LEHVOSS Nutrition

PureWay®

Active Ingredients
Product Range Presentation



PUREWAY®

What is Liposomax™

Liposomal PureWay® Range Advantages

Structure of a Liposome

What makes Liposomal PureWay® unique

The Liposomal Range

Grades

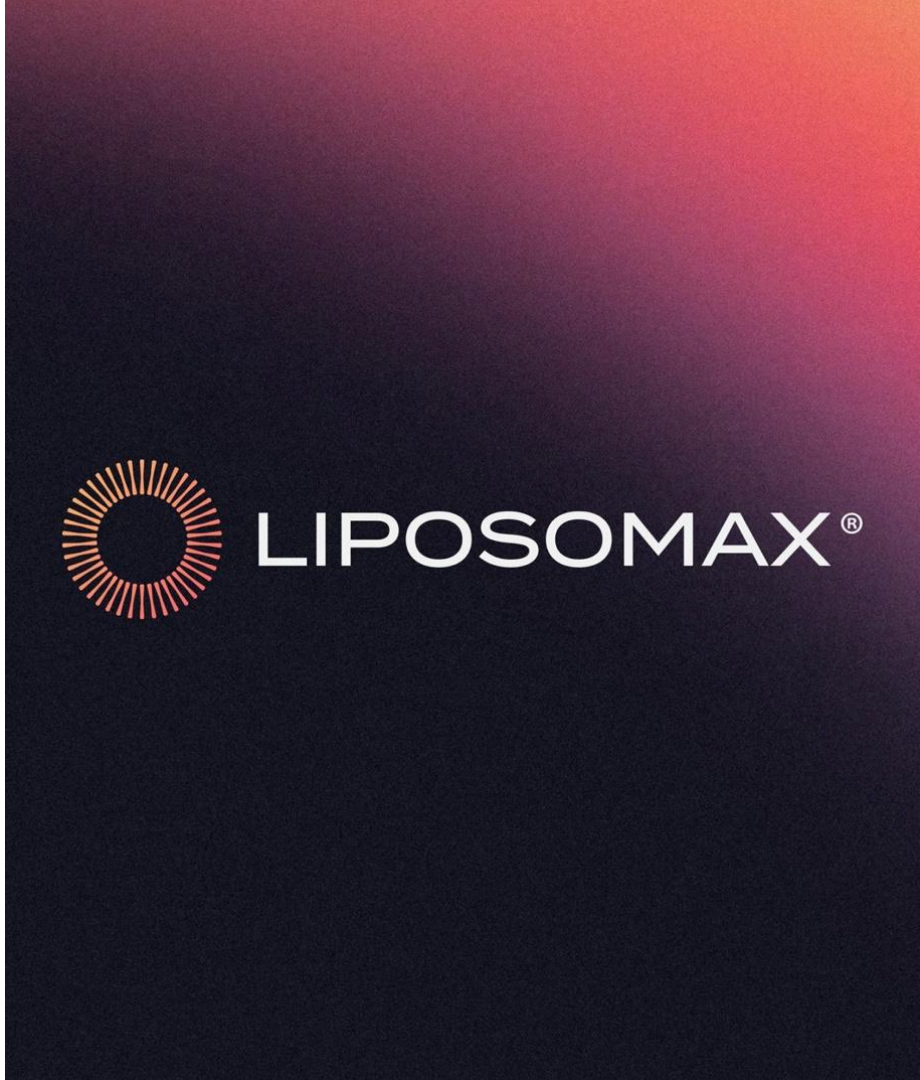
Summary

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What is LiposoMax™

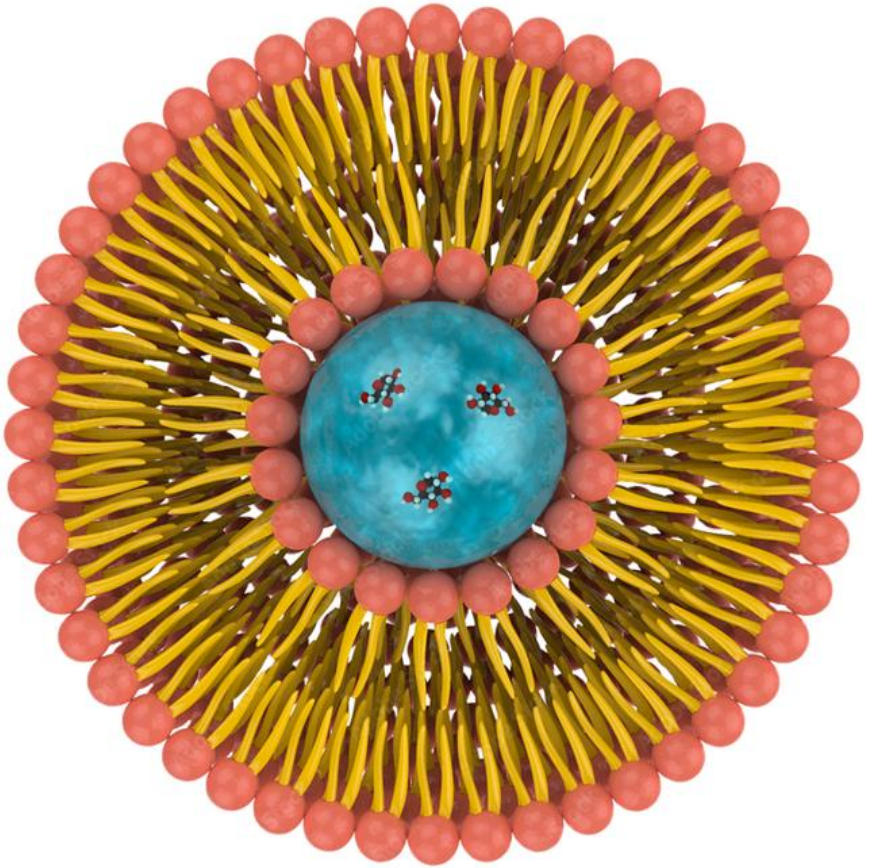
With a great discrepancy in Liposomal throughout the industry, it is important to search for high quality and efficacious liposomal ingredients.

The PureWay® ingredients are produced **using genuine liposomal technology**, **Liposomax™**. This proprietary process avoids alcohols or solvents, and it is produced with Non-GMO, Vegan, Halal, and Kosher sunflower lecithin, reassuring its quality.



Liposomal PureWay® Range Advantages

- **True Liposomax™ Technology**
  Scientifically backed liposome structure. Not an emulsion
- **Actives are supported with better absorption***
- **Nutrients spread faster through the body***
- **Lipid metabolites facilitate cellular uptake***
- **Proprietary All-Natural Process**
  No solvents are used
- **Powder, not liquid**
  This allows for various applications



**Supported by data on the LiposoMax™ efficacy in addition to new research results on some specific ingredients - part of the range.*

