

REIMAGINED ABSORPTION:

PROVEN SCIENCE THAT STILL LEADS SINCE 2007

Why the best brands trust PureWay-C®

Educational
eBOOK
2025



PUREWAY

Antioxidant Super Nutrient



**GETS YOU
FURTHER.**

THE ABSORPTION PROBLEM

STAT DROP:

**DID YOU KNOW THAT UP TO 70% OF
STANDARD VITAMIN C IS FLUSHED OUT OF
THE BODY BEFORE IT CAN EVEN BE USED?**

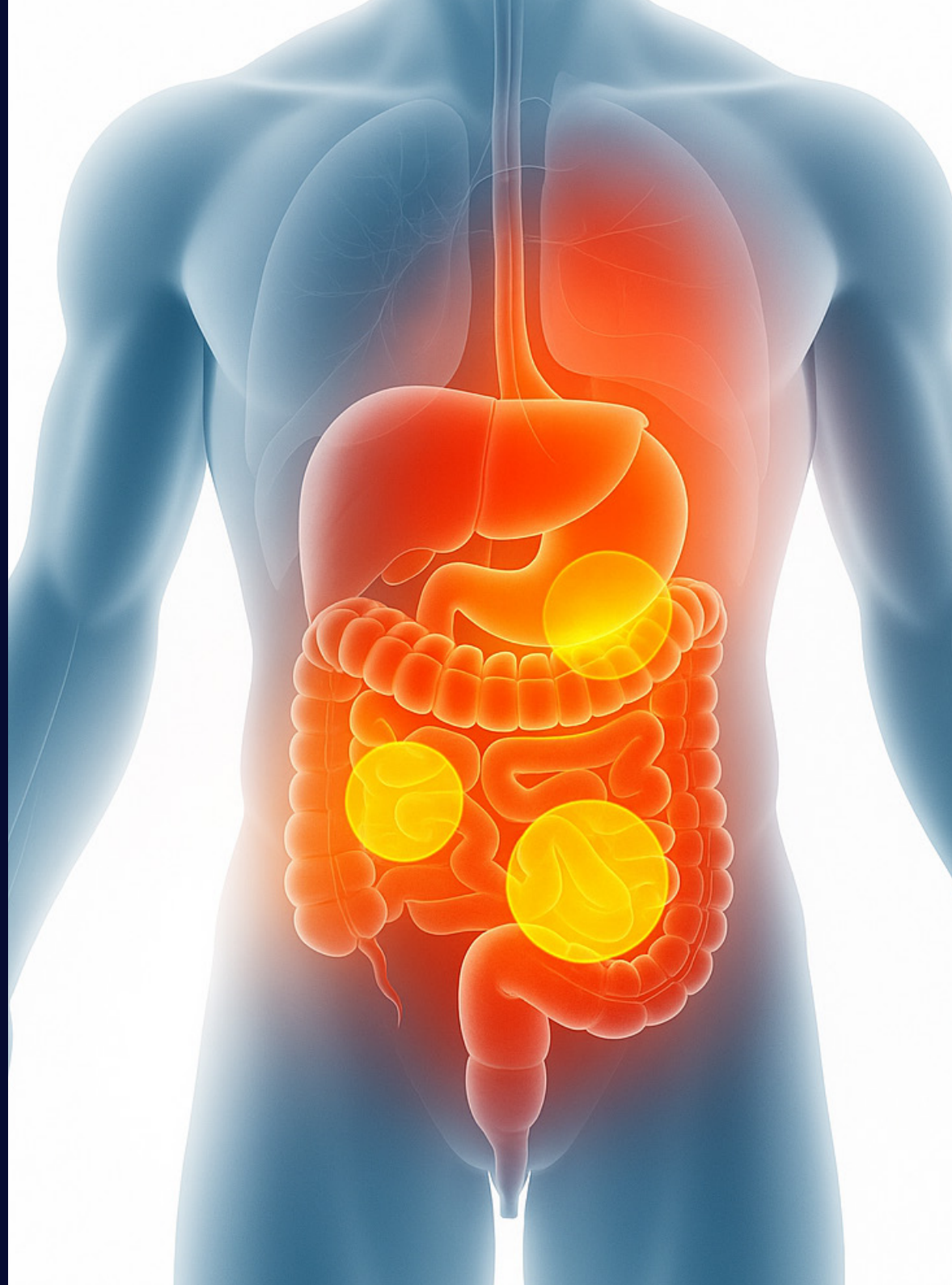
Imagine hiring an employee who only does 30% of their job and takes the rest of the day off.

That's what's happening with most traditional Vitamin C supplements.

The real issue isn't how much Vitamin C people take —it's how much actually gets absorbed and used at the cellular level.

TRADITIONAL VITAMIN C?

