

This vitamin C formula is accompanied by two other ingredients: bioflavonoids and rose hip, which have anti-inflammatory and antiviral properties and increase the effects of vitamin C.

This formula has the advantage of possessing a GRADUAL EFFECT, which means the action it exerts on the body is distributed little by little over several hours, between 4 and 8, depending on each individual.

**Ingredients:** L-Ascorbic acid, bulking agent (microcrystalline cellulose), citrus bioflavonoids, carrier (hydroxypropyl cellulose), rose hips (*Rosa canina*), anticaking agents (silicon dioxide, magnesium salts of fatty acids and dicalcium phosphate), carrier (vegetable fatty acids), time-release coating (glazing agents: polyvinyl alcohol, talc, polyethylene glycol and polysorbate 80).

#### Nutritional information

#### 1 tablet (1 848 mg)

Vitamin C	1 000 mg (1 250%*)
Citrus bioflavonoids (50% hesperidin)	150 mg
Rose hips	50 mg

NRV: Nutrient Reference Value in %

**Contains no:** Preservatives, artificial flavour or colour, sugar, milk or milk products, starch, wheat, or yeast.

#### Size and format:

60 tablets

#### Recommended daily dose:

1 tablet daily.

Do not exceed the stated recommended daily dose.

#### Indications and uses:

Different studies have shown that the ingredients of VITAMIN C PLUS are well known for their antioxidant properties and for stimulating the immune system, helping prevent and treat common colds and the flu. Several clinical studies show that it is possible to shorten the duration of the common cold by taking between 500 mg and 1000 mg of vitamin C every 2 hours. It has anti-inflammatory and antiviral properties and is essential for collagen formation. It is important for the proper development and maintenance of connective tissue, teeth, gums, bones, ligaments and blood vessels. It promotes iron absorption and folic acid metabolism. It fights the symptoms of fatigue and stress. It can prevent the development of cataracts.

#### Cautions:

It is recommended to consult a health-care practitioner before use if you are pregnant or breast-feeding, if you are treated with medication, especially anticoagulants, or if you have a special medical condition.

**VITAMIN C:** This vitamin is not produced by the body, so it must be ingested every day, whether through adequate portions of fruit and vegetables or supplements.

Vitamin C plays an important role in human health since it forms part of the antioxidant defence system, helping protect cells against oxidative damage, and reducing the negative effects this process has on the development of certain chronic pathologies associated with cardiovascular disease and neurological disorders, bone and joint pathology, diabetes and cancer. Specifically, when it comes to cardiovascular health, it impedes the oxidation of LDL cholesterol and prevents oxidative damage to blood vessel walls. Its benefits extend to a reduction of arterial pressure, decreased risk of coagulation and reinforcement of vascular and capillary endothelia. Along with other antioxidants, it has a prominent role in ocular health as it delays progression to age-related macular degeneration and vision loss<sup>(1-4)</sup>.

It supports the immune system by increasing defence cells and has proven to be effective at reducing the symptoms and duration of the common cold. It also has a positive effect on connective tissue, as it intervenes in the formation of collagen, structural fibres that are essential for proper bone, teeth, cartilage, gum, skin and blood vessel function. Vitamin C is also involved in the synthesis of neurotransmitters and peptide hormones for proper nervous system and psychological function<sup>(3-6)</sup>.

Vitamin C contributes to proper cell energy production, reducing tiredness and fatigue and improving iron absorption from plant sources, making it especially important for vegetarians and vegans. It is also associated with better sports performance, since vitamin C is a co-factor of carnitine and increases cardiac capacity. It favours proper immune response during and after intense physical exercise<sup>(4,6-8)</sup>.

Gastrointestinal absorption of ascorbic acid occurs through an active transport process as well as through passive diffusion. At low gastrointestinal concentrations of ascorbic acid, active transport predominates, while at high gastrointestinal concentrations, active transport is saturated, leaving only passive diffusion. In theory, slowing the speed of stomach emptying (for example, by taking ascorbic acid with food) should increase its absorption.

In some cases, vitamin C supplementation in large amounts can cause diarrhoea<sup>(7)</sup>.

**BIOFLAVONOIDS:** Bioflavonoids are a class of water soluble plant pigments. Fruits and vegetables that are rich in vitamin C, especially citrus fruits, are often a rich source of bioflavonoids.

One study on five men and three women found that 500 mg of ascorbic acid from a natural citrus extract contained bioflavonoids, protein and carbohydrates, and were absorbed more slowly, with 35% more bioavailability than synthetic ascorbic acid alone<sup>(8,9)</sup>.

**ROSEHIP:** Rosehip contains a high amount of vitamin C, offering protection from scurvy. It is effective against colds and protects the body from disease by giving it resistance. It's an excellent reconstructive agent in cases of convalescence<sup>(10)</sup>.

#### References:

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