

# Super Family C™

*Esterified Vitamin C for 24 hour activity*

- *Suitable for the Family*
- *Everyday Health & Immune Support*
- *Bioflavonoids for Enhanced Activity*

## Sales Training and Information Sheet



### Recommended Dosage:

#### Capsule:

**Adults:** Take one capsule 1 to 3 times per day.

**Children (9-13 years):** Take one capsule 1 to 2 times per day.

**Children (4-8 years):** Take one capsule per day.

#### Powder-Mix with fruit juice, water or fluid:

**Adults & adolescents over 13 years:** Take one slightly heaped 5ml size measuring spoon per day.

**Children (9-13 years):** Take ½ a 5ml measuring spoon per day.

**Children (4-8 years):** Take ½ a 2.5ml measuring spoon per day.

HIGH DOSING MAY CAUSE BOWEL LOOSENESS

Store below 25°C. Replace cap immediately after use. Best if used within 3 months of opening.

### Main Indications

- Immune Support
- Antioxidant Support
- Circulatory Health
- General Wellbeing

### Active Ingredients:

Each gelatin capsule contains:

Calcium ascorbate threonate complex	550mg
Citrus bioflavonoid complex	20mg
Rutin	20mg
Hesperidin	6mg

Also contain: magnesium stearate and silicon dioxide.  
Calcium content (from calcium ascorbate threonate) 44mg/cap.  
No Added: gluten (or wheat), dairy, yeast, sugar, artificial colours sweeteners, flavours or preservatives.  
Pack Size available: 100caps

### Active Ingredients:

Each 5g dose  
(approximately 1 rounded 5ml measuring spoon) contains:

Calcium ascorbate threonate complex)	1000mg
Vitamin C (ascorbic acid)	750mg
Vitamin C (from sodium ascorbate )	250mg
Vitamin B2 (as riboflavin)	7mg
Citrus bioflavonoid complex	100mg
Rutin	100mg
Hesperidin	30mg

Also contains: maltodextrin(2.3g/5g), natural flavouring, , stevia and xanthan gum.  
Calcium content (from calcium ascorbate threonate) 103mg/5g.  
Sodium content (from sodium ascorbate) 33mg/5g.

No added: gluten, dairy, yeast, sugar, artificial colours or preservatives.  
Pack sizes available: 75gm, 150gm, 300gm, 1kg

### Special Ingredients

Contains calcium ascorbate threonate, a special form of vitamin C that has a neutral PH due to a proprietary water-based manufacturing process. Calcium ascorbate threonate also contains active metabolites to enhance bioavailability of vitamin C<sup>2</sup>

### How Does Clinicians Super Family C™ Work?

Vitamin C is an essential antioxidant vitamin that the body cannot produce by itself, that is, it must be obtained from the diet or dietary supplements. The main biochemical actions in the body are energy release from fatty acids, metabolism of cholesterol, reduction of nitrosamine formation in the stomach, formation of thyroid hormone, carnitine biosynthesis, modulation of iron and copper absorption, corticosteroid synthesis, collagen biosynthesis, tyrosine biosynthesis and catabolism and neurotransmitter biosynthesis.<sup>3</sup>

#### Actions:

**Immune stimulant** – studies show vitamin C can modulate lymphocytes and phagocytes and regulate natural killer cells and antibodies under certain conditions.<sup>3</sup>

**Antioxidant** - vitamin C is one of the most important water-soluble antioxidants in the body. It can scavenge free radical oxygen and nitrogen substances as well as regenerating vitamin E and maintaining the antioxidant glutathione.<sup>3</sup>

**Reduction in mortality** – research studies have revealed an inverse relationship between plasma vitamin C levels, vitamin C intake and all cause mortality.<sup>4</sup>

**Cardioprotective** – vitamin C's antioxidant and collagen production actions together support the cardiovascular system. The Pooling Project of Cohort Studies on Diet and Coronary Disease revealed the subjects with higher supplemental vitamin C intake (median intake 756mg per day) had a 24% reduced risk of coronary heart disease.<sup>5</sup>