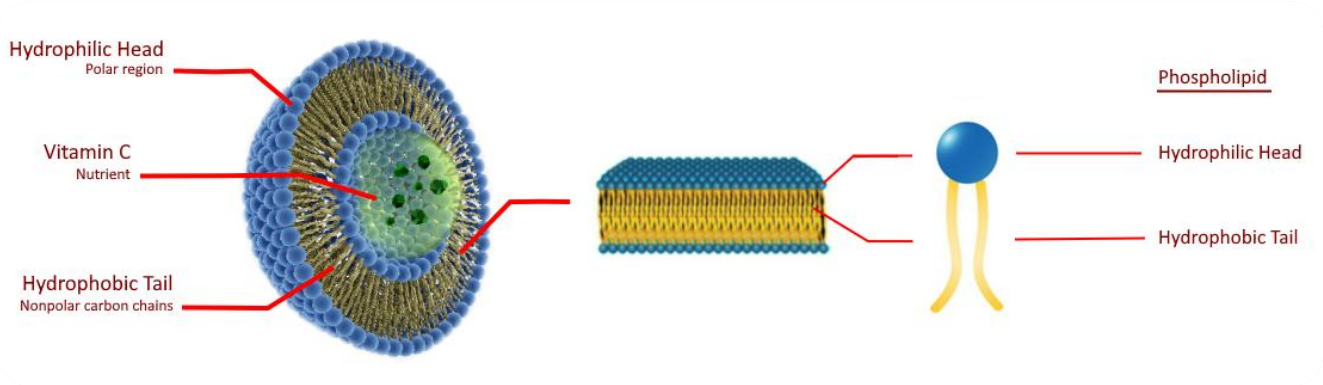
Structure of a Liposome

Liposomes are made of phospholipids (e.g., phosphatidylcholine from sunflower lecithin) with dual properties that bind to both water- and oil-based molecules.

An example in action is Liposomal PureWay-C®

- Liposomes are microscopic, hollow vesicles with a lipid bilayer, **easily recognised by the gastrointestinal system**.

- Their stability allows them to bypass stomach acid and reach the small intestine intact, where **Vitamin C is absorbed more efficiently into the bloodstream.**



What makes Liposomal PureWay® unique

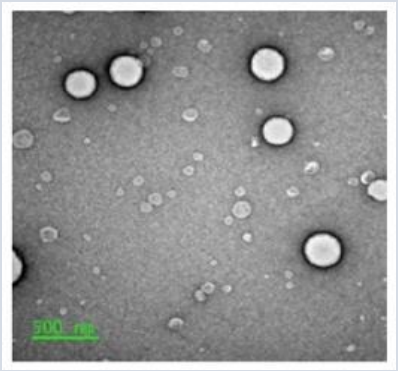
Micro-analytical images show how **LiposoMax™ Technology** compares with other liposomal products and demonstrates genuine liposomal technology.

Advanced microscopy scans taken by a third-party laboratory on Liposomal PureWay® C clearly show:

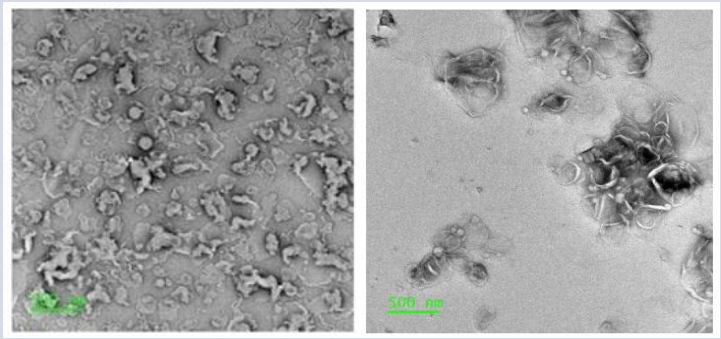
- Distinct and **uniform liposome globules** with actives.
- **Hydrophilic and hydrophobic** lipid membranes.
- Liposomes are the **proper particle size** and globules are **uniform**.

The example used here is Liposomal PureWay-C®

Liposomal PureWay-C®
Powder



Other liposomal forms



The Liposomal Range

PUREWAY® Creatine

PureWay® Creatine is a researched, high quality creatine monohydrate, optimised for superior absorption and uptake. **New research** demonstrates its efficacy in sports nutrition and cellular health.

Research in 2025 highlighted the abilities of PureWay® Creatine, showing it goes far beyond traditional creatine supplementation in sports by offering superior **antioxidant protection** and support for **mitochondrial function** and **improved intracellular absorption:**

- **Nearly 2x better absorption vs standard creatine**
- **Enhanced mitochondrial protection**
- **Full viability restoration**
- **Rapid and efficient cellular delivery**
- **Supports ATP production**
- **Aids reduction of accumulation of reactive oxygen species (ROS)**

PureWay® Creatine has been shown to support strength, power, and muscle performance by **helping regenerate ATP**, which drops rapidly during intense activity.

PureWay® Creatine may also **protect cells under high metabolic or oxidative stress**.

Suggested daily dose

To satisfy the requirements for the following EFSA-approved health claims, it is necessary to provide a **daily intake of 4.5 grams of PureWay® Creatine**. This amount ensures compliance with the regulatory standards and delivers the benefits outlined for each claim.

