

Media Release

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At last, an All-Natural Vitamin C Launched in Australia

Planet Health, distributor of premium-quality complementary health products has launched Lifestream *Natural* Vitamin C into the Australian market.

Lifestream *Natural* Vitamin C is different from other vitamin C products because it's made from certified organic, ethically grown and environmentally sustainable Acerola berries and certified organic tapioca. Most vitamin C tablets contain synthetic ascorbic acid manufactured from glucose and they include fillers, binders, disintegrants, coatings, excipients, sweeteners, colours, flavours, flow agents and more.

"For decades, vitamin C supplements have contained synthetic ascorbic acid," says Planet Health founder, Peter Harwood. "People believed they were getting the same nutritional value as they would from their food. In fact, natural ascorbic acid from food sources such as Acerola is more easily absorbed by the human body than the synthetic variety."

The small, bright red Acerola berry is one of the most potent sources of natural vitamin C and bioflavonoids known to scientists. Native to the West Indies, it is also widely grown in South America. The berries used in Lifestream *Natural* Vitamin C are grown in organic orchards in Brazil.

Unlike many animal species humans are not able to create their own vitamin C. That's why maintaining an adequate level from our diet is very important. An important antioxidant, vitamin C sustains healthy immune function. It supports skin suppleness and elasticity via its role in collagen production and

helps to maintain healthy capillaries. It also promotes healthy gums, assists wound healing and is beneficial during times of stress.

A water-soluble nutrient, vitamin C is eliminated in the urine and through perspiration in 3 to 4 hours after consumption. It's best absorbed when ingested in small doses at regular intervals. Vitamin C deficiency is best treated with doses of 100mg several times daily.

The human body more easily absorbs natural ascorbic acid from food sources such as Acerola than synthetic ascorbic acid. Absorption levels depend on dietary intake and as the dose increases, absorption decreases. If 30mg is taken, the absorption of vitamin C is almost 100%. Maximum absorption is achieved with smaller doses throughout the day. Each Lifestream *Natural* Vitamin C vegetarian capsule contains 125mg of natural vitamin C and the recommended dose is one capsule, once or twice daily.

Lifestream *Natural* Vitamin C is now available nationally at selected pharmacies and health food stores. The RRP for 60 vegetarian capsules (up to two months' supply) is \$29.95.

Background Information

Adequate daily intake of vitamin C can:

- Support skin suppleness and elasticity (vitamin C is necessary for the formation of collagen, elastin, proteoglycans and other connective tissue components).
- Assist in development of strong healthy bones, joints, and tendons.
- Assist capillary tone, capillary cell wall integrity.
- Support healthy capillaries.
- Support healthy wound healing.
- Support healthy immune function.
- Traditionally used for relief of colds, coughs and sore throats.
- Help to protect against the damaging effects free radicals.
- Promote healthy gums.

- Assist the absorption of iron.
- Assist formation of neurotransmitters to support healthy mood.
- Assist in the formation of thyroid hormone and support a healthy metabolic rate.
- Support healthy eyes.

Lifestream *Natural* Vitamin C is the only vitamin C supplement that is:

- Certified Organic
- Made from an ethically grown, sustainable fruit.
- Rich in natural bioflavonoids, anthocyanins and other essential co-factors.
- Small Dose (for optimum bioavailability).
- 100% GM Free, Vegetarian & Vegan.
- Free of synthetic ascorbic acid and artificial additives of any kind.

About Lifestream International

Lifestream International Ltd is a New Zealand company that specialises in manufacturing, distributing and exporting natural health products. Having operated for 27 years, Lifestream were the first to bring Spirulina to the Australasian market.

About Planet Health

Planet Health is a niche distributor of natural health products selected for their quality, reputation, innovation, ethics and philosophy. The company is based in Bowral, NSW and distributes selected products nationally.

Media only:

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