



**Maile Combs**  
Associate Director of Scientific Affairs,  
The Ester-C Company

### What is Ester-C?

Ester-C is a unique, patented form of vitamin C that contains naturally-occurring vitamin C metabolites and delivers immune system support for 24 hours. Vitamin C supplements are typically consumed as tablets or capsules, but some individuals have a difficult time swallowing them or just prefer an alternate dosage form. Ester-C Effervescent Powder Packets mix with water for easy consumption. Each packet delivers 1,000 mg of Ester-C plus B vitamins and electrolytes, in a natural orange flavor. One packet a day is all you need.

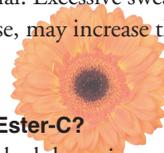
### Is it normally found in the diet or in the body?

Ester-C Effervescent is made of essential nutrients that are found in the body, but are not made by the body so they must be consumed through diet or supplementation. Ester-C is made from vitamin C and calcium, needed for a variety of biological functions. Ester-C's vitamin C metabolites are normal byproducts of the body's metabolism of vitamin C. They enhance the retention of vitamin C in white blood cells, a key part of the immune system. The B vitamins support energy metabolism, and the electrolytes help with metabolic hydration.

### Who needs to take Ester-C?

Some people have increased nutritional needs—those who avoid plant foods or animal products can benefit from supplemental vitamin C and vitamin B12, respectively. Smokers also have a higher daily requirement for vitamin C. Certain medications

can interfere with absorption of B and C vitamins, making increased intakes beneficial. Excessive sweating, as with high-intensity exercise, may increase the need for electrolytes.



### How do you know if you need Ester-C?

Sometimes an unusually hectic schedule, or just everyday life, takes you off track with your health regimen. If your diet is suffering, sleep is minimal, or too many priorities have left you feeling frazzled, Ester-C Effervescent can provide extra nutritional support for immune health and energy metabolism with just one packet daily.

### What does it do in the body?

Vitamin C participates in producing energy, brain chemicals, and collagen. It is also a key antioxidant protecting cells from damage by free radicals. It helps maintain tissue repair and cardiovascular health, and supports the immune and central nervous systems. B vitamins are important for cellular energy metabolism, and electrolytes help maintain fluid balance.

### What is special about your product?

Ester-C 1,000 mg Effervescent Powder Packets from

## Did you know?

*Getting less than 5 hours sleep a night can seriously depress the immune system.*



*Lymph nodes, which are critical components of the immune system, are found all over the body—except the feet.*



*There's evidence that diets high in saturated fats not only harm the cardiovascular system but impair immunity.*

American Health deliver 24-hour immune support, so once a day is all that is needed. It is 100 percent vegetarian, has a delicious natural orange flavor, and contains no gluten or artificial sweeteners.