



Addressing Longevity with PureWay® Ingredients

Science-Driven Solutions for Healthy Ageing

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Longevity today is no longer defined simply by the number of years lived, but by the ability to maintain health, vitality and functional independence throughout life. As populations age and consumers remain active for longer, healthy ageing has become a central focus in food supplement development.

Ageing is a complex, multifactorial process involving gradual changes in cellular energy metabolism, oxidative balance, cognitive performance, cardiovascular function and musculoskeletal resilience. While ageing itself cannot be prevented, nutrition plays an important role in supporting the body's ability to adapt to these changes and to maintain normal physiological functions over time.

In this context, food supplements are increasingly positioned to support long-term wellbeing rather than short-term outcomes, addressing areas such as energy, cellular health, metabolic efficiency, cognitive and cardiovascular health, and protection against daily stressors. Consumers are seeking solutions that fit into a proactive lifestyle approach, with ingredients that are well-studied, well-tolerated, and suitable for long-term use.

The PureWay® range is owned by our partners One Innovation Labs in US and comprises of a portfolio of science-driven ingredients that can be used to build differentiated, longevity-oriented formulations. In this review, we offer an overview of some of the key actives.

PureWay-C®: Advanced form of Vitamin C

Leading the way in antioxidant protection, PureWay-C® is a Worldwide-Trusted, advanced form of Vitamin C, formulated with proprietary fatty acids and citrus bioflavonoids to enhance cellular uptake and retention. Published research¹ shows its superior benefits vs other Vitamin C forms.

Available in various grades for innovative applications, PureWay-C® offers excellent

stability and supports the use of EFSA-approved health claims for Vitamin C including maintenance of the immune system, normal collagen formation, normal energy metabolism, nervous system and psychological function support, protection of cells from oxidative stress, tiredness and fatigue reduction, and iron absorption support.

With widespread inconsistencies in liposomal products, choosing a high-quality, effective liposomal option is essential. Liposomal PureWay-C® powered by LiposoMax™, delivers true liposomal Vitamin C as demonstrated by advanced microscopy images. Available in a powder form with high concentrations of Vitamin C and a water dispersible form for innovative liquid applications.

PureWay® G: Powering the Body's Master Antioxidant

Referred to as "the mother of all the antioxidants", glutathione is involved in many processes in the body including tissue building and repair², and making chemicals and proteins needed in the body and the immune system³⁻⁵.

New in-vitro research⁴ (2025) demonstrates that PureWay® G delivers glutathione into human cells at twice the rate of standard glutathione, restoring depleted intracellular levels more efficiently. In the same study, PureWay® G also showed superior protection against oxidative damage when combined with Liposomal PureWay-C®. These findings highlight PureWay® G as a strong, highly research-validated antioxidant ingredient capable of restoring intracellular balance and protecting cells against oxidative stress.



PureWay® Creatine: A Next-Generation Creatine Solution

Creatine is well known for its role in muscle energy, but what is often overlooked is its critical role in protecting cells from oxidative damage, especially under high metabolic

demand. New in-vitro research⁷ (2025) highlights the ability of PureWay® Creatine far beyond traditional creatine supplementation by offering superior antioxidant protection and support for mitochondrial function and improved intracellular absorption.

The study revealed that PureWay® Creatine may offer nearly twice the absorption rate compared to standard creatine, resulting in faster and significantly greater intracellular creatine levels at all tested time points.

Furthermore, under oxidative stress conditions PureWay® Creatine provided enhanced mitochondrial protection and improved cellular viability, outperforming non-liposomal creatine.



PureWay® Q10: Optimised, water dispersible, CoQ10 Uptake

Coenzyme Q10 (CoQ10) is also called ubiquinone, after its ubiquitous (widespread) distribution in the human body. CoQ10 is used by the body to transform food into adenosine triphosphate (ATP), the energy which the body runs on.

Research has been done to investigate the benefits of CoQ10, proving that it supports healthy skin-aging⁸, cell protection during exercise, cardiovascular, glucose metabolism and blood sugar levels⁹⁻¹¹ and neuroprotection. More specifically, Coenzyme Q10 may help support metabolic health by promoting energy production through ATP, acting as an antioxidant to reduce oxidative stress.

Recent research¹² highlights several key benefits of PureWay® Q10 compared to conventional, non-liposomal CoQ10. PureWay® Q10 demonstrated statistically significant protection for neuronal cells induced oxidative stress, indicating its superior cellular uptake and antioxidant capability.

Additionally, PureWay® Q10 promoted greater neurite outgrowth in neuronal cells, reflecting more rapid absorption and enhanced functional availability at the cellular level.

The study also found that PureWay® Q10 entered mitochondrial compartments more efficiently, leading to increased cellular energy (ATP) production. Overall, PureWay® Q10 exhibited faster action, higher absorption, and stronger bioactivity, offering improved bioavailability compared to conventional CoQ10.

PureWay® B: Essential B Vitamins for Lifelong Vitality

Vitamin B complexes are often discussed in the context of healthy ageing and longevity because they support several core biological processes that tend to decline with age. Our PureWay® B is a high quality Vitamin B Complex that has been optimised for better delivery, absorption and uptake. The PureWay® B complex includes Thiamin HCL (Vitamin B1), Riboflavin (Vitamin B2), Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine HCL (Vitamin B6), Biotin (Vitamin B7), Inositol (Vitamin B8), Folic Acid (Vitamin B9), Cyanocobalamin (Vitamin B12) and Vitamin C.

This B Vitamin Complex allows customers to benefit from EFSA claims on all vitamins included with 160mg. This equates to 15% of the Nutrient Reference Value (NRV) on some of the vitamins which is the minimum requirement to be able to use an EFSA claim on a product label without being near the upper safe levels on any of the actives.

PureWay® D3: Superior Vitamin D3 for Everyday Health Support

It is known that Vitamin D supports longevity by improving nutrients absorption and utilization, helping maintain bone strength, mineral balance, and musculoskeletal integrity as absorption efficiency declines with age.

PureWay® D is a high quality Vitamin D3 that has been optimised for better delivery, absorption and uptake. PureWay® D benefits from the EFSA Approved Health Claims related to Vitamin D, including benefits on absorption / utilization of calcium and phosphorus, blood calcium levels, maintenance of normal bones, maintenance of normal muscle function and normal function of the immune system.



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These are only a few of the ingredients that make up the PureWay[®] range. Together, the PureWay[®] ingredient portfolio enables formulators to develop well-balanced, longevity-oriented supplement concepts that support key physiological functions relevant to healthy ageing.

With optimised formulations, strong quality standards and scientific support, these ingredients offer flexibility for innovative finished product solutions.

In Europe, the LEHVOSS Group is the exclusive distributor of PureWay[®] ingredients, including PureWay-C[®] and Liposomal PureWay-C[®], supporting finished product developers with reliable access and technical expertise.

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