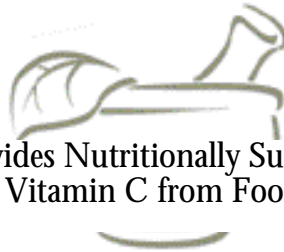


DAILY C-500

FOOD COMPOUND VITAMIN

Vitamin, Mineral & Herbal Formula

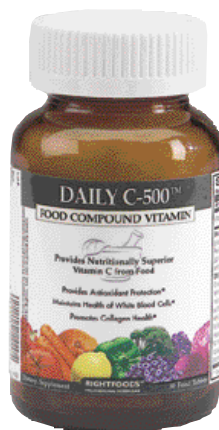


Provides Nutritionally Superior
Vitamin C from Food

Provides Antioxidant Protection

Maintains Health of White Blood Cells

Promotes Collagen Health



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*Product Rationale
By Cynthia Pileggi*



RIGHTFOODS™ DAILY C-500

Rationale

The fundamental reasons and logical basis used to formulate RightFoods™ Daily C-500.

To Maximize Nutrient Utilization by Providing A Complete Active Range™ of Foods In A Broad Spectrum Formula.

No Nutrient Works Without The Benefit Of Food.

The latest research indicates that Food Compounds in food are needed to deliver nutrients to the cells. When these factors naturally occur you have the most efficient delivery mechanism. Food is the most effective method of nutrient delivery.

RIGHTFOODS™ Provides The Foods That Make The Vitamins And Minerals Work.

Recent science has proven that food is the key to nutrient delivery and utilization. Cutting edge scientific research on optimum health maintenance and preventative care indicates the undeniable importance of food. The broadest spectrum of Food Compounds from food, and the factors found in food, such as pigments, the enzymes and protein chaperones, are the most direct path to optimal Health.

A Broad Range Of Supplemental Components.

The human body needs a broad spectrum of nutrients to maintain optimal health. Eating to stay healthy is not as easy as it seems. A study in the July 16, 1999, issue of *Science* reports that people living in the United States and other industrialized nations often fail to obtain recommended daily minimums of essential nutrients. This is despite the fact that meals contain a nearly endless variety of food.

Research reveals an enhanced physiological response is obtained from moderate amounts of a broad spectrum of foods and food compounds. This broad spectrum of moderate supplemental and nutritive components provides greater health benefits than large amounts of one isolated supplement fraction or the isolated active constituents of a plant.

Vitamin C is an essential vitamin for good health and needs to be replenished daily to maintain optimal levels in the body. Factors such as smoking, illness, prescription drugs, physical activity, stress, and caffeinated beverages tend to quickly deplete vitamin C stores in the body. If any of the factors above apply to you, health care professionals recommend taking a vitamin C supplement in addition to your daily Food Compound Vitamin.

Daily C-500™ by RightFoods™ is designed to provide vitamin C with nourishing food compounds to maintain optimal white blood cell production and antioxidant protection.

RightFoods™ has created **Daily C-500™** by skillfully combining vitamin C with nourishing foods such as oranges, lemons, and green peppers. These foods are naturally rich in vitamin C and complimentary food compounds. Current research has identified food compounds to have several significant health-promoting roles in the body, including acting as powerful antioxidants, detoxifiers, and immune stimulators. It has been proven, a diet composed mostly of fruits, vegetables, and whole grains is essential to achieve and maintain good health. These foods are good sources of vitamin C and are rich in supportive food compounds. Since the average American diet lacks enough servings per day of fruits and vegetables, it is

important to choose **Daily C-500™**, a Food Compound Vitamin that supplements your diet with essential vitamin C and a selection of the right foods rich in food compounds. Food compounds are the key to complete nutrition and wellness.

Each of the thousands of identified food compounds has been placed by its organic structure into one of the seven classes: terpenes, organosulfurs, phenols, organic acids, polysaccharides, lipids, and amines. A diet that includes all seven classes is vital to optimal health because each food compound class exhibits unique health-promoting activities in the body. In fact, many studies have found food compounds collectively function to promote a healthy immune system. **Daily C-500™** is created from a select group of 28 foods to fully represent each food compound class. This representation is called the Complete Active Range™. Each tablet of **Daily C-500™** includes foods such as oranges, lemons, spinach, kale, carrots, tomatoes, wild blueberries, peppers, and more. No other vitamin C supplement provides as much or as many vitamin C rich foods as **Daily C-500™** by RightFoods™.