EFSA Approved Health Claims

Creatine benefits from the following health claims, officially approved by the European Food Safety Authority (EFSA):

Creatine increases physical performance in successive bursts of short-term, high intensity exercise

- This health claim is permitted exclusively for foods that deliver a daily intake of 3 grams of creatine. To use this claim, it is essential to clearly inform consumers that the beneficial effect is achieved with a daily intake of 3 grams. Additionally, this claim applies only to products aimed at adults engaging in high-intensity exercise, in accordance with EFSA regulations (2011;9(7):2303 739, 1520, 1521, 1522, 1523, 1525, 1526, 1531, 1532, 1533, 1534, 1922, 1923, 1924).

Daily creatine consumption can enhance the effects of resistance training on muscle strength in adults over the age of 55

- To ensure proper use of this claim, it is crucial to clearly communicate that it is intended exclusively for adults aged 55 and above who consistently participate in resistance training. The positive impact is realised when individuals consume a daily intake of 3 grams of creatine in conjunction with ongoing resistance exercise. This approach requires gradually increasing the intensity of workouts, aiming for sessions at least three times per week over several consecutive weeks, and maintaining an effort between 65% and 75% of their one-repetition maximum. It is important to note that this health claim applies solely to products designed for adults over the age of 55 who follow a regular resistance training routine, as stipulated by EFSA regulations (2016;14(2):4400).

The Liposomal Range

Liposomal PureWay-C® combines true liposomal Vitamin C with a proprietary fatty acid formula from PureWay-C® to enhance absorption and cellular retention

Clinical studies on **PureWay-C® show it provides greater benefits across key health areas vs other forms of Vitamin C**:

- **233% higher retention** by the human body.
- **12% higher antioxidants** delivered effectively.
- **12x more efficient** at healthy neuron stimulation while promoting nerve reiteration.
- **40% faster** fibroblast wound healing.

PureWay® Vitamin D3 is derived from lanolin, a fatty substance found naturally on sheep's wool, and it is standardised to 65,000 – 75,000 IU by HPLC.

There are various health conditions may prevent the intestines from adequately absorbing Vitamin D from supplements. Therefore, Liposomal Vitamin D may offer optimal absorption and efficacy.

EFSA Approved Health Claims Contribute to:

Absorption/utilisation of calcium and phosphorus, **blood calcium levels**, maintenance of **normal bones**, **muscle function**, **teeth** and normal function of the **immune system**.

The Liposomal Range

PUREWAY® G Glutathione

Glutathione, a powerful antioxidant and detoxifier produced in cells (especially active in the liver) is known to **decline with age** and may be depleted by poor nutrition, toxins, and stress. Having a liposomal form like PureWay® G, with superior absorption and bioavailability, may help overcome this.

New 2025 research shows that PureWay® G:

- Delivers glutathione into cells **twice as fast** as conventional forms, **restoring intracellular levels** more effectively and **enhancing oxidative stress protection**.
- When combined with Liposomal PureWay-C®, it provides nearly **100% protection against oxidative damage**, suggesting a **synergistic dual-layer** antioxidant defence and improved cellular viability.

PUREWAY® Quercetin

Quercetin is a plant pigment (flavonoid), found in many plants and foods, such as red wine, onions, green tea, apples, and berries.

According to research, quercetin provides **antioxidant** and **anti-inflammatory effects** and supports **blood sugar management** and **cardiovascular health**.

Quercetin is well-known for its poor solubility, bioavailability, permeability and instability but using a form of quercetin – like PureWay® Q – is better recognised and absorbed by the body, thanks to the proprietary lipid metabolites.

The Liposomal Range

PUREWAY® M Melatonin

Melatonin is a hormone that occurs naturally in the body. At night, levels of melatonin rise and then return to normal during the day. This helps to control how and when our bodies sleep.

