



Pur C

‘C’ THE BEAUTY IN YOU

The **VITAMIN C** that comes from 100% natural fruit ingredients

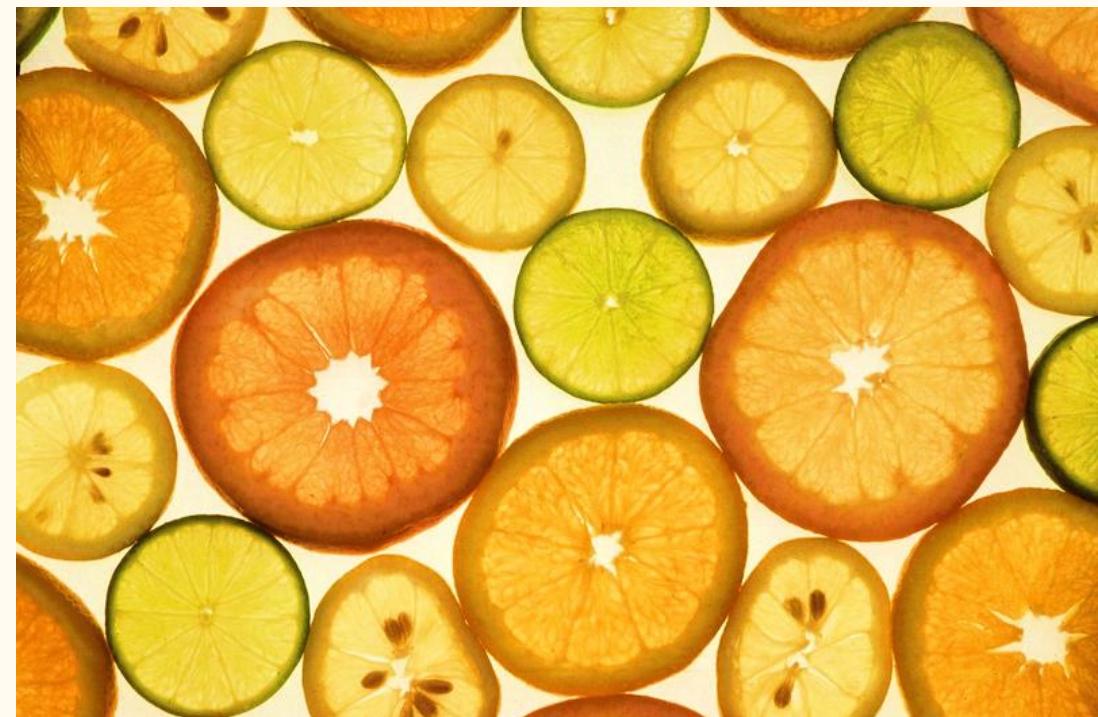


What is VITAMIN C?

Vitamin C is a type of **water-soluble vitamin** that cannot be synthesise by the body. In order to have adequate Vitamin C, it must be obtained from the diet or supplements.

As Vitamin C is a water-soluble vitamin, we need to **replenish it every day** as our body do not produce or store it.

Fruits & vegetables are the most common food sources high in Vitamin C. Nevertheless, sometimes we were too busy with our daily lives that we can **hardly consume fruits and vegetables**. This reduces our chance of getting adequate Vitamin C.





Deficiency of Vitamin C will lead to:

1. Scurvy
2. Poor immunity
3. Lack of energy
4. Poor digestion
5. Prolonged wound healing time
6. A tendency to bruise easily
7. Gum disease/ bleeding gums
8. Rough & scaly skin

Introducing Pur C

NATURAL. BEAUTY. SUPPORT



18 types of high **Vitamin C** content fruits

1. Powerful antioxidants
2. Immunity booster
3. Natural skin brightening and smoothening tools

Why choose NATURAL Pur C over SYNTHETIC Vitamin C?