It works—but it's slow, inefficient, and often requires high doses to compensate for poor absorption.



A SILENT LIMITATION IN PLAIN SIGHT

Vitamin C is water-soluble, which means your body can't store large amounts of it. Once the absorption threshold is reached—typically around 200–400mg from standard oral intake—your body simply flushes out the rest via urine.

This ceiling is caused by the saturation of vitamin C transporters (SVCT1 and SVCT2) in the gut lining.

Once those channels are maxed out, additional vitamin C goes unused, no matter how high the dose. Key Insight: A 1000mg dose of ascorbic acid may only deliver ~200mg into the bloodstream—and potentially far less into cells where it actually matters.

“Vitamin C bioavailability decreases with increasing dose, due to saturable intestinal absorption.”

– Levine et al., National Institutes of Health, 1996



CHANGING T



PUREWAY



Antioxidant Super Nutrient

THE GAME SINCE 2007

QUIETLY REVOLUTIONIZING ABSORPTION SINCE 2007

Since its introduction in 2007, PureWay-C® has quietly rewritten what's possible for vitamin C bioavailability. Long before “liposomal” became a buzzword, PureWay-C® was already delivering a clinically validated solution to the absorption problem.

Developed as a patent-protected matrix of ascorbic acid bonded with lipid metabolites and natural citrus bioflavonoids, PureWay-C® isn't just more bioavailable—it's biologically smarter.



STAT DROP:

**AS EARLY AS 2007, PEER-REVIEWED
STUDIES BEGAN CONFIRMING THAT
PUREWAY-C® OUTPERFORMED:**

STANDARD ASCORBIC ACID

CALCIUM ASCORBATE

EVEN ESTER-C®—long regarded as
the “gentle” or “enhanced” form

KEY INNOVATIONS:



Lipid metabolites enhance transport through cell membranes—delivering vitamin C directly into tissues, not just into blood.



Flavonoids provide complementary antioxidant effects and increase cellular uptake.



The combination mimics the nutrient delivery dynamics of whole foods—but with pharmaceutical precision.

PROOF FROM THE START

In a 2008 double-blind clinical study published in Medical Science Monitor, PureWay-C® showed:

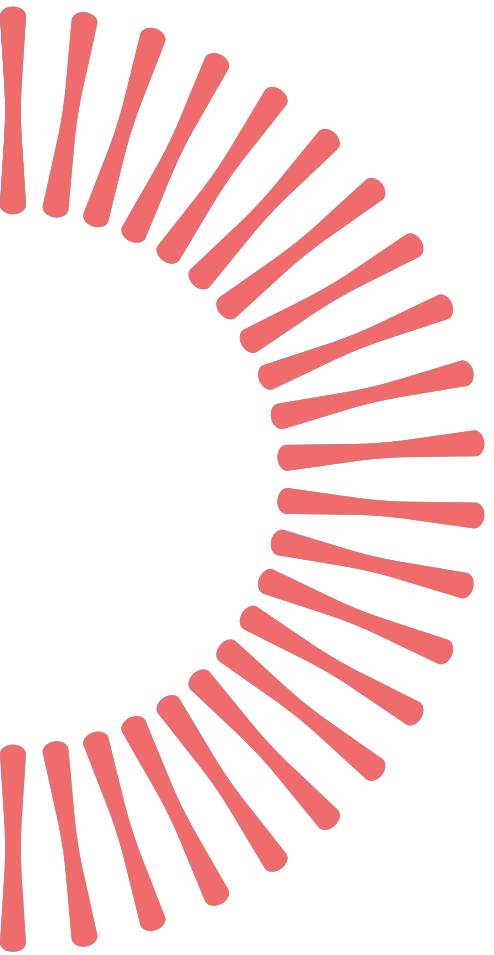
**233% GREATER CELLULAR RETENTION
COMPARED TO ASCORBIC ACID¹**

**SIGNIFICANTLY REDUCED CRP AND
OXIDIZED LDL LEVELS**

**FASTER ANTIOXIDANT ACTION
WITHIN 60 MINUTES**

A separate in vitro study demonstrated 84% reduction in pesticide-induced T-lymphocyte aggregation²—far outperforming both standard vitamin C and Ester-C®.





KEY ADVANTAGES

- **Liposomal Delivery**

Proprietary structure uses lipid metabolites to protect and shuttle vitamin C into cells more efficiently.

- **Faster Absorption**

Clinically shown to absorb more rapidly than both traditional ascorbic acid and standard liposomal C.

- **Longer Retention in the Body**

Maintains higher blood concentration levels over time, providing longerlasting antioxidant protection.

- **No GI Irritation**

Free from palm and sunflower oil fillers often found in other liposomal powders—meaning better tolerance and no digestive upset.

