customers' development and production cycles

PureWay-C® Main Applications

- **Solid and Liquid Formulations**
- **Food Fortification**
- **As an Antioxidant to Stabilized Oil and Fat-based Foods**
- **Direct Compression Tablets**
- **Hard-Shell Capsules**
- **Baked Goods Applications**
- **Cereal Applications**
- **Citrus Oil Applications**
- **Cosmetic/Massage Oil Applications**
- **Vegetable Oil Applications**
- **Pet Food Applications**
- **Poultry Fat Applications**
- **Functional Foods/Oil and Fats System**

PureWay-C® Fortification Offers Significant Marketing Opportunities

- ❖ **Strengthens brand differentiation**
- ❖ **Brings new users to your category**
- ❖ **Increases usage among established users**
- ❖ **Makes processed products and foods healthier**
- ❖ **Meets consumer desire to maintain healthier lifestyle**

Top reasons why PureWay-C® makes a difference:

- ❑ Unique Product
 - No competition from others with the same composition

- ❑ Efficacy
 - Documented efficacy in research studies (published, unpublished but already submitted to peer review magazine, and in progress with promising and positive superior results in humans) even when compared to other vitamin C preparations
 - ❑ **The Proof is in the Research!**

- ❑ Peripheral Benefits
 - More rapidly taken-up and absorbed by cells than other forms of vitamin C

 - More rapidly adsorbed and more highly retained by the human body than other traditional forms of vitamin C

 - PureWay-C® is directly associated with greater reduction of plasma levels of C-reactive protein and Oxidized LDL in human clinical study

 - Potent antioxidant and significant free radical scavenging capabilities

 - Faster and greater beneficial effects than other forms of vitamin C
 - ❑ More rapidly stimulated healthy neurons

 - ❑ More rapidly promoted wound healing

 - ❑ More rapidly protected immune system