

# FAST FACTS



Vitamin C, the body's main water-soluble antioxidant, strengthens immunity, aids wound healing, and supports overall good health. Besides its own powerful antioxidant role, it is an integral part of the body's antioxidant 'defence team' and helps 'recharge' the body's main fat-soluble antioxidant, vitamin E. Vitamin C is needed to make collagen, the cellular 'cement' that provides structure to skin, bones, blood vessels, and other tissues. Diets rich in vitamin C are linked to increased longevity and decreased risks for cancer, stroke, atherosclerosis, and cataracts. GNLd provides three excellent choices to boost your vitamin C intake; Vitamin C Threshold Control for sustained release over six hours or more, Powdered C to boost the vitamin C content of foods and beverages, and delicious Neo-C for a chewable option.

## Vitamin C – *Antioxidant protection for your body.*

### Why Vitamin C?

- As an **essential nutrient**, vitamin C is required for overall vitality and plays important roles in maintaining the health of connective tissue, blood vessels, immune system cells, gums, teeth, bones, and other tissues and organs.
- As a **potent water-soluble antioxidant**, vitamin C helps protect body fluids and the watery portions of cells from free radical damage, thereby promoting good health and slowing the ageing process.
- Vitamin C is an important member of a team of nutrients – including carotenoids, flavonoids, vitamin E and a number of minerals – that **fortifies the immune system**, bolstering resistance to disease.
- Vitamin C, in conjunction with a healthy diet, plays an important role in maintaining the **healthy growth and development of tissues** throughout the body.
- Vitamin C may help **protect heart and blood vessel health**.
- Vitamin C helps to **maintain healthy antioxidant levels in the lungs** and **promotes efficient respiratory function**.
- People with high dietary vitamin C intakes have low rates of certain degenerative eye diseases, suggesting that vitamin C plays an important role in **maintaining good eye health**.
- Athletes and exercise enthusiasts need adequate vitamin C to ensure **optimal oxygen utilisation, acclimatisation to heat, work capacity and recovery after exertion**.
- **People experiencing stress deplete vitamin C** at a faster rate and may therefore require a higher dietary intake to replace losses.
- **Pregnancy increases the need for most nutrients, including vitamin C**, thereby increasing the importance of an adequate nutrient intake.

### Why GNLd Vitamin C?

- **High-potency, high-purity vitamin C and vitamin C-related factors from oranges, lemons, and grapefruit enhance bioavailability.** Neo-C and Powdered C also contain rose hips and acerola cherries – nature's richest vitamin C sources!
- **GNLd's exclusive Neo-Plex Concentrate provides virtually everything from whole oranges except the water:** juice factors (vitamin C, bioflavonoids, etc.), and rind and pulp factors (including flavedo, mesocarp, endocarp, and protopectins).
- **Other wholefood bioflavonoids assure broad-spectrum protection** – rutin from buckwheat, hesperidin from grapefruit, and bioflavonoid complex from lemon.
- **Long-term potency assured.** Made with 10-20% more vitamin C than claimed by the label to assure full potency throughout the guaranteed shelf life.
- **Three potencies, three forms.** Available as chewable tablets, a tangy powder, and our exclusive Threshold-Controlled tablets.

*Numerous studies link diets rich in vitamin C with increased longevity, enhanced cardiovascular health, healthy growth of the body's cells, and good eye health.*



**INTERNATIONAL**

For more information please contact your local GNLD Distributor

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Vitamin C 3/04

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## The GNLD Challenge:

**GNLD delivers high-potency, high-purity vitamin C plus all the other beneficial plant nutrients found in wholefood vitamin C sources, as Nature intended.**

GNLD's three Vitamin C wholefood nutritional supplements are superior to their market competitors. We are so confident that our products are without peer that we dare the competition to brave the "GNLD Vitamin C Challenge." For a vitamin C supplement to be equivalent to GNLD's Vitamin C, it must meet the following criteria:

	GNLD Vitamin C	Competitors Products
<b>High potency, high purity vitamin C plus related factors</b> from oranges, lemons, grapefruit, and for Neo-C and Powdered C, rose hips and acerola cherries.	✓	?
<b>Contains Neo-Plex Concentrate.</b> Virtually all the nutritional elements in whole citrus.	✓	?
<b>Other wholefood bioflavonoids, including rutin and hesperidin.</b>	✓	?
<b>Potency guaranteed</b> throughout the shelf-life.	✓	?
<b>Variety.</b> Chewable tablets, unique powder, and our Threshold-Controlled formula.	✓	?