

## Plant-based VS. Man-made Vitamins

Plant-based vitamins such as vitamin C come in wholesome forms that provide many other nutrients to nourish the body.



Man-made vitamin pills, on the other hand, have their vitamins isolated. They are no longer nutrients but chemicals, and they may cause dangerous effects on health.



### Dangers of Vitamin Pills

Sources:  
JAMA. 2007 Feb 28;297(8):942-57  
Ann Intern Med. 2008 Nov 19;149(10):770-6  
J Natl Cancer Inst. 2004 Dec 1;96(23):1743-50.

- \* Researchers analyzed data from 68 randomized trials involving 232,606 participants, and found that beta-carotene, vitamin A and vitamin E supplements were associated with 7%, 14% and 4% increased risk of mortality respectively. They also concluded that there is no evidence that vitamin C supplements increase longevity.
- \* In one trial, beta-carotene and retinol supplements increased smokers' risk of lung cancer by 28%.
- \* Experts from Harvard Medical School in the U.S. have found that milk fortified with vitamin A may be harmful to health and linked to osteoporosis. Excessive vitamin A intake was found to double the risk of hip fracture in women aged 28 to 74.



**Natural is best!**

Let Nature's combination of nutrients  
enhance nourishment.



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This brochure may contain references to scientific research that has been performed regarding one or more herbs used in E. Excel's products. These references demonstrate that the scientific community is documenting and verifying the amazing and wonderful powers of specific herbs, but under the specific circumstances and uses described in the referenced studies. Any claim that using E. Excel products containing these herbs will achieve the specific results described in these studies is specifically disavowed and disclaimed by the Company.



Veggies *for* Health

**Don't miss out on antioxidants!**

Natural, Wholesome and Healthy





Vitamin C is a powerful antioxidant required by the body that must be obtained from the diet, as the body cannot produce vitamin C.

**Are vitamin C pills necessary for the common cold?**

The latest research from the United Kingdom reveals that, during the average lifetime, a person suffers from approximately 200 colds, each lasting nine days on average. This translates to about five years of cold symptoms.

More than 30 clinical trials involving a total of over 10,000 participants have revealed that vitamin C pills have no effect in treating or preventing colds.

However, research has also revealed that consuming plant foods rich in vitamin C can enhance immunity against colds, reducing the risk of catching them.

Hence, wholesome foods, which are healthful and safe, cannot be replaced with man-made vitamins.



**Want to enhance your immunity?**

The immune system is a complex machine. To operate, it requires a variety of antioxidants, phytochemicals and polysaccharides from wholesome plant foods working in synergy. This enhances immunity and protects the body from disease. Wholesome plant foods such as acerola cherry and blueberries can provide the body with rich sources of different nutrients.

Isolating a vitamin from its plant source changes the vitamin's biochemical structure and may be harmful if taken in excess. Wholesome plant foods, on the other hand, have no side effects or dangers of overdose. Their nutrients are packaged in an ideal, safe manner for easy digestion and absorption.

**Nature's Perfect Balance**

The immune system needs a wide variety of nutrients, and clinical research has proven that it is more beneficial to consume a wider variety of polysaccharides. ABM mushroom and Maitake mushroom are rich in iron and a wide variety of polysaccharides. Consuming them with antioxidant-rich foods such as acerola cherry and blueberries can enhance their effects and the absorption of iron, protecting against anemia.

Antioxidants from natural wholesome plant foods work in synergy with other nutrients such as vitamin B12 and iron for enhanced effect, and aid the body's absorption of precious nutrients.

For ladies, consuming vitamin C-rich plant foods not only aids iron absorption, but also stimulates collagen production for a more youthful complexion.

*Perfectly crafted by nature, acerola cherry, blueberries, ABM mushroom and Maitake mushroom are ideal sources of antioxidants such as vitamin C, phytochemicals and polysaccharides.*

**Natural**



- Wholesome plant foods are rich in vitamin C, antioxidants and phytochemicals.

**Man-made**



- Vitamin C pills only contain a single nutrient, lacking a variety of antioxidants and phytochemicals.

**Vitamin C and Antioxidant Content**

<p><b>Acerola Cherry vs. Orange</b></p>	<ul style="list-style-type: none"> <li>Acerola cherries contain 33 times or over 3,000% the amount of vitamin C in orange juice.</li> <li>100 grams of acerola cherries contain 1,300mg of vitamin C, 2,796% of the body's daily vitamin C requirement.</li> <li>Acerola cherry contains vitamin C that is 1.63 times more bioavailable than synthetically produced vitamin C.</li> </ul>
<p><b>Blueberries vs. Other Plant Foods</b></p>	<ul style="list-style-type: none"> <li>Blueberries have the highest antioxidant activity among fruits and contain more than 40 antioxidants.</li> <li>100 grams of fresh blueberries could deliver the equivalent antioxidant capacity of five servings of some fruits and vegetables.</li> <li>100 grams of blueberries contain 25-497mg of anthocyanins, a group of powerful antioxidants.</li> <li>Resveratrol in blueberries has about 20-50 times more antioxidant effect than vitamin C.</li> <li>Antioxidant activity comparison:                      1 cup (145g) of blueberries = 1.5 cups of strawberries                      = 3 cups of orange segments                      = 4.5 cups of broccoli florets                      = 5 cups of chopped spinach</li> </ul>

