

PUREWAY 
Antioxidant Super Nutrient

"PureWay-C™ outperforms
vitamin C by 233%!"

CERTIFIED

...for immune and
collagen
health!



The next generation Vitamin C for
superior absorption and results



NEW!



Certified Naturals™
PureWay-C™ Vitamin C
Capsules & Delicious
Chewables



Are you concerned about the functioning of your immune system?

Do you eat enough fruits and vegetables every day?

Are you supplementing with vitamin C?

Is your choice of vitamin C supplement the best available option?

Certified Naturals™ has created vitamin C formulations using PureWay-C™, a premium vitamin C that will help you to maintain immune function and form collagen for healthy bones, cartilage, teeth, gums and wound healing.

Vitamin C is crucial to human health

Vitamin C is an essential vitamin involved in numerous body functions. It is necessary for immune support and antioxidant protection. It is also required for the formation of collagen, which promotes wound healing and the maintenance of skin, hair, nails, teeth and bones. Humans must get vitamin C through their diet consistently, unlike many animals, as we can't produce or store it ourselves.

Vitamin C is just Vitamin C...right?

Of all vitamins, vitamin C is perhaps the most well known to the public. Over the last several decades, researchers such as Dr. Linus Pauling have highlighted the many benefits of vitamin C, making it the most supplemented of the single vitamins. Vitamin C is no longer used merely for prevention of basic diseases such as the scurvy that afflicted sea-faring sailors in the past – it is now looked at as a nutrient for optimizing health outcomes.

If we choose to supplement with vitamin C, it makes sense to select a form that is well absorbed by the body. The main form of vitamin C used for supplementation is ascorbic acid. Ascorbic acid is an excellent source of vitamin C as it exactly mirrors vitamin C in its natural state in foods such as fruits and vegetables. Our bodies immediately recognize ascorbic acid.

While fruits are an excellent source of vitamin C, it can still be difficult to intake optimal levels through fruit consumption alone. A medium orange, one of the best sources of C commonly available, contains only 70 mg of vitamin C. This small amount is suitable for preventing

scurvy,
but not
an optimal

amount. On the other

hand, when we eat fruits rich in vitamin C such as citrus fruits and berries, we are not only getting vitamin C. We also get a healthy dose of bioflavonoids, polyphenols and other beneficial natural antioxidant components not found in supplemental ascorbic acid.

There is a new form of vitamin C that helps us to get the potency of an ascorbic acid supplement with the natural complementary benefits of fruits, while maximizing the absorption of vitamin C. This innovative vitamin C is called PureWay-C™.

REFERENCES

1. Weeks, Benjamin S., et al. Absorption rates and free radical scavenging values of vitamin C-lipid metabolites in human lymphoblastic cells. *Med Sci Monit*. 2007; 13(10): BR205-210.
2. Weeks, Benjamin S., Pedro P. Perez. A novel vitamin C preparation enhances neurite formation and fibroblast adhesion and reduces xenobiotic-induced T-cell hyperactivation. *Med Sci Monit*. 2007; 13(3): BR51-58.
3. Pancorbo, Darlo et al. Vitamin C-lipid metabolites: Uptake and retention and effect on plasma C-reactive and oxidized LDL in healthy volunteers. *Med Sci Monit*. 2008; 14(11): CR.

PUREWAY
Antioxidant Super Nutrient



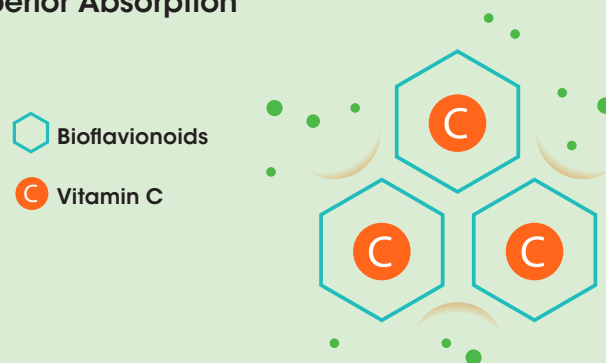
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PureWay-C™ is a superior form of Vitamin C

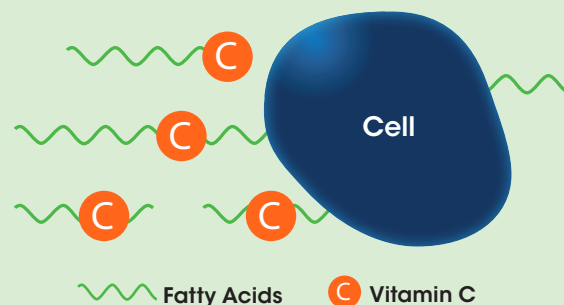
Developed by researchers in the United States seeking to deliver a more effective vitamin C form, PureWay-C™ builds on the benefits of ascorbic acid and maximizes its effectiveness.

