

TRUE TO NATURE™



Vitamin C as Nature Provides It

- Full array of vitamin-C-related nutrients: bioflavonoids, ascorbigen, rutin, hesperidin, choline
- Natural and complete form of vitamin C complex, from herbs, fruits and vegetables
- Vitamin C complex provides the micronutrients for enhanced health benefits of vitamin C

Although healers and scientists as far back as Hippocrates knew that fresh vegetables and fruits were important for health, it wasn't until the 1930s that vitamin C or ascorbic acid was discovered and its far-reaching benefits understood. Since then, vitamin C's importance has been established: it is available as ascorbic acid in pills, powders, drinks, tablets and crystals.

But only in the past decade have we understood the importance of obtaining vitamin C from plants and food, rather than only from purified ascorbic acid. This natural vitamin C—called the vitamin C complex—includes ascorbic acid but it also contains a wide array of nutrients like bioflavonoids, ascorbigen, rutin, hesperidin, choline, vitamin K tyrosinase and organically bound copper. According to the vitamin C pioneers Dr. Royal Lee and Dr. Albert Szent-Gyorgi, ascorbic acid is the outer shell of the naturally occurring vitamin C Complex.

Planetary Herbals TRUE TO NATURE C is the vitamin C that nature has provided all along.



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Expert Formulations – Exceptional Results

Life on the High C's

Appreciation of the benefits of vitamin C began in the 1700s—long before vitamin C was even discovered. It was a time when the British navy traversed the world, exploring the far reaches of the globe and protecting colonies and business interests. The British East India Company filled the country's coffers with gold, yet many sailors got sick or died on long ocean voyages, from what we now know as a lack of vitamin C. English sailors had diets of ale or cider, dried biscuits, and salted pork.

In 1747, James Lind, a British Royal Navy surgeon, while at sea, provided some crew members with two oranges and one lemon per day, while the others continued with cider. He noted the results and published his findings. It was the first recorded, conclusive study showing the benefits of citrus

in preventing many illnesses. Within a few years, limes (then cheaper and more available than lemons or oranges) became standard issue on sea voyages, thus began the term “limeys” as a nickname for British sailors.

Almost all plants and animals on earth manufacture their own vitamin C as a natural part of their metabolic processes. But primates, including humans, are among the few animals that are an exception; we must obtain vitamin C from our diets. In ancient times, this was no problem; humans obtained sufficient vitamin C directly from food: fresh meat (particularly organs), raw fruits and vegetables, berries and nuts. However, with civilization came domestication, food storage, and diets further and further away from natural sources of nutrients. Ever since, humans have suffered from various levels of vitamin C deficiencies.



Vibrant compound

Most fruits and vegetables contain some ascorbic acid. TRUE TO NATURE C consists of natural ingredients that not only contain ascorbic acid, but further deliver the micronutrients necessary for the full benefits of Vitamin C Complex. Among the ingredients are:

Acerola cherry (*Malpighia emarginata*) a native of Central and South America, this plant contains ascorbic acid and several polyphenols such as cyaniding, pelargonidin, and quercitrin, all of which possess strong antioxidant activity.

Camu Camu (*Myrciaria dubia*) A plant from Peru, camu camu has numerous anthocyanins and ellagic acids, along with ascorbic acid, and many consume it as a tonic for blood, tissue and joint health.

Amla (*Emblica officinalis*) Amla is an Indian fruit that has been used for centuries in the Ayurvedic health tradition. It has many uses, including organ health, blood health and heart health.

Rose hips (*rosa canina*) A virtual goldmine of nutrients, rose hips contain ascorbic acid, carotenoids, catechins, flavonoids, ceucoanthocyanins, pectins and polyphenols

TRUE TO NATURE C also includes cabbage powder, elderberries, parsley leaf, cranberry, lecithin, grapeseed extract, and bilberry.



Acerola cherry



Camu Camu



Amla



Rose Hips

These and other ingredients combine to form the compounds identified by Dr's Lee and Szent-Gyorgi in the Vitamin C Complex, including **tyrosinase**, an enzyme that catalyzes the ripening of fruit and the formation of pigments, neurotransmitters, and immune defense mechanisms; **J Factors**, a classic term for choline, relating to the oxygen-carrying capacity of the red blood cells; **P Factors**, such as rutin and hesperidin, bioflavonoids which positively affect vascular health; **ascorbigen**, which helps the body prevent absorption of toxins through the small and large intestines and exhibits provitamin immunostimulatory, and skin-conditioning properties; and **copper sebacate**, an important ingredient in the formation of hemoglobin and collagen that supports the healthy functioning of tissues.

Planetary Herbals is proud to present TRUE TO NATURE C, a balanced array of fruits and herbs that provide you with a complete source of vitamin C and its naturally occurring family of nutrients, one of the most robust sources of Vitamin C Complex available today.



Developed exclusively for Planetary™ Herbals by world renowned herbalist, acupuncturist, and author Michael Tierra, L.Ac., O.M.D., who has more than 30 years of clinical experience.



Vitamin C is extremely critical to the maintenance of our health, particularly of the immune system, skin and tissue formation, collagen formation, and antioxidant protection. Processes that are this critical deserve the extra care of a vitamin C that is complete and fully functional. They deserve a vitamin C that is *True to Nature*.

References

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Adhering to the quality control requirements and codes of ethics of: American Herbal Products Association, National Nutritional Foods Association



*The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