With a few exceptions, Vitamin C supplements are made with ascorbic acid. What most people do not know is that ascorbic acid is only a part of how vitamin C naturally exists in food and in the human body. Vitamin C as it exists in nature is actually an intricate network of several different food compounds including bioflavonoids, ascorbigen, ascorbic acid, and enzymes that are attached together to create a synergistic complex that works together (see figure 1). It is this complex that is responsible for Vitamin C's inherent antioxidant activity and vitamin status. Research has shown that chemically isolated forms of Vitamin C have significantly reduced vitamin and antioxidant activity compared to Vitamin C that exists naturally in food. The enhanced antioxidant activity of ascorbic acid in food is a result of the synergistic relationship between the food compounds, enzymes, ascorbic acid and other components within the food and *not the ascorbic acid itself*. The vitamin and antioxidant activity of **Daily C-500™** is enhanced by the inclusion of Vitamin C rich foods. Food compounds not only have health benefits, but they also act as "helping hands," guiding the absorption and delivery of Vitamin C to the cells that need it most. This delivery mechanism, defined as utilization, is where good health begins. Without efficient utilization, the nutritional value of dietary supplementation is diminished.

Full Color Spectrum

RightFoods™ DAILY C-500 is the first Full Color Spectrum formula. Our carefully crafted Full Color Spectrum Whole Foods enhances bioavailability of the formula and provides a broad range of naturally-occurring health supportive natural color pigments.

Worldwide research, including studies done by The National Cancer Institute, indicates the importance of including a full spectrum of colorful whole foods (red, blue, green, yellow, orange) in the daily diet. The color pigments in whole foods such as anthocyanins, carotenes, chlorophyll and flavonoids are recognized as being essential protective components of our diet. **RightFoods™ Daily C-500** helps meet this challenge by including a daily dose of full color spectrum pigments.

Scientific research indicates that color pigments in whole foods are important aspects of protective food compounds.

Protein Chaperones™, Food Compounds and Nutrient Delivery

Nobel Laureate's have confirmed that **FOOD IS THE KEY TO NUTRIENT UTILIZATION.**

Nutrient utilization is dependent on Food Compounds and Protein Chaperones™.

Food Compounds

In 1937, Albert Szent-Györgyi was awarded the Nobel Prize for discovering and isolating a fraction of vitamin C known as ascorbic acid. Professor Szent-Györgyi discovered that vitamin C rich concentrated

whole food is more bioavailable than isolated ascorbic acid. This increase in bioavailability is due to the presence of enzymatic activity and important complex food factors known as the Food Compounds.

Protein Chaperones™

The 1999 Nobel Prize was awarded to Dr. Günter Blobel for his work that concluded “Each protein (chaperone) carries in its structure the information needed to specify its proper location in the cell”.

The Protein Chaperones™ are the key delivery mechanisms, the “addresses” and “zip codes”, that carry the nutrients to the specific sites within the cell, where they are utilized. These chaperones are necessary for nutrient utilization.

Research and identification of these Food Compounds has begun to unravel the complexity of food and its use within the body. The discovery of Protein Chaperones™ has led to an enhanced understanding of nutrient utilization. By definition, no isolated food fraction (vitamin or mineral) can provide Food Compounds. The exact structure of food is unknown. There are at least 103,000 known food compounds (a tomato contains at least 10,000). One isolated fraction of a tomato, such as ascorbic acid, cannot be considered as beneficial, or a substitute for, the whole tomato.

Classes of Food Compounds

Research into the compounds that make up food is experiencing remarkable growth. This knowledge of the benefits of the Food Compounds is expanding at an ever-increasing rate. Your body makes more kinds of chemicals than all the drug companies put together. 103,000 food compounds have been isolated, and current estimates say the actual number may be in the millions. With increasing knowledge of the important health benefits of the Food Compounds many scientists believe that the Food Compounds will prove to be more important to supplementation than vitamins and minerals by themselves.