According to research **the "half-life" of melatonin is between 20 and 50 minutes,** meaning half of the initial dosage in the body is eliminated after that amount of time. The remaining half of melatonin stays in the body system for about four to five hours. Various factors can affect how long it takes for the body to process melatonin, including a person's age.

Therefore, having a melatonin form like PureWay® M with superior absorption may help the retention process in the body.

EFSA Approved Health Claim Contributes to reduction of time taken to fall asleep.

PUREWAY® Q10 Soluble Dispersible

PureWay® Q10 is a high-quality Coenzyme Q10 (min 70%). Already combined with fats, this **water-dispersible** powder is versatile for use in **capsules, tablets, RTD sachets, and liquids**.

New 2025 research shows that PureWay® CoQ10

- Delivers superior cellular uptake over non-liposomal CoQ10, enhancing **oxidative stress protection**, **ATP production**, and overall **cellular function**.
- Demonstrates a **faster neuronal response (within 6 hours)** confirming rapid absorption, high bioavailability, and cellular efficiency.

Research on CoQ10 suggests it supports healthy skin aging, cardiovascular health, exercise performance, neuroprotection, decrease cellular oxidative stress, help combat fatigue, and more.

The Liposomal Range

PUREWAY® B
B-Complex

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, **which are optimised for absorption and delivery thanks to the PureWay® liposomal formulation.**

This B Vitamin Complex allows customers to benefit from EFSA claims on all vitamins included with only 160mg.

EFSA Approved Health Claims

- **Vitamin B1** (Thiamin) contributes to energy-yielding metabolism, normal functioning of the nervous system, heart and psychological function.
- **Vitamin B2** (Riboflavin) contributes to energy-yielding metabolism, functioning of the nervous system, maintenance of normal mucous membranes, red blood cells, skin, vision, metabolism of iron, protection of cells from oxidative stress and reduction of tiredness and fatigue.
- **Vitamin B3** (Niacin) contributes to normal energy-yielding metabolism, functioning of the nervous system, psychological function, maintenance of normal mucous membranes, skin and reduction of tiredness and fatigue.
- **Vitamin B5** (Calcium Pantothenate) contributes to energy-yielding metabolism, synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters, reduction of tiredness and fatigue and normal mental performance.
- **Vitamin B6** (Pyridoxine HCL) contributes to normal cysteine synthesis, energy-yielding metabolism, functioning of the nervous system, homocysteine metabolism, protein and glycogen metabolism, psychological function, red blood cell formation, function of the immune system, reduction of tiredness and fatigue and regulation of hormonal activity.
- **Vitamin B7** (Biotin) contributes to normal energy-yielding metabolism, functioning of the nervous system, macronutrient metabolism, psychological function, maintenance of hair, skin and mucous membranes.
- **Vitamin B9** (Folic Acid) contributes to maternal tissue growth during pregnancy, normal amino acid synthesis, blood formation, homocysteine metabolism, psychological function, immune system, reduction of tiredness and fatigue and process of cell division.
- **Vitamin B12** (Cyanocobalamin) contributes to energy-yielding metabolism, functioning of the nervous system, homocysteine metabolism, psychological function, red blood cell formation, immune system, reduction of tiredness and fatigue and process of cell division.
- **Vitamin C** contributes to normal function of immune and nervous system, blood vessels, bones, cartilage, gums, teeth, skin, energy-yielding metabolism, protection of cells from oxidative stress, reduction of tiredness and fatigue, and increases iron absorption.

The Liposomal Range

PUREWAY® MULTI
Multivitamins

PureWay® Multi includes Vitamin C (L-Ascorbic Acid), 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), Vitamin A, Vitamin E, Vitamin D3 (from lanolin) and Vitamin K **which are optimised for absorption and delivery thanks to the PureWay® lipid formulation.**

This Multi Vitamin Blend allows customers to benefit from EFSA claims on all vitamins included with only 200mg.

