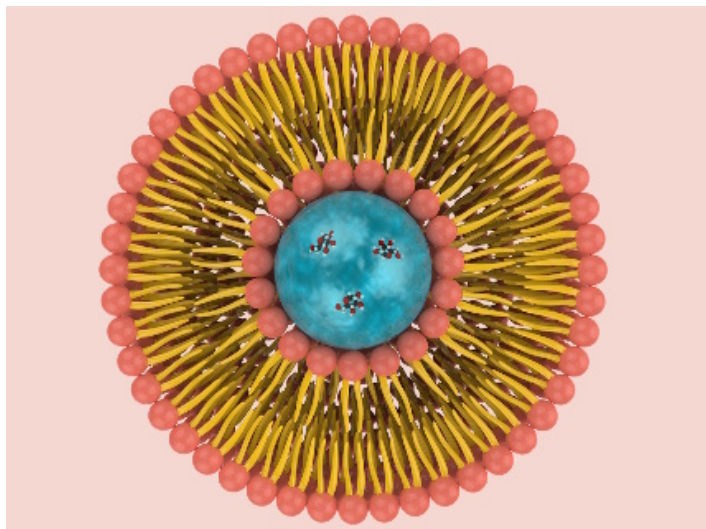




PureWay® Q10 is a quality, soluble dispersible Coenzyme Q10 powder, optimised with true Liposomal technology for better delivery, absorption and uptake.



PRODUCT PROFILE SHEET

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. CoQ10 is found primarily in fish and meat, but the amounts in food are far less than what can be obtained from supplements.

What makes PureWay® Q10 unique?

It is well known that CoQ10 is a lipophilic cofactor and **requires fat for absorption**. To overcome this, most CoQ10 supplements are available in softgels with vitamin E and other lipids (fats) to help the body absorb the CoQ10. Unlike the standard form of CoQ10, PureWay® Q10 is available in **Liposomal powder form**, therefore already combined with fats. It is known that liposomal forms may facilitate the uptake, distribution, and release of actives as liposomes are manufactured microscopic, hollow spherical vesicles composed of a lipid bilayer, which are readily recognised by the body's gastrointestinal system.

Being a **powder**, PureWay® Q10 can be used in capsules, tablets and in addition, RTD sachets and liquid applications as it is **water dispersible – a truly unique feature for this ingredient**.



With great discrepancy in liposomal throughout the industry, it is important to search for high quality and efficacious liposomal ingredients. PureWay® Q10 is produced with

a true liposomal technology (**LiposoMax®**) rather than emulsions. The Liposomal technology behind PureWay® Q10 is created with a proprietary all-natural process using no alcohols or solvents and with Non-GMO, Vegan, Halal and Kosher sunflower lecithin.

How does it work?

- **A Familiar Makeup:** Fatty acids and phospholipids are naturally present in the cells of the human body. When a liposomal form enters the body, the body tends to recognize the fatty acid and the phospholipids parts.
- **Faster Movement:** Since liposomal ingredients are more likely to be accepted by the body, they are also most likely to be spread quickly through the body.
- **Superior Absorption:** While other nutraceutical ingredients are typically absorbed at intestinal levels, liposomal ingredients allow more beneficial nutrients to be absorbed at the cellular level.
- **Safe and stomach-friendly:** By increasing cellular uptake, lower dosages are required and therefore side effects associated with large dosages are less likely to happen (nausea, cramping).

Product Advantages

- ✓ **Very Good Dispersion in Water**
- ✓ **Minimum 70% Coenzyme Q10**
- ✓ **Superior Absorption and Utilization of CoQ10 vs Conventional Forms**
Thanks to the lipid metabolites which facilitate the cellular uptake as demonstrated by research
- ✓ **Enhanced Cellular Protection**
In neuronal cells as per in vitro data
- ✓ **Enhanced Energy for Neuronal Growth**
Research shows robust and faster neurite outgrowth and improved mitochondrial ATP production
- ✓ **Kosher & Halal Certified**
- ✓ **Vegetarian & Vegan**