Since each of the Food Compounds exhibits different actions in the body, it is crucial that a broad and complete range of whole foods be included in the diet. When you consume a full range of the Food Compounds you will benefit from what is known as a complete range of action. The complete range of Food Compounds working cohesively protects your body from the onset of numerous illnesses and diseases. The Food Compounds ultimately provide the foundation for optimum health. **RightFoods™ Daily C-500** contains the Complete Active Range™ of food compounds.

Nutrients Must Always Be Taken With Food

RIGHTFOODS™ is the first company to embrace the new science that food and food compounds are the essential keys to all nutrient delivery. These foods, when properly identified, enhance the effectiveness of the nutrients. Our goal is to provide the absolute best supplements with the most beneficial whole food extracts in all of our formulas.

Enhanced Utilization

Research shows that delivering vitamins and minerals with a Complete Active Range™ of whole herbs enhances utilization. Nutrients cannot be delivered to the cells without specific messengers. These messengers naturally occur in whole foods. Ascorbic acid functions better when taken with vitamin C-rich foods, calcium functions better when taken with calcium-rich foods.

Food Compounds

Nutrients do not function alone, but rather in synergy with the Food Compounds. These Food Compounds are shown to have powerful supportive effects on the physiology. Food Compounds are not produced by the body and must be supplied in our food.

Not Just Any Food - The Right Food

Vitamin Utilization can be achieved by taking nutrients with a high quality meal. However, not just any meal will do. Foods in the meal must be rich in the same nutrients you are supplementing in order to enhance utilization. The necessary messengers (Protein Chaperones™) must naturally occur in the food to create enhanced utilization.

The Quality Meal Solution

RIGHTFOODS™ Food Compound Vitamins: Each tablet provides quality whole foods extracts. The whole foods provide the food compounds you need to utilize your vitamins and minerals. The **right** whole foods, combined in the correct ratio with vitamins and minerals.

VITAMINS

VITAMIN C

The primary role of vitamin C is in collagen production. It is also critical to the performance of the immune and nervous systems, and adrenal function as well as providing antioxidant protection. It promotes wound healing, and red blood cell formation and plays a role in both protein and calcium metabolism. As we age, the sex glands develop a greater need for vitamin C and will draw it from other tissues, leaving these tissues vulnerable. Food Sources: citrus fruit, acerola, peppers, kale, collards, broccoli, most fruits and vegetables.

Bioflavonoids - RightFoods™ bioflavonoid complex contains 16 truly organic bioflavonoids: Flavanone, Glycosides, Naringin, Neohesperidin, Hesperidin, Flavone Glycosides, Rhoifolin, Luteolin, Neodiosmin, Flavon Aglycones, Tetra-O-Methylisocutellaren, Sinensetin, Isosinensetin, Tangeritin, Nobiletin, 5-O-Desmethylnobiletin.

SUPERIOR FOOD

Cranberry Extract

Research indicates the proanthocyanin compounds in cranberries have powerful antioxidant action and protective properties supporting the urinary tract. It is a rich source of anthocyanins, that increase intracellular vitamin C, decrease capillary permeability and protect collagen.

Complete Active Range™ Food Compounds:

Terpenes (Carotenoids*: Carrot 3:1), (Limonoids: Orange 3:1, Lemon 3:1), (Saponins: Alfalfa 3:1), (Lycopene: Tomato Extract 4:1); Phenols (Betanin: Beet 3:1), (Anthocyanins: Cranberry 25:1, Wild Blueberry 6:1), (Flavonoids: Citrus 3:1, Acerola 4:1, Rose Hips 4:1), (Isoflavones: Kudzu 10:1); Amines (Chlorophyll: Hydrilla 50:1), (Enzymes: Green Papaya 3:1); Polysaccharides (Rice Bran 3:1, Shiitake 3:1), (Pectin: Apple 3:1); Organosulfurs (Indoles: Cabbage 3:1), (Sulforaphanes: Broccoli 5:1), (Isothiocyanates: Kale 3:1), (Thiosulfonates: Onion 3:1); Lipids (Omega-3: Flax 3:1), (Sterols: Pumpkin Seed 4:1), (Isoprenoids: Spinach 3:1); Organic Acids (Ellagic Acid: Black Currant 3:1), (Coumaric Acid: Green Pepper 5:1).

*Carotenoids including Lutein, Zeaxanthin, Cryptoxanthin, Alpha-Carotene, and Lycopene.

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