

PRODUCT PROFILE SHEET

There are various health conditions that cause Vitamin D deficiency which may prevent the intestines from adequately absorbing enough Vitamin D through supplements, especially if the health condition persists. Therefore, a liposomal form of Vitamin D may be optimal for absorption and efficacy. The Vitamin D from PureWay™ D 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.

What makes PureWay™ D (Vitamin D3) unique?

Pureway™ D is different from standard forms of Vitamin D3 available on the market as it is a true liposomal form, which facilitates the uptake, distribution and release kinetics of actives. Liposomes are manufactured microscopic, hollow spherical vesicles composed of a lipid bilayer, which are readily recognised by the body's gastrointestinal system.



With great discrepancy in liposomal throughout the industry, it is important to search for high quality and efficacious liposomal ingredients. PureWay™ D is produced with a true liposomal technology (**Liposomax™**) rather than emulsions.

The Liposomal technology behind PureWay™ D 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

- ✓ Actives are supported with better absorption
- ✓ Nutrients are spread faster in the body
- ✓ Lipid metabolites facilitate cellular uptake
- ✓ Lower dosages are required, therefore less side effects
- ✓ Kosher & Halal Certified

Research

Research indicates that Vitamin D possesses **anti-inflammatory properties**, particularly influencing pancreatic beta cells responsible for **insulin production**, and may therefore help **maintain normal insulin levels**.

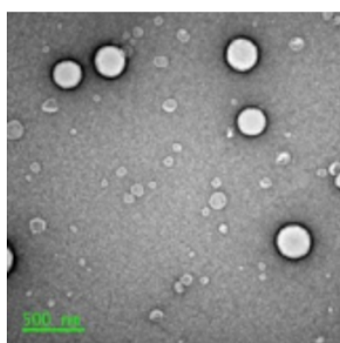
Scientific evidence also suggests that correcting Vitamin D deficiency may improve **insulin sensitivity** in young and middle-aged obese individuals (primarily men) who exhibit insulin resistance^{1,2}. Additionally, Vitamin D has been shown to enhance **glycaemic control in people with prediabetes**³.



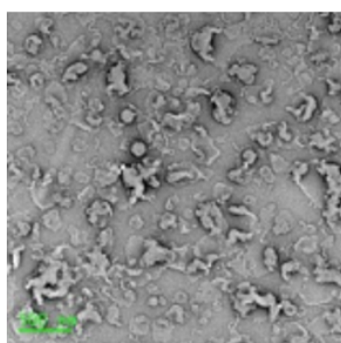
Furthermore, a review of 14 randomized controlled trials found that Vitamin D may beneficially modulate the **gut microbiome**, increasing the abundance of beneficial bacteria such as *Bifidobacterium* and *Lactobacillus*, improving **microbial diversity**, and promoting a **healthier gut balance**⁴.

Manufacturing Process

Micro-analytical images show how 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 D	Liposomal	Vitamin D3	Min. 1.625mg/g	Powder

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 C	Liposomal	Vitamin C	47-53%	Water Dispersible*
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
PureWay Q10	Liposomal	CoQ10	70-80%	Water Dispersible*

*Powder Form

Product Applications

The PureWay™ liposomal range is stable to use in all applications, e.g. tablets, sticks, sachets, gummies, powder to be mixed in hot and cold beverages – independent of pH. We highly recommend sampling PureWay™ D to ensure it meets the requirements of your specific application.

EFSA Approved Health Claims

PureWay™ D benefits from the EFSA Approved Health Claims related to Vitamin D. Vitamin D has a variety of EFSA approved claims including benefits on absorption / utilisation of calcium and phosphorus, blood calcium levels, maintenance of normal bones, maintenance of normal muscle function, maintenance of normal teeth and normal function of the immune system.

About



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

References

1. *A M Belenchia et al. (2013) Correcting vitamin D insufficiency improves insulin sensitivity in obese adolescents: a randomized controlled trial. doi:10.3945/ajcn.112.050013.*
2. *J Nagpal et al. (2009). A double-blind, randomized, placebo-controlled trial of the short-term effect of vitamin D3 supplementation on insulin sensitivity in apparently healthy, middle-aged, centrally obese men. doi:10.1111/j.1464-5491.2008.02636.x.*
3. *M S Kuchay et al. (2015) Effect of Vitamin D supplementation on glycaemic parameters and progression of prediabetes to diabetes: A 1-year, open-label randomized study. doi:10.4103/2230-8210.152783.*
4. *Zeb et al. (2025) Effect of Vitamin D Supplementation on Human Gut Microbiota: A Systematic Review of Randomized Controlled Trials. Nutrition Reviews, nuaf120, https://doi.org/10.1093/nutrit/nuaf120.*