Research

Research has been done to investigate the benefits of CoQ10, proving that it supports **healthy skin-aging¹, cell protection during exercise, cardiovascular, glucose metabolism and blood sugar levels** (especially in people with diabetes)²⁻⁴ 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**, and improving **insulin sensitivity**, which may help manage **blood sugar levels**. Two analysis in study reviews^{5,6} concluded CoQ10 may be beneficial for **managing heart failure, reduce mortality and improve exercise capacity**. CoQ10 studies⁷ show benefits related to **fertility** in men by improving sperm



quality. A review of five studies⁸ found that CoQ10 may reduce the duration and frequency of migraines in children and adults. CoQ10 may help **exercise performance**⁹ by decreasing **oxidative stress** in the cells and improving **mitochondrial function**. According to research¹⁰ supplementing with CoQ10 may help **reduce fatigue**, which could also potentially improve exercise performance.

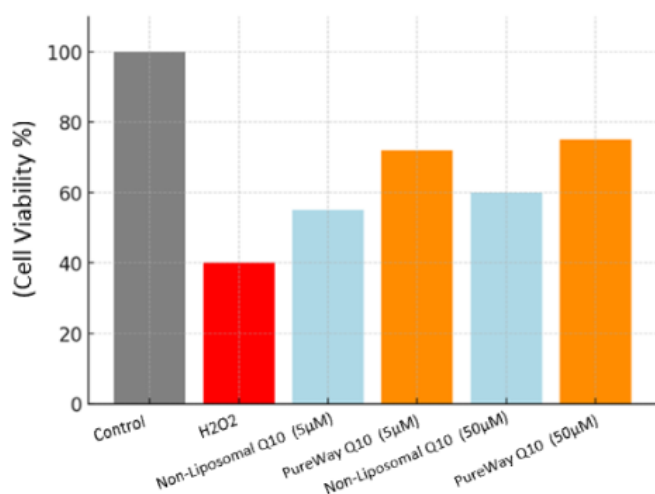
New Research on PureWay® Q10

New in vitro research¹¹ demonstrates the superior benefits of PureWay® Q10 in supporting cellular energy and protecting cells against oxidative stress.

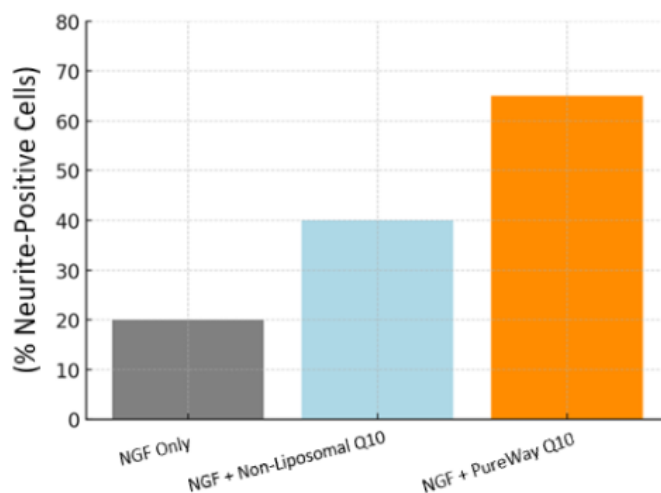
Key findings from the research study¹¹:

- **Enhanced Cellular Uptake and Protection:** PureWay® Q10 provided statistically significant protection to neuronal cells against hydrogen-peroxide-induced oxidative stress compared with non-liposomal CoQ10 at both 5 µM and 50 µM concentrations.
- **Faster and More Effective Neuronal Response:** Within just 6 hours, PureWay® Q10 stimulated greater neurite outgrowth in PC12 neuronal cells than the non-liposomal form. This reflects more rapid absorption and functional availability at the cellular level.
- **Improved ATP Production:** Data from the research suggests that PureWay® Q10 enters mitochondrial compartments more efficiently, leading to enhanced cellular energy (ATP) production to meet high neuronal demand during neurite outgrowth.
- **Superior Bioactivity vs. Conventional CoQ10:** PureWay® Q10 showed faster action, higher absorption and stronger bioactivity, demonstrating improved bioavailability compared to conventional CoQ10.