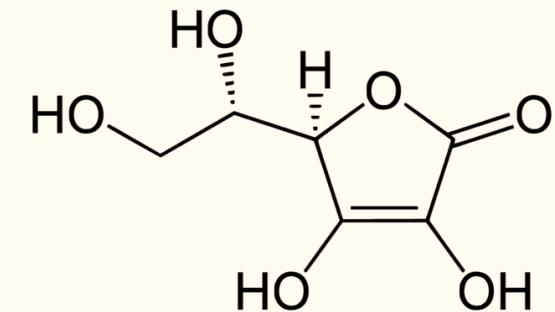
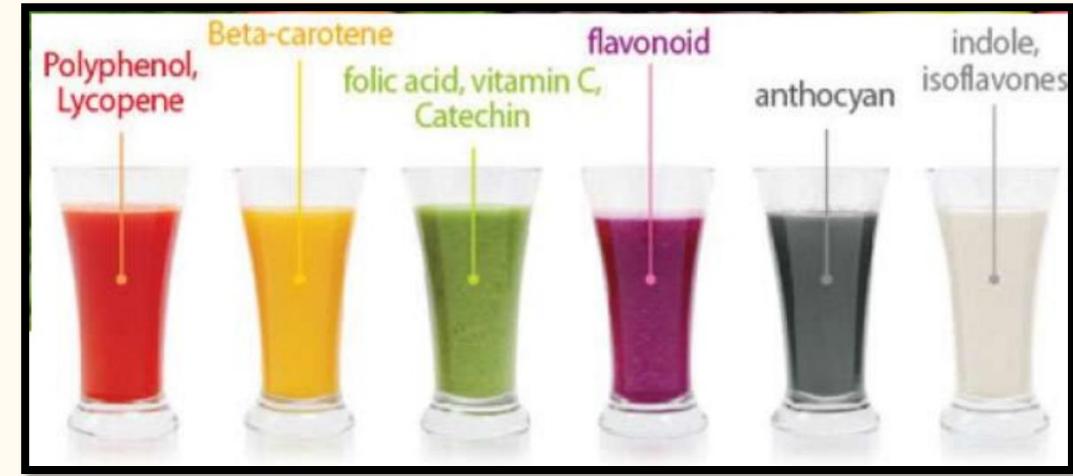


Not only Vitamin C!!

As the fruit ingredients are all coming from **real fruits**, it also contains a whole range of **vitamins, minerals, co-factors and enzymes**.

One of the examples is **Bioflavonoids**. Bioflavonoids are powerful antioxidants which helps in enhancing the use of Vitamin C in our body (improving its absorption and effectiveness).

Synthetic vitamin C only contains ascorbic acid. Majority of the synthetic Vitamin C are derived from GMO corn starch, corn sugar or rice starch as well as processed with chemicals.



Structure of Ascorbic Acid (synthetic)

Natural vs Synthetic Vitamin C

Natural	Synthetic
100% from whole fruits	Derived from corn starch, corn sugar, or rice starch
Contains whole range of vitamins, minerals & phytonutrients	Only ascorbic acid
Slower absorption	90% excreted out in urine after few hours
Safe for consumption	Cannot assure the safety

In addition to Vitamin C, Pur C also contains other **natural vitamins, minerals and phytonutrients** that cannot be found in other synthetic vitamin C.



RED

Anthocyanins
Lycopene

YELLOW/ ORANGE

Beta-carotene
Bioflavonoids
monoterpenes

BLUE/ PURPLE

Phenolics

GREEN

Lutein & zeaxanthin

WHITE

Prebiotics



Raspberry, strawberry, apple, acerola, cranberry



Papaya, orange, lemon, camu-camu, apricot



Prune, blackcurrant, blueberry, bilberry, elderberry



Kiwi, guava, grape



Fructo-Oligosaccharides (White Chicory Root)

The COLOURS in Pur C

“C” the changes Pur C brings to you

1. Powerful antioxidants help in fight against free radicals
2. Boost up immunity and helps in prevent common cold symptoms
3. Better skin appearance as Vitamin C helps in stimulates the production of collagen
4. Helps in wound healing (collagen formation)
5. Aids in iron absorption makes it more easily to be absorbed in the body
6. Prevent scurvy



“C” the uniqueness of Pur C

100% from natural fruit ingredients

Less processed, more wholesome and readily absorbed

Consists of organic nutrients (vitamins), phytonutrients, enzymes, coenzymes, antioxidants, trace element activators & cofactors

Higher absorption and bioavailability

Free of preservative, artificial colour, flavour and sweetener

No adverse side effects

Pur C is specially designed for:



Smoker



Alcoholic



Whole family

People staying at high pollution area



People under stressful condition



Recommended usage of Pur C

Age Group	Recommended Nutrient Intake (RNI)	PUR C
1 – 3 years	30 mg/day	300%
4 – 6 years	30 mg/day	300%
7 – 9 years	35 mg/day	257%
10 – 18 years	65 mg/day	138%
19 – 65 years	70 mg/ day	129%
> 65 years	70 mg/day	129%
Pregnancy	80 mg/day	113%
Lactation	95 mg/day	95%

1 tablet of Pur C contains **90mg** of NATURAL vitamin C, provide sufficient daily intake of vitamin C to you everyday!

How to consume?

Put 1 piece into the mouth, chew and swallow

Storage:

Store below 30°C.

Protect from light and moisture.

For best result, keep in refrigerator and use within 90 days.

References

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Thank You