PureWay-C™ is a vitamin C formulated in a complex of citrus bioflavonoids and fatty acids. The citrus bioflavonoids are plant pigments sourced from the *Citrus aurantium* L. species of bitter oranges. These bioflavonoids are a powerful source of antioxidants that help to protect the ascorbic acid in PureWay-C™ (see chart below). Also in the formulation are fatty acids sourced from rice oil. These fatty acids help to deliver the water-soluble vitamin C across the intestinal barrier and into the tissues where it is needed, while helping with retention.

PureWay-C™ Advantage: Superior Formulation, Superior Absorption



PureWay-C™'s vitamin C content is protected by the powerful antioxidant citrus bioflavonoids



PureWay-C™ is formulated with fatty acids from rice oil. The fatty acids act as a carrier for the vitamin C to improve intestinal absorption and delivery to the tissues.

PureWay-C™ is gentle and safe

PureWay-C™ is gentler on the stomach than regular ascorbic acid. The potential nausea, heart burn, cramps and diarrhea that are sometimes associated with high doses of ascorbic acid are not experienced with PureWay-C™. PureWay-C™ also contains no genetically modified organisms.

PureWay-C™ Vitamin: The Science

PureWay-C™ is backed by peer-reviewed published research.

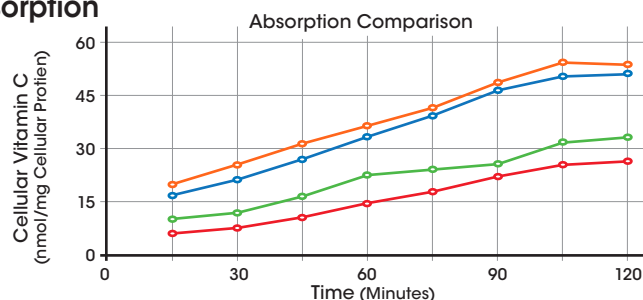
■ PureWay-C™ (PW-C)

■ Brand E-C (E-C)

■ Calcium Ascorbate (CA)

■ Ascorbic Acid (AA)

Absorption

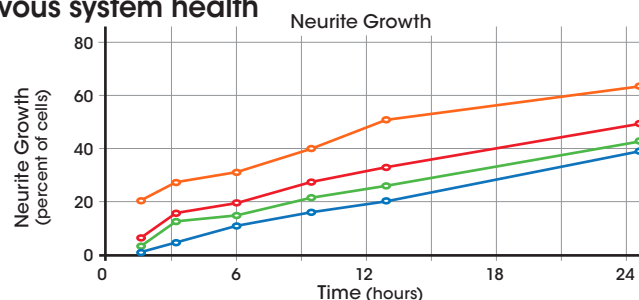


Comparative absorption studies using 1000 mg doses show that PureWay-C™ outperforms ascorbic acid, calcium ascorbate and the leading branded form of vitamin C. Versus regular ascorbic acid, PureWay-C™ is 233% better absorbed.¹

PureWay-C™ shows quicker uptake at each time point and remains available longer at the cellular level.

The more vitamin C the body has available to it at the cellular level, the more of its health benefits can be derived.

Nervous system health



Not only is PureWay-C™ better absorbed than other forms, but it is also more efficacious. This comparative study showed that PureWay-C™ is superior to other vitamin C forms at stimulating neurons to regenerate neurites (the connective projections between nerves).²

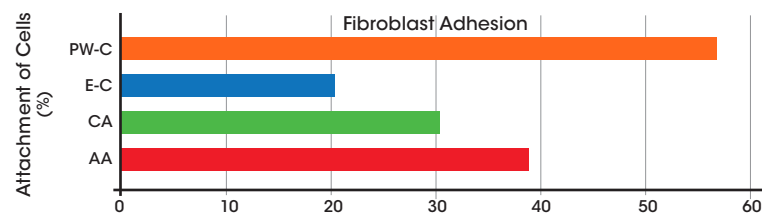
This indicates that PureWay-C™ intake has greater potential for benefiting and protecting a healthy nervous system.

Wound Healing

Vitamin C is well known for its ability to aid in wound healing and the formation of connective tissue.

In a comparative study, PureWay-C™ was more effective than other forms of vitamin C at promoting fibroblast adhesion.²

Fibroblast adhesion is a measure of wound healing effectiveness as fibroblasts help to form new collagen structures.



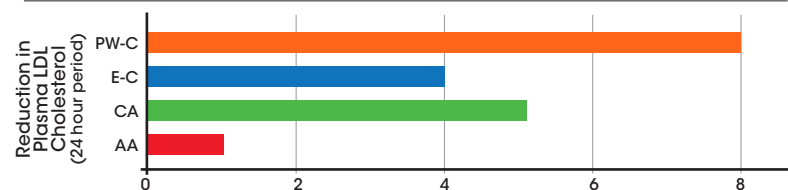
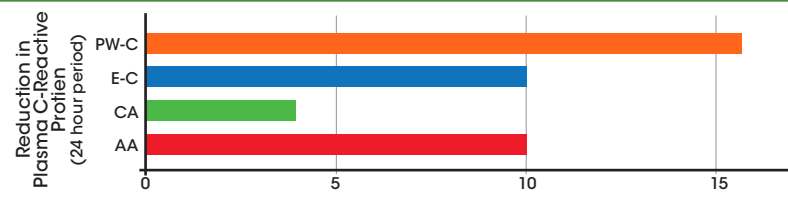
Cellular protection (oxidative stress)

Vitamin C is a powerful antioxidant that helps protect the health of cells.

