

Come find out what nature has put into this tablet...

VegiSource

When we think of all the wonderful nutrients found in vegetables, one can only stop and wonder, "what if there were a way to get all that good stuff into me without consuming truckloads of raw vegetation all day long?" Is there a way to accomplish this? Well, Viva Vitamins has explored this topic and has come up with a vegetable based multi vitamin that may come close to solving this issue.

PLANTS - not just for vegetarians anymore

We live on a planet that contains an endless encyclopedia of natural, plant-derived medicines. As advanced as we are in our exploration of this planet, we haven't even scratched the surface of uncovering the mind boggling array of nutrients available within the earth's agriculture. The diseases, disorders, and conditions that can be treated by the ingredients found on the greenery of the earth's crust are endless. This is one of the reasons why the majority of supplements and even pharmaceutical drugs are derived from this source. One of the best ways to get vitamins and minerals is of course, from a vegetable source. There is good reason why mom always told us to eat our veggies. Vegetables provide an undiscovered world of antioxidants (free radical-scavenging species), catechins (polyphenolic plant metabolites yielding high antioxidant activity), enzymes (biochemical reaction-catalysts) beneficial alkaloids and terpenes (plant derived molecules supplemental to various physiological processes including immune turbo charging), and let's not forget fiber (soluble and insoluble). Considering all the benefits one can obtain from the constituents of vegetables, it would almost seem foolish not to consider this as a primary source of vitamins, minerals, and other nutrients.

Vegi Source's army of nutrients

Starting with the vitamins, there are two categories; water-soluble and fat-soluble. The water-soluble vitamins include the entire b-complex (thiamine, riboflavin, niacin, folic acid, pantothenic acid, pyridoxine, cobalamin, biotin, PABA, choline and inositol) and vitamin C. Beside the fact that these b vitamins are cofactors to hundreds of

biologically crucial enzymes, they are the main players involved in the process of converting food into energy. Biochemical reactions are catalyzed by enzymes. Think of the b vitamins as the on-off switch to these enzymes. Without b vitamins, these reactions in our bodies would not ensue. Vitamin C (ascorbic acid) can be touted as the water-soluble antioxidant we all know and love. It is one of the rare antioxidants that "re activates" itself upon oxidation with the help of its friends vitamin E, iron, and other fellow antioxidants. To make matters even better for ascorbic acid's reputation, studies suggest that vitamin C, when taken in hyper-supplemental amounts, also reduces inflammation (University of California – Berkeley, 2008).

The fat-soluble vitamins include vitamin A (retinal/ol), vitamin D (calciferol), vitamin E (tocopherol) and vitamin K (phylloquinone/menaquinone). Vitamin A, usually derived from beta carotene or an alkyl ester, is involved in the photoreception mechanism of sight in our eyes. To put it plainly, if we didn't have any vitamin A in the retina of our eyes, we'd be blind. Vitamin A also plays critical roles in antioxidation and our immune systems (Semba RD, 1998). Vitamin D is directly involved in the alimentary uptake and transport of calcium by being the only vitamin that acts as a steroid hormone (DeLuca HF et al., 1998). In this same manner, this vitamin-hormone is also responsible for skeletal growth and bone remodeling via osteocyte activation (Cranney C et al., 2007). In fact, recent studies suggest vitamin D's involvement in our immune system and inflammatory regulation (Hayes CE et al., 2003). To put it plainly, this vitamin-hormone is our best friend if we don't want brittle bones, aches and pains and

getting sick. Vitamin D is also a "must" if we don't get adequate amounts of sunlight each day for our bodies to produce its own vitamin D (DeLuca HF et al., 2004).

