



VITAMIN C

Blend

100 CAPS (800 mg)



Vitamin C, also known as L-ascorbic acid, is a water-soluble vitamin that is naturally present in some foods, added to others, and available as a dietary supplement. Humans, unlike most animals, are unable to synthesize vitamin C endogenously, so it is an essential dietary component.

Vitamin C is required for the biosynthesis of collagen, L-carnitine, and certain neurotransmitters; vitamin C is also involved in protein metabolism. Collagen is an essential component of connective tissue, which plays a vital role in wound healing. Vitamin C is also an important physiological antioxidant and has been shown to regenerate other antioxidants within the body, including alpha-tocopherol (vitamin E).

Ongoing research is examining whether vitamin C, by limiting the damaging effects of free radicals through its antioxidant activity, might help prevent or delay the development of certain cancers, cardiovascular disease, and other diseases in which oxidative stress plays a causal role. In addition to its biosynthetic and antioxidant functions, vitamin C plays an important role in immune function and improves the absorption of non-haeme iron, the form of iron present in plant-based foods.

Insufficient vitamin C intake causes scurvy, which is characterized by fatigue or lassitude, widespread connective tissue weakness, and capillary fragility.

PRODUCT INFORMATION

Each capsule provides:

Calcium ascorbate	756mg
Magnesium ascorbate	44mg
Capsule shell: Hydroxypropyl methylcellulose (HPMC)	118mg

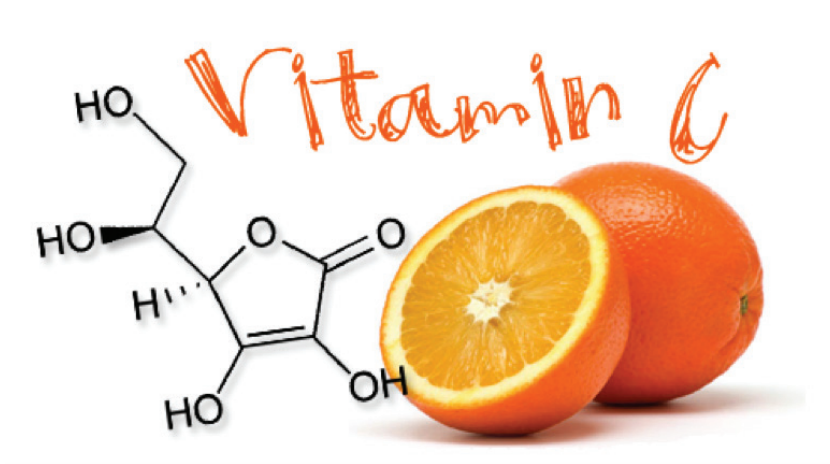
Directions:

Take 1 or 2 capsules, 1 to 3 times per day or as advised.



The intestinal absorption of vitamin C is regulated by at least one specific dose-dependent, active transporter. Cells accumulate vitamin C via a second specific transport protein. In vitro studies have found that oxidized vitamin C, or dehydroascorbic acid, enters cells via some facilitated glucose transporters and is then reduced internally to ascorbic acid.

Oral vitamin C produces tissue and plasma concentrations that the body tightly controls. Approximately 70%–90% of vitamin C is absorbed at moderate intakes of 30–180 mg/day.



The total body content of vitamin C ranges from 300 mg (at near scurvy) to about 2 g. High levels of vitamin C (millimolar concentrations) are maintained in cells and tissues, and are highest in leukocytes (white blood cells), eyes, adrenal glands, pituitary gland, and brain. Relatively low levels of vitamin C (micromolar concentrations) are found in extracellular fluids, such as plasma, red blood cells, and saliva.

Health Benefits of Vitamin C

Treatment of the Common Cold: Vitamin C enhances the immune system of our body, which protects us from colds and coughs. It facilitates the absorption of iron and therefore strengthens the body's resistance to infection. It also fights against viruses.

Lowering Hypertension: People with hypertension are at a high risk of developing cardiovascular diseases. The supplement of vitamin C intake helps in lowering the body's blood pressure.

