



Multi-targeted antioxidant power

Virtually
everything
found in whole
citrus fruits!



Why you need vitamin C

Vitamin C has long been thought of as the cold season antioxidant — but C doesn't stop there! A continuous, plentiful supply of vitamin C supports your immune system and promotes heart health, normal cellular activity, longevity, and more.*¹ That's a whole range of benefits you could miss out on if you supplement only during the cold and flu season!

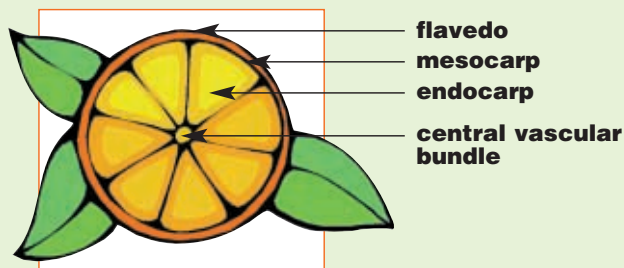


A recent study indicated that 30% of participants were vitamin C deficient² — not consuming the modest 60 mg RDA for vitamin C. How much C are you getting? You need this crucial antioxidant every day. Because it's water-soluble and can't be stored or manufactured by your body, it must constantly be replenished through your diet. Boost your vitamin C intake year-round with GNLD's unique whole-food vitamin C supplements!

5 juicy reasons to take GNLD Vitamin C

- 1 High-potency**, food-sourced vitamin C from corn and related food factors from oranges, lemons, and grapefruit enhance bioavailability. All-C and Powdered C also contain rose hips (the base of the rose bloom) and acerola cherries — nature's richest vitamin C sources!
- 2 Exclusive Neo-Plex Concentrate** helps your body better absorb and utilize vitamin C. This unique blend of whole citrus fruits provides virtually all the nutritional elements found in whole oranges, minus the water: these include juice, rind and pulp factors — so you get vitamin C, *bioflavonoids, flavedo, mesocarp, endocarp* and *protopectins!*

CHEMICAL CONSTITUENTS OF WHOLE CITRUS Flavonoids • Proto-pectins • Vitamin C



Research shows vitamin C stays in your body longer and is utilized better when consumed with natural, whole-food components.³

- 3 Other whole-food bioflavonoids** deliver broad-spectrum phytonutrients: *rutin* from buckwheat, *hesperidin* from grapefruit, and bioflavonoid complex from lemon.
- 4 Long-term potency assured.** Careful measurement and rigorous testing assures you receive full potency throughout the label-stated shelf life.
- 5 Variety.** Available in three potencies, three forms: chewable **All-C tablets** (200 mg), versatile **Powdered-C** (1,000 mg), and our exclusive **Threshold-Controlled C** tablets (425 mg) for controlled release over a 6-hour period.



The science behind the supplement

Why GNLD's Scientific Advisory Board created vitamin C supplements

Vitamin C influences virtually every function in your body, from bolstering immune system health to forming collagen and "recharging" fat-soluble vitamin E.*¹ It's tough to get enough vitamin C through your diet alone, because it's a fragile nutrient that's easily oxidized and attacked by enzymes — and it can be virtually destroyed during food harvesting and handling. For example, the vitamin C in fresh green beans can deteriorate 50% in the week between harvest and purchase! Vitamin C also dissipates quickly from cut fruits and vegetables, and escapes during food preparation.⁴ Knowing this, GNLD scientists developed three ultra-high-quality C formulas to help you get the nutrients you need, in the forms that you need them!

The benefits are easy to C!

Vitamin C delivers multi-targeted phytonutrient power! Scientific evidence shows that a diet rich in vitamin C supports:

- Immune system strength and production of white blood cells and antibodies.*⁴
- Antioxidant activity of cells, lipids, proteins, and DNA. Healthy response to colds and viral challenges.*⁴
- Normal, healthy cellular growth and activity in tissues and organs.*⁴
- Cardiovascular health and smooth arterial flow. Strong blood vessels, especially capillaries.*⁴
- Healthy stomach, upper airway passages, and digestive tract.*¹
- Optimal wound healing and healthy skin.*¹
- The body's healthy response to oxidative stress. Oxygen utilization, acclimatization to heat, and recovery after physical exertion.*^{5, 6, 7}
- Strong bones and teeth; healthy gums.*¹
- Eye health, especially the lens of the eye.*¹
- Long-term wellness and longevity.*¹

Vitamin C plays roles in:

- Formation of collagen, the major protein of connective tissue, cartilage and bone.*¹
- Development of carnitine, an essential agent involved with metabolism.*⁸
- Formation of brain neurotransmitters, including epinephrine, norepinephrine, and serotonin.*⁸
- Hormone synthesis as it relates to the body's stress response.*⁴
- Iron absorption, transport and storage.*¹
- Detoxification of harmful substances.*⁴
- Metabolism of amino acids, lipids (including cholesterol) and protein.*⁴
- Conversion of folic acid (a B-vitamin) to its active form.*⁴
- Regeneration of oxidized vitamin E, restoring its protective effect.*⁴
- Protection of other important vitamins and phytonutrients from oxidative damage.*⁴

Whole-food vitamin C for whole-body antioxidant power — only from GNLD!

References

- 1 Sadler MJ, Encyclopedia of human nutrition, Academic press, 1998.
- 2 Johnston CS et al, J Am College Nutr, 17:366-370, 1998.
- 3 Vinson JA et al, Am J Clin Nutr, 48:601-604, 1998.
- 4 Ensminger AH et al, Foods and nutrition encyclopedia, second edition, 1994, 296.
- 5 Brooks GA et al, Fundamentals of Human Performance, Macmillan publishing company, New York, 342, 1987.
- 6 Keith RE, Nutrition in exercise and sport, 2nd ed., Wolinsky I et al (Eds), CRC press, 159-183, 1994.
- 7 Brouns F et al, J Sports Med Phys Fit, 29:400-404, 1989.
- 8 Groff JL et al, advanced nutrition and human metabolism, West Coast Publishing Company, 341, 1995.

**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.*

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