



AMLA – C®

Amla-C® is a better vitamin C because it is real and whole, not a part of vitamin C like ascorbic acid. **Amla-C®** sourced from amla berries containing naturally occurring vitamin C and other naturally occurring factors including bioflavonoids, ellagic acid, and tannins. Naturally buffered and easy on the stomach. Highest naturally occurring whole food source of vitamin C of any traditional food.

Ingredients: Emblica officinalis extract.

Indications: Vitamin C Supplementation.

Packaging/Size: 90 Tablets

- Contains Only **Naturally Occurring** Vitamin C from Himalayan Amla berries.
- A Unique Vitamin C - that you can actually **Feel**.
- A New and Superior source of **REAL** Vitamin C with 60 mgs C per Each Tablet (RDA).

If a Vitamin C product is not Naturally Occurring, then it is Not Real. Amla-C has *No Added Ascorbic Acid or Ascorbates – Nothing added.*

- The specially prepared and extracted Amla fruit concentrate in Amla-C contains naturally occurring bioflavonoids (Rutin, Hesperidin, and Quercetin), Tannins and Ellagic Acid. Nothing else compares or *Feels* the same.
- Amla-C Assimilates like real food, because it *is* real food (a fruit concentrate). Amla berries are the highest *naturally occurring* source of ripe fruit Vitamin C in the World.

True, real Vitamin C comes from a **NATURALLY OCCURRING** Source within a food matrix of bioflavonoids and other Vitamin C related factors, not a man-made isolated chemical source. If you want to be sure you are getting a real, natural Vitamin C product then look at the label. If the source of Vitamin C in the product is really natural, then the label should say: "Naturally Occurring Vitamin C" or an equivalent statement. Truthful labeling requires that if a Vitamin C is added *indirectly*, through a medium such as yeast or spiked into yeast or a yeast base or other medium then the claim of "naturally occurring" should not be made and if it is made then it is not true. Here is why: Some products have a yeast or other base that is spiked with man-made ascorbic acid or ascorbates, but the label claim often says "Vitamin C from Food Source" referring to the yeast or other medium as the food source. This is a very misleading labeling practice because the yeast or other medium was *spiked* with synthetic Vitamin C and often other synthetic nutrients and so the Vitamin C in the medium was not naturally occurring at all. Again, if the label does not say that the Vitamin C material in the product is naturally occurring then it may be derived from laboratory/chemically made ascorbic acid or another ascorbate type chemicals added either directly or indirectly.

Bioavailability of natural vs. synthetic vitamin C

Studies show that naturally occurring citric source vitamin C is more bioavailable. A long term study, at the 74% confidence level, showed the (Vit. C) to be many more times bio available than Ascorbic Acid in the serum.

References:

1.. Vinson J.A.; Bose P., "Bioavailability of Synthetic Ascorbic Acid and a Citrus Extract", Annals of the New York Academy of Sciences, 3rd Conference on Vitamin C, 1987, 498, 525-526.

'Citrus Extract has been shown in guinea pigs and humans to be more absorbed than Ascorbic Acid and to remain in the body for a longer period of time. Citrus Extract is thus the preferred form of ascorbate for supplementation.'

2. Vinson J.A., "Comparison of Natural and Synthetic Vitamin C on the Formation of Sugar Cataracts", 1984, Unpublished Data.

'The natural Vitamin C was more effective than synthetic Vitamin C -In decreasing both the rate of cataract formation and the severity of such cataracts.'

3. Vinson J.A., "Comparative Bioavailability of Synthetic and Natural Vitamin C in Guinea Pigs", Nutrition Reports International, 1983, 27, 4, 875-880.

'The bio availability of the natural Vitamin C was significantly greater than that of the synthetic Ascorbic Acid.'

4. Vinson J.A., "Bioavailability of Vitamin C", 1991. Unpublished Data.

'Citrus extract was 1210% more bioavailable than USP Ascorbic Acid.'

5. Vinson J.A., "Citrus Extract and Human Lipids", 1988, Unpublished Data.