The family of tocopherol isomers known as vitamin E plays the part of the antioxidant dynamo in Mother Nature's pharmacy. The alpha isoform of the tocopherols has demonstrated to be the most biologically active (Farrell P et al., 1994) and has proven itself to be the antioxidant powerhouse of the fat-soluble vitamins. Recent findings are also pointing to this vitamin's awesome display of anti-inflammation (Traber MG et al., 1999). But watch out for phony vitamin E (L- α -tocopherol) which only has about half of the biological activity of natural (D- α -tocopherol) vitamin E (U.S. Department of Agriculture, 2004), as some manufacturers like to use as their source of vitamin E to save some money.

Vitamin K, as far as science thus far has revealed to us, is primarily involved in only one aspect of the human body. Vitamin K is a vital member of the network of cofactors, substrates and enzymes involved in the reaction of forming blood clots in our body. What this means is if there was no vitamin K present in us, we could bleed to death from a single scratch.

Minerals

No less important than vitamins are minerals when considering daily supplementation. Just like the vitamins (with the exception of vitamins D and E) minerals act as cofactors to literally thousands of enzymes carrying out vital biological reaction in our bodies every day. Needless to say, when there is a deficiency or lack of these minerals in our diet, certain reactions can't ensue and major problems begin to occur. In some cases, these problems can be life threatening.

Viva Vitamins' Vegi Source contains isolated amounts of these crucial minerals in proportions that correspond to the latest scientific research for maximizing each mineral's physiological and bioavailable potential. In other words, Viva Vitamins did their homework to include the right amount of each mineral to yield its maximum effectiveness in our bodies. Viva Vitamins' Vegi Source also includes minerals needed in very small amounts (various elements on the periodic table) which are found in the Viva Whole Foods Blend portion.

Along with vegetable based vitamins and minerals, Vegi Source contains two of the most powerful detoxifying agents that are probably found in nature and have the most research on. N-acetylcysteine is an amino acid used not only for its mucolytic (mucus dissolving) actions, but most notably for its detoxifying properties. It is used as a drug in the pharmaceutical realm to treat acetaminophen overdose (Chun LJ et al., 2009), prevent or delay b-cell dysfunction in diabetes (Kaneto H et al., 1999) when combined with other antioxidants, and even prevent and relieve symptoms of hangovers when combined with vitamin C and riboflavin (Resat O et al., 2003).

Glutathione is a tripeptide comprised of the amino acids glutamate, cysteine, and glycine. Besides being an awesome reducing agent in redox reaction, glutathione and acetylcysteine form a dynamic duo as the two work hand in hand to combat acetaminophen overdose, and first and second pass conjugation in the liver via glutathione S-transferase enzymes. This is what helps knock out a good majority of potential toxins that could become poisonous.

The Whole Foods Blend portion of Vegi Source contains wheat grass, spirulina, chlorella and other green food extracts that contain a variety of minerals that act as buffers in our bodies. A slightly acidic biological system can lead to a slew of different problems. These minerals found in this blend are ionically bound to organic/inorganic conjugate bases (ie. carbonate, sulfate, phosphate, oxalate, fumarate, etc.) which can help increase pH to its normal physiologically neutral range. Believe it or not, these buffering minerals do wonders for decreasing the risk of certain cancers (Sartori HE, 1984).

The proprietary stamina portion of Vegi Source contains some of the most infamous immune system boosters such as Echinacea and mushroom extracts. These guys have been shown to have outstanding immunomodulatory effects via mass production of interleukins (Wang CY et al., 2008, Nameda S et al., 2003). It seems very clear from the vast array of constituents in this unique vegetable based formula that overall health is hit by almost every aspect.

Purpose

Viva Vitamins' Vegi Source is a scientifically engineered multi vitamin for the beginning and advanced supplementor. The carefully crafted tablets are designed to deliver vegetable derived nutrients that are in the amounts that fall within the latest scientific research. The combination of veggie-derived vitamins, minerals, and other phyto nutrients along with its incredible bioavailability is tantamount to some of the top vegetable source supplements on the planet. Vegi Source is for those of us who are serious about what goes into a vegetable source multi vitamin as well as what we can get out of one.

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