



PURE PC

THE LIVER, BRAIN AND HORMONE BALANCING NUTRIENT

120 ML LIQUID | NPN80079409 | LPOPPC-CN

BENEFITS OF PHOSPHATIDYLCHOLINE PURE PC

- Pure PC is a micellized form of phosphatidylcholine for better absorption
- May help improve mental energy and memory
- May reduce risk for plaque build-up in arteries by optimizing fat metabolism
- May help ameliorate PMS and other female hormonal disorders when combined with liver-supporting nutrients, such as inositol
- Promotes healthy estrogen metabolism
- Is useful to support the treatment of a wide range of liver ailments, including, fatty liver and cirrhosis
- May help protect the liver from damage caused by viruses, medications, and toxins in the environment and food
- Helps enhance the digestion and assimilation of all nutrients
- May help support healthy aging by protecting cell membranes from damage

Phosphatidylcholine (PC) is one of the most important nutrients to consume daily for optimal health. PC is found in nuts, seeds, dandelion greens, egg yolks, liver, and certain seafood items: foods we consume too little of to get an optimal intake of PC. Most adults do not get enough of this valuable nutrient.

An inadequate intake of PC may lead to:

- Poor liver function/fatty liver
- Gallstone formation
- Premenstrual syndrome, and other hormonal disorders in women
- Nerve degeneration
- Poor memory

What makes phosphatidylcholine so valuable? Phosphatidylcholine (PC) is the basic building block of the membranes of every cell in the body. Without PC, cells age faster and do not function optimally. PC also helps encourage healthy fat metabolism by emulsifying fat.

THE LIVER NUTRIENT

PC is an important nutrient for promoting liver health, as it helps the liver do many of its jobs better, including nutrient assimilation, hormone balancing, and toxin elimination. PC helps protect the liver against the damage caused by, pollutants, viruses, medications, mushroom poisoning, and. PC may be beneficial to support the the treatment of various forms of hepatitis.¹

THE ULTIMATE WOMEN'S HEALTH NUTRIENT

PC can help alleviate many estrogen related problems by facilitating the liver's conversion of estradiol – the stronger form of estrogen – to estriol, a more benign form of estrogen. PC is therefore helpful in managing problems related to female hormone imbalance including PMS, uterine fibroids, fibrocystic breast syndrome, and endometriosis.

PC may lower plasma homocysteine levels² which when elevated can increase our risk to heart and artery disease. PC also increases cells' sensitivity to insulin, which is important for cardiovascular health and endocrine function.³ PC may also support normal blood pressure and can also help protect the body against the damaging effects of stress.

PC helps the brain make one of its most important chemical messengers, acetylcholine. Acetylcholine travels between nerve cells, creating and calling up memories. Many people notice improved memory function when taking PC. PC may also be useful to support the treatment of Alzheimer's disease, a condition associated with low levels of acetylcholine.⁴ PC can also be considered to support the treatment of tardive dyskinesia, colitis⁵ and malaria⁶.

WHAT ARE LIPOSOMES?

Liposomes are spheres made of phospholipids—the same primary building blocks of cell membranes. Owing to this structure, liposomes bond easily with cell membranes to deliver their nutrient cargo (in this case, phosphatidylcholine). Liposomes are extremely tiny particles, which allows for fast absorption in the body, starting in the mouth.

Medicinal Ingredients (per serving):

Phosphatidylcholine (*Helianthus annuus* - Seed) (14% Choline)..... 700 mg per 5 ml serving

Non-Medicinal Ingredients: Glycerin, ethanol, water, tocophersolan. **Recommended Dose:** Adults: Take 1 teaspoonful (5 ml) directly by mouth 1 to 2 times daily. Hold in mouth 30 - 60 seconds and swallow. Best taken on an empty stomach.

