

YOUR HEALTH PROFESSOR



EFFER-C™

- 1000 mg of Vitamin C Per Serving
- Helps Restore Vital Electrolytes
- Includes CoQ10 and Alpha Lipoic Acid
- High in Energy-Producing B Vitamins
- 4 Great Tasting Flavors

This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



Quality is Affordable

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Vitamin C (ascorbic acid) is unquestionably one of life's most important nutrients. Everyday we unknowingly rely on it to help protect cells, produce energy, repair tissue and replenish lost electrolytes. Ironically, humans are just one of a handful of living creatures unable to produce our own supply of this vital nutrient. In fact, your dog can naturally manufacture upwards of ten times the amount of vitamin C that you might obtain in an entire day from food.

To make matters worse, vitamin C can be a terribly stubborn nutrient. Not only are we incapable of producing it, but getting adequate amounts from the diet is a task all in itself. Today's typical diet has become just that, typical. The convenience of fast food, sodium-rich snacks and over-processed heart bombs has reduced our once healthy society to a scrambling cluster of time-pressed professionals who've somehow forgotten what it's like to actually prepare balanced, nutritious meals. This makes obtaining the nutrients we so desperately need, next to impossible.

As if that wasn't enough, vitamin C has a short half-life. Half lives measure the amount of time that it takes for one-half of a nutrient to be depleted from the bloodstream. In the case of vitamin C, it has a half life of just 30 minutes. For the sake of argument, let's assume that your 7:00 AM breakfast includes an orange that contains a modest 70 mg of vitamin C. By 8:00, you're left with only 35 mg. By 9:00, a mere 17 mg. And by the time lunch rolls around, you'll be lucky to have *any* vitamin C in your system at all.

This should be of great concern to anyone who doesn't carry a bushel of oranges around at all times. Because aside from the fact that the body rapidly depletes its reserve of vitamin C, it also depends on what remains to carry out an long list of biological tasks. When it's not there, everything suffers - energy, metabolism, immune response, cartilage integrity and so on.

So how does one contend with this taxing concoction of unceasing stress, high-throttle lifestyle, endless toxins and pathetic dietary habits? It's actually much simpler than you might imagine. Thanks to new technology in the nutritional sciences, getting the C you need no longer requires carrying around bottles of capsules or huge sacks of fruit.

Effer-C™ from NOW® is an effervescent vitamin C unlike any other, and was designed to quickly replenish the vital electrolytes needed to keep you running strong. With a nutritional profile superior to other fizzy C drinks, a taste that won hands-down in blind tests and an exceptional grade of ascorbic acid, Effer-C™ is clearly the smart choice.

Vitamin C

Starting with an exceptional grade of Vitamin C was the first step in formulating this superior drink. Fueled by 1000 mg of highly absorbable, gentle vitamin C, you can be assured that you're getting enough C to keep you tip-top for hours. By utilizing a buffered, non-acidic vitamin C, Effer-C™ offers

fast assimilation to boost energy and restore vital electrolytes without causing gastric irritation.

B-Complex

Busy lifestyles rob you of so much more than just time. Physical stress and mental anxiety can drain even the healthiest individuals of energy producing, mood supporting B vitamins. As these reserves diminish, so does the ability to stay motivated, focused, patient, responsive and energetic. Effer-C™ is bursting with a full B profile that contains as much as *two times* the amount of certain B-vitamins found in other brands.

Calcium/Magnesium

Calcium and magnesium have become synonymous with strong, healthy bones. Aside from their structural supporting properties, these two minerals work synergistically to help support the body's adenosine triphosphate (ATP) energy reserves. Individually, magnesium is present in virtually every human biological process. Many of today's most common elements (alcohol, fluoride, processed foods) can hinder your ability to retain optimal levels of this vital nutrient. Effer-C™ brings them right back!

Chromium

This essential trace mineral is a primary component in the synthesis of fats, carbohydrates and proteins. Chromium also has a direct influence on the efficacy of our metabolism, in addition to how well we use glucose. Even a slight deficiency in chromium can result in fatigue, anxiety and glucose intolerance. Effer-C™ contains 20 mcg of chromium - more than even the most popular effervescent C supplement.

Anti-oxidants

Part of what makes Effer-C™ so effective is its unique antioxidant profile. By adding more alpha lipoic acid (ALA) than similar competing products, in addition to 5 mg of CoQ10 and zinc, Effer-C™ provides powerful protection against harmful, cell damaging free radicals.

If you haven't experienced the nutritional rush that Effer-C™ delivers, you don't know what you're missing. NOW makes it easier than ever to stay energized and fully replenished throughout the day, during workouts and even on the road. Available in four delicious flavors (orange, lemon-lime, raspberry and cranberry Effer-C™ is a simple and effective way to maintain high levels of vitamin C and unlock the energy that's just waiting within.