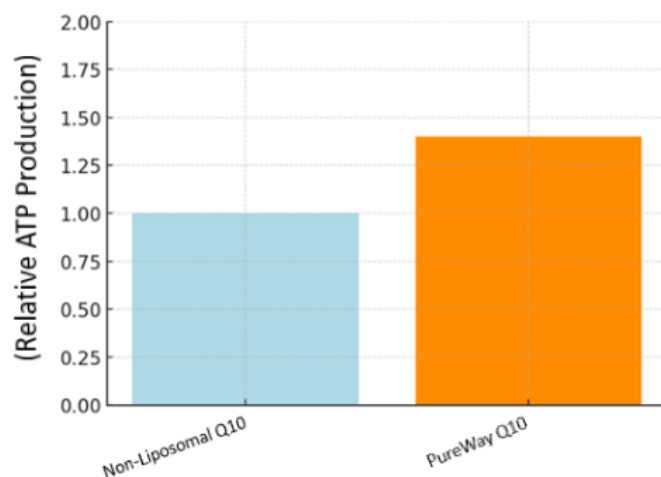
Graphic 1
Oxidative Stress Protection



Graphic 2
Neurite Outgrowth at 6h

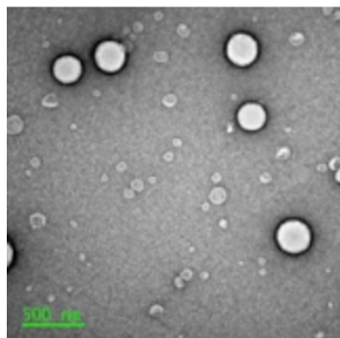


Graphic 3
Mitochondrial Energy Boost

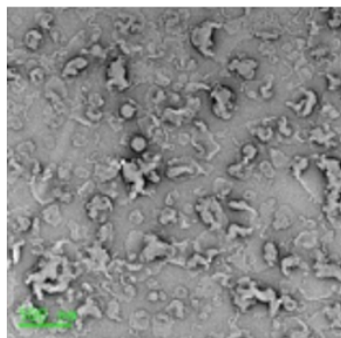


Manufacturing Process

Micro-analytical images show how, for example, Liposomal PureWay-C® compare vs other liposomal vitamin C and demonstrates genuine liposomal technology (LiposoMax®):



Liposomal PureWay-C® 70% Powder



Other liposomal brands

Product Range

Ingredient	Form	Active	Concentration	Available Grade
PureWay Q10	Liposomal	CoQ10	70-80%	Water Dispersible*

More available PureWay® Liposomal grades:

Ingredient	Form	Active	Concentration	Available Grade
PureWay B	Liposomal	Vit B Complex	Ask for details	Powder
PureWay C	Liposomal	Vitamin C	67-73%	Powder
PureWay Creatine	Liposomal	Creatine	65-75%	Powder
PureWay C	Liposomal	Vitamin C	47-53%	Water Dispersible*
PureWay D	Liposomal	Vitamin D3	Min. 1.625mg/g	Powder
PureWay G	Liposomal	Glutathione	68-75%	Powder
PureWay M	Liposomal	Melatonin	50-55%	Powder
PureWay Multi	Liposomal	Multi Vitamin	Ask for details	Powder
PureWay Q	Liposomal	Quercetin	68-75%	Powder

*Powder Form

Product Pack Size

The standard PureWay® Q10 pack contains 15kg.

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Product Applications

PureWay® Q10 is a versatile powder ideal for various applications, including capsules, effervescent tablets, gummies, and more. It has excellent dispersion in water which makes it suitable for liquid applications.

Additionally, PureWay® Q10 can be incorporated into innovative products like teas, infusions, or espresso capsules - independent of pH. We highly recommend sampling PureWay® Q10 to ensure it meets the requirements of your specific application.



About



One Innovation Labs is a global science-based company specialising in R&D and manufacturing of unique, safe and efficacious proprietary ingredients.

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