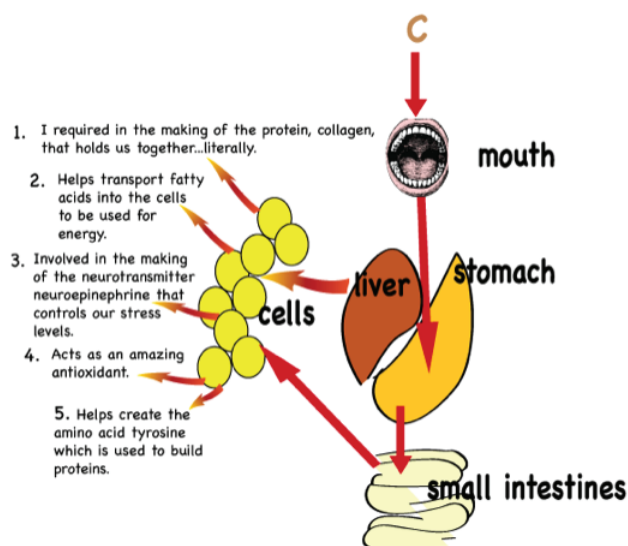
Treatment of Vasodilation: Treatment with vitamin C has effectively resulted in the proper dilation of blood vessels in the cases of atherosclerosis, congestive heart failure, high cholesterol, angina pectoris and high blood pressure. Results have been found that supplements of vitamin C improve blood vessel dilation and protect cardiovascular health.

Cure of Lead Toxicity: Lead Toxicity is a severe health problem found mostly in children, especially in urban areas. Abnormal development and growth has been found in some children who are exposed to lead. They develop behavioural problems, learning disabilities and also tend to have a low IQ. It may damage the kidneys and increase blood pressure in adults. Vitamin C supplements can reduce the blood lead level.

Curing Cataracts (Eye Disorder): Cataracts are the most common conditions of visual problems. A decrease in the level of vitamin C in the lens of the human eye has been found more common when cataracts are present. An increase of vitamin C intake increases the blood supply to the ocular areas of the body.

Treatment of Cancer: Researchers have found that a high consumption of fresh vegetables and fruits have a link to a minimized risk for various types of cancer. Studies have also shown that increased consumption of vitamin C is connected with a decreased possibility of cancers of the lungs, mouth, vocal chords, throat, colon, rectum, stomach, and oesophagus.

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Combating Stroke: Vitamin C also helps in reducing the risk of stroke, a type of cardiovascular disease. A diet full of vegetables and fruits supplies a good quantity of vitamin C, which maintains the appropriate blood pressure level. It also protects the body from free radicals which could be the reason for the stroke.

Mood: Vitamin C plays a key role in the production of neurotransmitters like norepinephrine. They affect the mood of a person, and they are critical to the proper functioning of the brain.

Immunity: Immunity is another important benefit of this vitamin. Vitamin C is widely known for its contribution to the immune system of the body and its stimulation of white blood vessels.

Wound Repair: Vitamin C also helps to repair wounds. It facilitates the growth of the connective tissues, which speeds up the process of healing wounds.

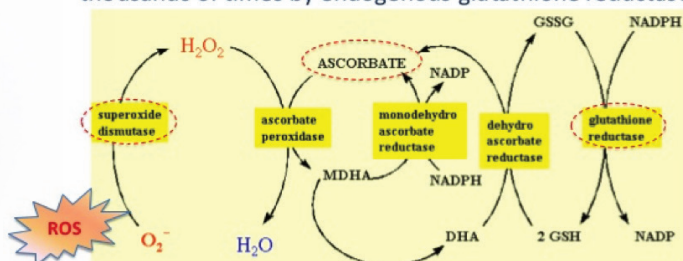
Controlling Asthma: Ascorbic acid also helps to reduce the symptoms of asthma. It helps to protect against the harmful effects of pollution in the human body, which often results in asthma-like symptoms.

Curing Diabetes: One of the chief reasons for diabetes, as found by various studies, is low levels of vitamin C. Supplements of vitamin C are beneficial as a cure for diabetes, as they help in the processing of insulin and glucose.

Preventing Heart Diseases: Adequate amounts of vitamin C is essential for the protection of blood vessels from the damage that free radicals can cause them. This could be a major cause of a heart disease called atherosclerosis. Vitamin C acts as a preventative agent of this heart disease, as well as various other cardiac problems.

Vitamin C recycling

- Vitamin C (ascorbate) neutralizes oxidants 1-for 1
- Dehydroascorbate (oxidized vitamin C) is readily recycled thousands of times by endogenous glutathione reductase



- Elevated blood glucose inhibits reuptake and recycling of dehydroascorbate

VITAMIN C BLEND delivers both calcium and magnesium ascorbates (alkaline forms of vitamin C) which are much gentler on the stomach than pure ascorbic acid, in a vegetarian capsule.