- **Peer-Reviewed Research**

PureWay-C® has been published in multiple journals showcasing its superior performance in oxidative stress reduction, immune function, and cellular health.

- **Versatile Formulation**

Can be used in capsules, powders, or drink blends without the stability issues of liquid liposomes.

WHY IT'S BETTER THAN THE COMPETITION?

FEATURES	COMPETITORS	PUREWAY-C®
Delivery Type	Powdered liposomal blend	Liposomal with lipid metabolite synergy
Carrier Ingredients	Sunflower oil, palm oil	None – no added oils
GI Tolerance	Less GI upset than reg C	No GI irritation
Absorption Efficiency	2.5x higher than regular ascorbic acid	Clinically superior to liposomal C
Blood Retention	Not specified	Longer plasma retention
Formulation Stability	Powder-based	Stable in capsule, powder, drink forms
Clinical Research	Cited on Website	Peer-reviewed in scientific journals
Flavor/Sensory Masking	Claims to mask flavor/smell	Neutral – no masking needed

PUREWAY

Antioxidant Super Nutrient

STAT DROP:

**PUREWAY-C[®] HAS BEEN SHOWN TO PROVIDE
A 233% INCREASE IN CELLULAR UPTAKE
COMPARED TO STANDARD ASCORBIC ACID.**

SOURCE: THE PHARMACOKINETICS OF VITAMIN C. JENS LYKKESFELDT 1,* , PERNILLE TVEDEN-NYBORG 1

If you had two fuel options for your high-performance car—one that burns out fast and another that lasts longer, runs cleaner, and gets you further—which would you choose?

THAT'S EXACTLY WHAT
PUREWAY-C[®] DOES
FOR YOUR FORMULATIONS.



PureWay-C® is a patented matrix of ascorbic acid + lipid metabolites + citrus bioflavonoids—designed to solve the absorption bottleneck at the cellular level.

HOW IT WORKS

LIPID METABOLITE TECHNOLOGY —

Designed to help Vitamin C absorb faster and more efficiently.

EXTENDED CELLULAR RETENTION —

So your customers get longer-lasting benefits.

CLINICALLY BACKED BIOAVAILABILITY —

Because science matters, and so does delivering results.

**THIS ISN'T JUST AN IMPROVEMENT—IT'S A
COMPLETE RETHINKING OF HOW VITAMIN C SHOULD WORK.**





FROM ORDINARY TO OPTIMAL

THE EVOLUTION OF VITAMIN C ABSORPTION

BUILT FOR EVERY FORMULATOR

EXTRA-FINE POWDERS (RTD, DAIRY, BEVERAGES)

MICROENCAPSULATED FORMS (GUMMIES, BARS, CHEWABLES)

GRANULARS, TABLETS, SOFTGELS

COSMETIC AND TOPICAL FORMATS





FORMULATION OPPORTUNITIES



THESE INDUSTRIES DEMAND A BETTER VITAMIN C

COSMETIC & BEAUTY: Boost collagen production, protect skin from oxidative damage without altering texture, color, or scent.

FOOD & BEVERAGE: Restore nutritional value without flavor loss. Improve antioxidant performance in liquids.

NUTRACEUTICALS: Trigger rapid uptake, improve compliance, and add a USP your competition can't replicate.

SPORTS NUTRITION: Combat oxidative stress and accelerate muscle recovery with a clinically efficient antioxidant.



LIPOSOMAX™ TECHNOLOGY

= EXTRA FUEL FOR VITAMIN C

With standard vitamin c, a large portion never makes it to your cells. Our LiposoMax™ Technology combined with our proprietary lipid metabolites increases uptake, distribution and release kinetics in cells by injecting the fat transport systems with extra fuel. Combining the biological absorption technology of liposomes along with the cellular kinetics of lipid metabolites creates an encapsulation delivery with enhanced bioactivity and efficacy.

THIS MEANS:



A FAMILIAR MAKEUP: Fatty acids and phospholipids are naturally present in the cells of the human body. When a liposomal form enters the body, the body tends to recognize the fatty acid and the phospholipids parts.



FASTER MOVEMENT: Since liposomal ingredients are more likely to be accepted by the body, they are also most likely to be spread quickly through the body.



SUPERIOR ABSORPTION: While other nutraceutical ingredients are typically absorbed at intestinal levels, liposomal ingredients begin absorption in the stomach, allowing more beneficial nutrients to be absorbed at the cellular level.



**READY TO POWER YOUR
BRAND'S POTENTIAL?**



No fluff. Just advanced science that works.

If you're serious about upgrading your brain,
fueling your body, and supporting longevity,
there's no better time to get on board.

WELLNESS REIMAGINED. FOR EVERY ONE
WITH PUREWAY-C®



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wellness
reimagined
for every one.