EFSA Approved Health Claims

- **Vitamin A** contributes to normal iron metabolism, maintenance of normal mucous membranes, skin, vision, immune system and has a role in the process of cell specialisation.
- **Vitamin B1** (Thiamin) contributes to energy-yielding metabolism, normal functioning of the nervous system, heart and psychological function.
- **Vitamin B2 (Riboflavin**) contributes to energy-yielding metabolism, functioning of the nervous system, maintenance of normal mucous membranes, red blood cells, skin, vision, metabolism of iron, protection of cells from oxidative stress and reduction of tiredness and fatigue.
- **Vitamin B3 (Niacin)** contributes to normal energy-yielding metabolism, functioning of the nervous system, psychological function, maintenance of normal mucous membranes, skin and reduction of tiredness and fatigue.
- **Vitamin B5 (Calcium Pantothenate) co**ntributes to energy-yielding metabolism, synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters, reduction of tiredness and fatigue and normal mental performance.
- **Vitamin B6 (Pyridoxine HCL)** contributes to normal cysteine synthesis, energy-yielding metabolism, functioning of the nervous system, homocysteine metabolism, protein and glycogen metabolism, psychological function, red blood cell formation, function of the immune system, reduction of tiredness and fatigue and regulation of hormonal activity.
- **Vitamin B7 (Biotin)** contributes to normal energy-yielding metabolism, functioning of the nervous system, macronutrient metabolism, psychological function, maintenance of hair, skin and mucous membranes.
- **Vitamin B9 (Folic Acid)** contributes to maternal tissue growth during pregnancy, normal amino acid synthesis, blood formation, homocysteine metabolism, psychological function, immune system, reduction of tiredness and fatigue and process of cell division.
- **Vitamin B12 (Cyanocobalamin)** contributes to energy-yielding metabolism, functioning of the nervous system, homocysteine metabolism, psychological function, red blood cell formation, immune system, reduction of tiredness and fatigue and process of cell division.
- **Vitamin C** contributes to normal function of immune and nervous system, blood vessels, bones, cartilage, gums, teeth, skin, energy-yielding metabolism, protection of cells from oxidative stress, reduction of tiredness and fatigue, and increases iron absorption.
- **Vitamin D** contributes to the absorption/utilisation of calcium and phosphorus, blood calcium levels, maintenance of normal bones, muscle function, teeth and normal function of the immune system.
- **Vitamin E** contributes to the protection of cells from oxidative stress.
- **Vitamin K** contributes to normal blood clotting and the maintenance of normal bones.

Liposomal PureWay® Grades in Food Supplements

Ingredient	Active	Concentration	Available Grade(s)	Product Applications
Liposomal PureWay-C®	**Vitamin C**	67 – 73%	Powder	Capsules, blends, functional foods
		47 – 53%	Water Dispersible Powder	RTD sachets, liquid applications
PureWay® B	**Vitamin B Complex**	As for Details	Powder	Capsules, blends, functional foods
PureWay® Creatine	**Creatine**	65 - 75%	Powder	Capsules, blends, functional foods
PureWay® D3	**Vitamin D3**	1.625 – 1.875 mg/g	Powder	Capsules, blends, functional foods
PureWay® G	**Glutathione**	68 – 75%	Powder	Capsules, blends, functional foods
PureWay® M	**Melatonin**	50 – 55%	Powder	Capsules, blends, functional foods
PureWay® Multi	**Blend of Vitamins**	Ask for Details	Powder	Capsules, blends, functional foods
PureWay® Q	**Quercetin**	68 – 75%	Powder	Capsules, blends, functional foods
PureWay® Q10	**Coenzyme Q10**	70 to 80%	Water Dispersible Powder	RTD sachets and Liquid Applications

Key Reasons to choose Liposomal

- **True** Liposomal Technology (LiposoMax™)
- Science available on LiposoMax™ and some specific ingredients part of the range, **support superior efficacy and bioavailability.**
- **Powder**, not liquid like most of the liposomal forms, allowing use in different delivery forms.
- **Allergen free** (from sunflower lecithin, not soy)
- **Heat stable**
- Kosher and Halal certified*
- Suitable for Vegetarians and Vegans*+

(*) Only for selected products. Ask for details

(+) Not from animal origin, therefore suitable for Dietary Vegans





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