

# Dr. Mercola Announces New Cutting Edge Vitamin C Product

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*New proprietary supplement helps improve Vitamin C absorption and delivery to where-most-needed cells.*

**Hoffman Estates, January 31, 2013** – Dr. Mercola announced today that he is adding a new vitamin C product to his line of health supplements. Often called one of the top health and nutrition websites in the world, Mercola.com promotes optimal wellness via health articles, wellness products such as supplements, and a widely-read natural health newsletter under the ownership and direction of Illinois-based osteopathic physician Dr. Joseph M. Mercola, DO

Mercola stresses the company's ongoing commitment to product purity and the highest level of quality control available through advanced technology throughout the entire formulation and production process of its supplements.

“That is why we use production facilities and manufacturers with cGMP and ISO9001 credentials. A highly qualified manufacturer is always high on my checklist. We simply refuse to settle for any manufacturer where production quality issues may possibly contribute to compromising inconsistencies,” said Dr. Mercola.

“In addition, our manufacturer uses Licaps technology to prevent the possibility of leakage and to ensure top line absorption.”

Dr. Mercola says, “I chose this innovative vitamin C because of the inherent problems with traditional C, which lacks the bioavailability advantage that liposomes offer. Liposomal absorption is far more effective than intestinal absorption, so a little goes a lot farther. Put another way, large doses are much easier to achieve with liposomal C, versus traditional C which can create digestive issues in high amounts.”

Liposomal technology helps protect cell membranes and increases bioavailability potential, along with offering protection from occasional intestinal discomfort. This higher dosage may help you avoid intravenous applications if a high dosage is desired.

Vitamin C must be obtained from external sources, however a high percentage of it may never reach your cells. Liposomal Vitamin C resolves this disadvantage by allowing to bypass your digestive system for delivery to your cells.

Whereas some liposomal vitamin C utilizes a soy-based emulsifier, Mercola.com's formulation uses a sunflower lecithin emulsifier, which better serves those with soy allergies or those who for other reasons choose to avoid soy.

## **About Dr. Mercola and Mercola.com**

Dr. Joseph Mercola is a New York Times best-selling author. He was voted the 2009 Ultimate Wellness Game Changer by the Huffington Post and has been featured in the national media in such outlets as Time magazine and the LA times, CNN, Fox News, ABC News, the Today Show, and CBS' Washington Unplugged.