In a comparative study, PureWay-C™ was more effective at decreasing C-reactive protein (CRP) in blood plasma versus other forms of vitamin C.³ CRP is an indicator of systemic inflammation.

In the same study, PureWay-C™ was also better able to lower levels of oxidative LDL (low density lipoprotein or "bad" cholesterol) in patients than other vitamin C forms.³

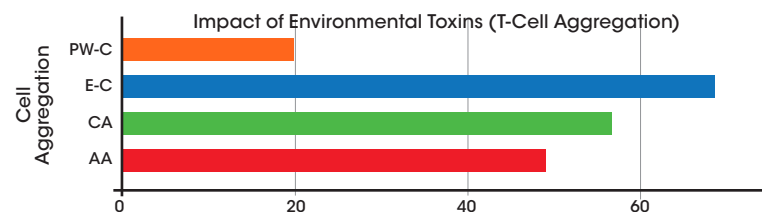
It is believed that PureWay-C™'s higher uptake and retention contributes to its superior performance.



Antioxidant support

In ORAC testing, PureWay-C™ has been shown to be a better scavenger of free radicals than several common natural antioxidants including green tea and cinnamon.³

PureWay-C™ also has shown to be superior at preventing a hyperactive T-Cell response after exposure to environmental toxins and to pesticides.²





PureWay-C™ Vitamin C 600 mg Plus Quercetin & Zinc Capsules

Certified Naturals™ combines 600 mg of vitamin C from PureWay-C™ together with the antioxidant quercetin and immune supporting mineral zinc, in a vegan capsule.

Recommended use: Helps maintain immune function. Helps in collagen formation to maintain healthy bones, cartilage, teeth and gums. Helps to maintain the body's ability to metabolize nutrients. Helps in wound healing and connective tissue formation. Maintains healthy hair, skin and nails. Helps to prevent vitamin C deficiency.

Recommended dose: Adults: Take 1 capsule, 1-3 times per day. Take with food, a few hours before or after taking other medications or natural health products.

Medicinal ingredients: Each vegetable capsule contains:

PureWay-C™ Vitamin C (ascorbic acid)	600 mg
Quercetin (dihydrate)	5 mg
Zinc (citrate)	2.5 mg

Non-medicinal ingredients: Citrus bioflavonoids, rice bran oil, colloidal silicon dioxide, microcrystalline cellulose, vegetable grade magnesium stearate and hypromellose (vegetable capsule).

KEEP OUT OF THE REACH OF CHILDREN. Do not use if under cap safety seal is broken.

Free from animal derivatives, artificial colours, artificial flavours, corn, gluten, wheat, lactose, dairy, preservatives, soy, added sugar, yeast and GMO materials.



PureWay-C™ Vitamin C 500 mg Tangy Orange Chewable Tablets

Certified Naturals™ has created the best-tasting way to take PureWay-C™ on the market. A delicious tangy, natural orange flavour, this chewable tablet is suitable for adults and children as young as 4.

Recommended use: Helps maintain immune function. Helps in collagen formation to maintain healthy bones, cartilage, teeth and gums. Helps to maintain the body's ability to metabolize nutrients. Helps in wound healing and connective tissue formation. Helps to prevent vitamin C deficiency.

Recommended dose: Adults (19 years +): Take 1-4 chewable tablets daily. Adolescents (14-18 years old): Take 1-3 chewable tablets daily.

Children 9-13 years old: Take 1-2 chewable tablets daily. Children 4-8 years old: Take 1 chewable tablet daily.

Medicinal ingredients: Each chewable tablet contains:

PureWay-C™ Vitamin C (ascorbic acid, sodium ascorbate)	500 mg
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Non-medicinal ingredients: Citrus bioflavonoids, rice bran oil, vegetable grade magnesium stearate, fructose, dextrates, monk fruit extract, xylitol, natural orange flavour, mixed tocopherol concentrate, carmine and turmeric.

KEEP OUT OF THE REACH OF CHILDREN. Do not use if under cap safety seal is broken.

Free from artificial colours, artificial flavours, gluten, wheat, lactose, dairy, artificial preservatives, soy, yeast and GMO materials.



Kid-Friendly!

Kids as young as four years of age will love taking their delicious daily vitamin C chewables!



Certified Naturals™ is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are

Certified...for your health.



www.certifiednaturals.ca

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