REFERENCES

1. Kidd P. Phosphatidylcholine: a superior protectant against liver damage. *Alt Med Rev* 1996;1(4):258-274
2. Olszewski AJ, Szostak WB, Bialkowska M, Rudnicki S, McCully KS. Reduction of plasma lipid and homocysteine levels by pyridoxine, folate, cobalamin, choline, riboflavin, and troloxerutin in atherosclerosis [published erratum appears in *Atherosclerosis* 1991 May;88(1):978] *Atherosclerosis* 1989;75(1):1-6
3. Cantafora A, Masella R, Angelico M, Gandin C, Blount RJ, Peterson SW. Effect of intravenous polyunsaturated phosphatidylcholine infusion on insulin receptor processing and lipid composition of erythrocytes in patients with liver cirrhosis. *Eur J Clin Invest* 1992;22(12):777-82
4. Little A, Levy R, Chuaqui-Kidd P, Hand D. A double-blind, placebo controlled trial of high-dose lecithin in Alzheimer's disease. *J. Neurol Neurosurg Psychiatry* 1985;48(8):736-42
5. Fabia R, ArRajab A, Willen R, et al. Effects of phosphatidylcholine and phosphatidylinositol on acetic-acid-induced colitis in the rat. *Digestion* 1992;53(1-2):35-44
6. Bordamann G, Rudin W, Favre N. Immunization of mice with phosphatidylcholine drastically reduces the parasitaemia of subsequent *Plasmodium chabaudi chabaudi* blood-stage infections. *Immunology* 1998;94(1):35-40
7. Immunology 1998;94(1):35-40



PURE PC

NATURAL SUPPORT FOR THE LIVER, BRAIN & HORMONE BALANCE

120 ML LIQUID | NPN80079409 | LPOPPC-CN

Phosphatidylcholine (PC) is one of the most important nutrients required for optimal health. It is the basic building block of the membranes of every cell in the body. Without PC, cells age faster and do not function at their best, affecting many aspects of our health.

Phosphatidylcholine is found in nuts, seeds, dandelion greens, and egg yolks: foods we consume too little of to get an optimal intake of PC. Therefore, most adults do not obtain enough of this valuable nutrient through diet alone.

Research shows that supplemental phosphatidylcholine, which is derived from lecithin, is highly bioavailable, as it is nearly 90% absorbed by the body. Enzymes from the pancreas easily breakdown phosphatidylcholine into free fatty acids that are absorbed by the cells of the intestine, making supplemental phosphatidylcholine an easy way to increase PC in the body.

THE LIVER NUTRIENT

Phosphatidylcholine is an important nutrient for promoting liver health, assisting with nutrient assimilation, hormone balancing, and toxin elimination. PC helps to protect the liver against the toxins it may encounter from pollutants, viruses, medications, mushroom poisoning, and radiation treatment.

ADDITIONAL FUNCTIONS OF PHOSPHATIDYLCHOLINE

- Helps support the aging process by maintaining healthy cell membranes
- Encourages healthy fat metabolism by properly breaking down fat
- Promotes healthy cholesterol levels.
- Helps support healthy estrogen levels by helping the liver to convert estradiol to estriol, a safer form of estrogen. In this way, PC is helpful for supporting proper hormone balance in women.
- Helps maintain healthy levels of homocysteine, a compound that can affect blood vessels at elevated levels.
- May support a normal blood pressure
- May support healthy blood sugar levels by enhancing cells sensitivity to the hormone insulin
- Phosphatidylcholine helps the brain make acetylcholine, one its most important chemical messengers
- Acetylcholine travels between nerve cells, creating and calling up memories. Therefore, PC can help maintain healthy brain function as we age.

PURE PC MAY BE BENEFICIAL FOR

- Maintaining general health
- Liver health and function
- Healthy aging
- Fat digestion
- Supporting healthy cholesterol levels
- Promoting balanced hormones
- Brain health and function

WHAT ARE LIPOSOMES?

Liposomes are spheres made of phospholipids—the same primary building blocks of cell membranes. Owing to this structure, liposomes bond easily with cell membranes to deliver their nutrient cargo (in this case, phosphatidylcholine). Liposomes are extremely tiny particles, which allows for fast absorption in the body, starting in the mouth.

NOTE

Pure PC is best taken with a meal and with other supplements as it increases the absorption of all nutrients.