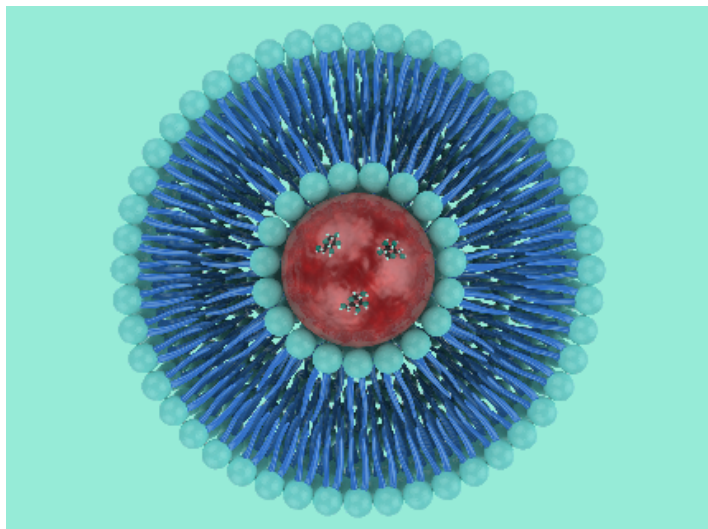




PureWay™ Multi is a high quality Multi Vitamin Complex that has been optimised with true Liposomal technology for better delivery, absorption and uptake.



PRODUCT PROFILE SHEET

Our 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 200 mg. 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 finished product label without being near the upper safe levels on any of the individual actives. 200 mg of this blend allows customers to further customise their formulas with the addition of other ingredients that may be specific to men or women of different age groups.

What makes PureWay™ Multi (Multi Vitamin) unique?

Pureway™ Multi is different from standard forms of Multi Vitamins 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 easily 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™ Multi is produced with a true liposomal technology (**Liposomax™**) rather emulsions. The Liposomal technology behind PureWay™ Multi 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?

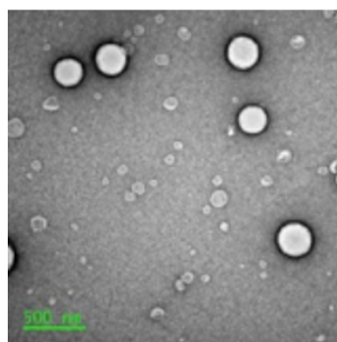
- **A Familiar Makeup:** Fatty acids and phospholipids are naturally present in the cells of the human body. When a liposomal form enters the body, the body tends to recognize the fatty acid and the phospholipids parts.
- **Faster Movement:** Since liposomal ingredients are more likely to be accepted 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

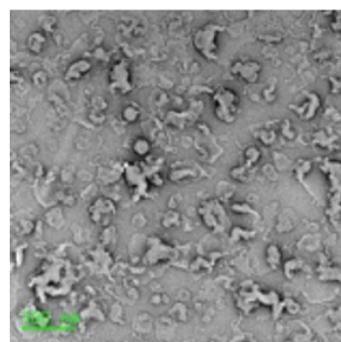
- ✓ Actives are supported with better absorption
- ✓ Nutrients are spread faster in the body
- ✓ Lipid metabolites facilitate cellular uptake
- ✓ Lower dosages are required, therefore less side effects
- ✓ Kosher & Halal Certified

Manufacturing Process

Micro-analytical imaging shows Liposomal PureWay-C® outperforming other liposomal vitamin C, proving true liposomal technology (**Liposomax™**):



Liposomal PureWay-C® 70% Powder



Other liposomal brands



Product Range

| Ingredient | Form | Active | Concentration | Grade |
|---------------|-----------|---------------|-----------------|--------|
| PureWay Multi | Liposomal | Multi Vitamin | Ask for Details | Powder |

More available PureWayTM 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 D | Liposomal | Vitamin D3 | Min. 1.625mg/g | Powder |
| PureWay G | Liposomal | Glutathione | 68-75% | Powder |
| PureWay M | Liposomal | Melatonin | 50-55% | Powder |
| PureWay Q | Liposomal | Quercetin | 68-75% | Powder |
| PureWay Q10 | Liposomal | CoQ10 | 70-80% | Water Dispersible* |

*Powder Form



Product Applications

The PureWayTM 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 PureWayTM Multi to ensure it meets the requirements of your specific application.

EFSA Approved Health Claims

PureWayTM Multi benefits from all the health claims officially approved by the European Food Safety Authority (EFSA) for the vitamins part of the complex:

- **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)** 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.
- **Vitamin D** contributes to the absorption and 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.

PLAY VIDEO



PUREWAY MULTI
with Multivitamins

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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