**Maintenance of connective tissue** – vitamin C maintains connective tissue as it is essential for the production of collagen; the main compound of our blood vessels, skin, tendons, cartilage and teeth. If vitamin C is absent unstable collagen may result.<sup>3</sup>

**Brain and nerve function** – vitamin C is needed for the synthesis of neurotransmitters – the activation of noradrenalin and serotonin require vitamin C as a co-factor.<sup>6</sup>

**Antihistamine** – an increased blood level of vitamin C has been found to reduce histamine levels (250mg/day over three weeks).<sup>7</sup> Epidemiological studies show higher plasma levels of vitamin C are associated with improved lung function in both asthmatics and normal subjects.<sup>8</sup>

**Anticancer** – *In-vitro* research of vitamin C has revealed it has anti-cancer actions and it can be toxic to tumour cells.<sup>9</sup> This is backed up by epidemiological studies which provide evidence of a protective effect of vitamin C against cancer.<sup>10</sup> A recent case control study of men in New York found the higher the intake of vitamin C was associated with a lower risk of prostate cancer.<sup>11</sup>

**Wound healing** – vitamin C is crucial for effective wound healing.<sup>12</sup>

### What Makes Clinicians Super Family C™ Unique?

Contains calcium ascorbate threonate, a special form of vitamin C with a neutral PH and active metabolites to enhance bioavailability.<sup>2</sup> Due to a special water-based manufacturing process and the addition of calcium, this form of vitamin C has a neutral PH, making it gentle on the stomach. Calcium threonate is a well researched form of vitamin C that has demonstrated greater bioavailability when compared to regular forms of vitamin C.<sup>2,13</sup> Added rutin and bioflavonoids offer additional antioxidant and circulation benefits.<sup>1,14</sup>

### Product Features and Benefits

Product Features	Product Benefits
Includes calcium ascorbate threonate	Neutral pH to protect against stomach discomfort. Enhanced bioavailability when compared to other forms of vitamin C. Associated with higher tissue levels of Vitamin C. <sup>2,13</sup>
Contains bioflavonoids	Enhanced antioxidant activity and circulatory support <sup>14</sup>
Hi-strength formulation	Increased efficacy and bioavailability
Available in both capsules and powder formula	Options for those who prefer capsules or a powder which makes a delicious drink

### Dietary Reference Intakes and Tolerable Upper Intake Levels for Super Family C™<sup>15, 16</sup>

Age	Dietary Reference Intakes (recommended daily intake)	Tolerable Upper Intake Levels (maximum recommended daily intake)
Children 1-3 years	15mg	400mg
Children 4-8 years	25mg	650mg
Children 9-13 years	45mg	1,200mg
Males 14-18 years	75mg	1,800mg
Males 19 years +	90mg	2,000mg
Females 14-18 years	65mg	1,800mg
Females 19 years +	75mg	2,000mg
Pregnancy 14-18 years	80mg	1,800mg
Pregnancy 19 years +	85mg	2,000mg
Lactation 14-18 years	115mg	1,800mg
Lactation 19 years +	120mg	2,000mg

### Condition Product Suited to

**Clinicians Super Family C™** is an ideal formula for daily immune support to help protect against colds and influenza viruses! research has shown that vitamin C can reduce the risk of the common cold and shorten its duration.<sup>20</sup> Interestingly, the gastrointestinal absorption of vitamin C increases when we get a cold suggesting we have a higher demand for the vitamin, also plasma and white blood cell concentration of vitamin C can decline rapidly during infection.<sup>21</sup> Vitamin C's cardiovascular benefits include reducing oxidation of LDL ("bad") cholesterol, improving endothelial function, maintaining the integrity of the blood vessel due to its involvement in collagen synthesis, reducing platelet aggregation and reducing blood pressure.<sup>3</sup> Vitamin C may help with allergy sufferers due to its antihistamine actions.<sup>7</sup> Vitamin C is considered the key water-soluble antioxidant and may also play a role in the prevention of chronic health disorders such as coronary heart disease and cancer.<sup>13</sup>

