

About Vitamin C

Almost everyone is aware of the importance of vitamin C. This potent antioxidant facilitates a wide variety of vital functions within the body.

As an antioxidant, vitamin C plays an essential role in stopping the deadly action of free radicals, which are responsible for disease and aging.

One of vitamin C's vital functions is to strengthen the immune system. In doing so, it helps guard against a variety of modern-day diseases. Most notable of these diseases are the common cold and flu, however, population studies strongly suggest that an increased intake of vitamin C can also help protect against more serious diseases, including cancer. This is no doubt due to its antioxidant activity and associated protective effect on the cells.

In 1976, researchers showed that an intake of five grams of vitamin C daily increases the body's production of white blood cells known as lymphocytes following the introduction of foreign substances. A daily dose of 10 grams increased this protective effect.

Vitamin C strongly benefits the cardiovascular system, playing an essential role in cholesterol metabolism and controlling serum cholesterol levels. Studies show that when vitamin C intake is inadequate, the body is unable to effectively convert cholesterol to bile acids. As a result, serum cholesterol levels remain high. Studies carried out at the University of Birmingham, England, appear to confirm these effects by demonstrating a direct relationship between vitamin C intake and cardiovascular death rate. The higher the intake of vitamin C, the lower the death rate.

Maintaining a high level of vitamin C in the cells is clearly essential for optimum health.

How Ester-C Works

To understand how Ester-C performs, we need to first understand what happens to vitamin C inside the body. When regular vitamin C is ingested, it is broken down and converted to products called metabolites. One of these metabolites--L-threonic acid--increases the amount of vitamin C absorbed by the T-cells of the immune system.

One of the problems associated with regular vitamin C (ascorbic acid) is that it quickly passes out of the body in the urine. This leaves very little of the vitamin for the body's cells to absorb. Ester C calcium ascorbate contains a high concentration of calcium threonate--the calcium salt of L-threonic acid. This results in greatly-enhanced vitamin C absorption.

Studies have concluded that the amount of vitamin C present within the cells is increased fourfold when Ester-C is used. Clinical trials have shown that Ester-C enters the blood stream and tissues two to six times faster, and is retained in the tissues four times longer than regular vitamin C.

A problem faced by many users of vitamin C is Acid Rejection Syndrome. This uncomfortable condition is characterized by excess gas, bloating and diarrhea. Ester-C's unique, patented production process effectively neutralizes the acids in the intestine, allowing the vitamin C to be absorbed without discomfort.

As an added benefit, Ester-C calcium ascorbate provides the body with part of its daily calcium requirement.