## Who are we helping with Clinicians Super Family C™?

Although a severe deficiency of vitamin C (scurvy) is uncommon in Western countries, relatively low levels are not uncommon. A hospital in Australia found that 73% of all new admissions had hypovitaminosis C and 30% had levels suggestive of scurvy.<sup>17</sup> The non-specific symptom of fatigue can be an early symptom of vitamin C deficiency.<sup>22</sup> People who may have a greater need for vitamin C include – smokers, pregnant women, breastfeeding women, those with over-active thyroids, people with acute or chronic inflammatory diseases, alcoholics, those who have recently had major surgery or burns, individuals with infections, diabetes, poor digestive function, diarrhoea, elderly people and those with poor diets.<sup>3</sup>

## Companion Products and Lifestyle Recommendations

- For colds and flu's **Clinicians Super Family C™** can be taken in conjunction with **Clinicians Del-Immune V®** and/or **Clinicians Pepticol™** to help reduce the severity and duration of infection.
- **Clinicians Super Family C™** may be taken alongside **Clinicians CardioCare** for cardiovascular support
- **Clinicians Super Family C™** may be taken with **Clinician's Stress and Energy Support** to support the adrenal glands and brain chemicals to help the body deal with stress
- **Clinicians Super Family C™** can be used with **Clinician's Iron Boost** to enhance the absorption of iron<sup>23</sup>
- It is recommended that **Clinicians Super Family C™** be taken alongside **Clinicians MultiVitamin and Mineral Boost** as part of a balanced diet to ensure adequate daily intakes of key vitamins and minerals.<sup>24</sup>

## Companion Sales with Medicines or OTC Products

<b>Prescription Medicines:</b>
<b>Clinicians Super Family C™</b> may be safely companioned alongside any prescription medications to support everyday health, immunity and circulation for the whole family
<ul style="list-style-type: none"><li>• Antihistamines, asthma inhalers, anti-allergy nasal sprays, antibiotics to support the immune system and reduce allergies</li><li>• Blood pressure and heart medications for anti-inflammatory, antioxidant and circulatory support</li></ul>
<b>OTC and Natural Health products:</b>
<ul style="list-style-type: none"><li>• <b>Clinicians Vitamin and Mineral Boost</b> – as part of a balanced diet to ensure adequate daily intake of key vitamins and minerals</li><li>• <b>Clinicians Stress and Energy Support</b> – to support adrenal glands and brain chemicals to help the body deal with stress</li><li>• <b>Clinicians Iron Boost</b> – to enhance the absorption of iron</li><li>• <b>Clinicians CardioCare</b> – to provide collagen and antioxidant support for cardiovascular health</li><li>• <b>Clinicians Del-Immune V® and/ or Pepticol™</b> to help reduce the severity and duration of infection</li><li>• OTC allergy, cold and flu products to support the immune system and reduce inflammation</li></ul>

## Additional Information

Research has demonstrated that calcium ascorbate threonate is more tolerable than ascorbic acid and is less likely to cause epigastric adverse events particularly in individuals' sensitive to acidic foods.<sup>13</sup>

## Precautions and Contraindications

Although a very safe supplement vitamin C should only be taken with medical supervision by people with erythrocyte glucose-6-phosphate dehydrogenase deficiency, haemochromatosis, thalassaemia or siderblastic anaemia.<sup>3</sup>

## Side Effects

Vitamin C is generally considered safe and well tolerated at the recommended dose.<sup>13</sup> In some individuals, loose stools may occur as a result of high dosing. This response is thought to reflect a tissue saturation of vitamin C and is a transient symptom that dissipates soon after reducing or stopping supplementation. As a general rule, the body is able to ingest significantly higher amounts of vitamin C during times of acute illness or stress.<sup>25</sup>

## Pregnancy and Breastfeeding

Considered safe to take during pregnancy and breastfeeding. According to the U.S. National Institute of Health, the maximum permissible safe daily dose for pregnant and lactating women aged 19 years and over is 2000mg per day.<sup>16</sup>

## Table of Interactions

Drug-Nutrient Interactions	Nutrient-Nutrient Interactions	Diet-Nutrient Interactions	Nutrient Depletion
None Known.	None Known.	None Known.	None Known.

## References

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