

PRODUCT PROFILE SHEET

Our PureWay™ B Vitamin 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.

As we age, the ability to absorb Vitamin Bs from food decreases. It is estimated that 10–30% of people over 50 don't produce enough stomach acid to properly absorb B12. Also, people taking medications to reduce stomach acid in order to treat acid reflux or heartburn, can also potentially inhibit B12 absorption.

Vegans and strict vegetarians could be at risk of developing a B12 deficiency if they don't get enough of this vitamin through fortified foods or supplements. Therefore, supplementing with a liposomal B-Complex such as PureWay™ B can be a good option.

This B Vitamin Complex allows customers to benefit from EFSA claims on all vitamins included with only 160 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. 160 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™ B (Vitamin B Complex) unique?

PureWay™ B is different from standard forms of Vitamin B Complexes 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 recognized 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™ B is produced with a true liposomal technology (**Liposomax™**) and not emulsions.

The Liposomal technology behind PureWay™ B 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?

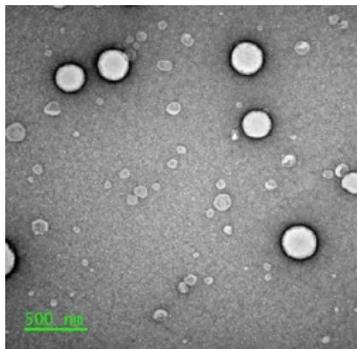
- **A Familiar Makeup:** Fatty acids and phospholipids are naturally present in the cells of the human body. When a liposomal form enters the body, the body tends to recognize the fatty acid and the phospholipids parts.
- **Faster Movement:** Since liposomal ingredients are more likely to be accepted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

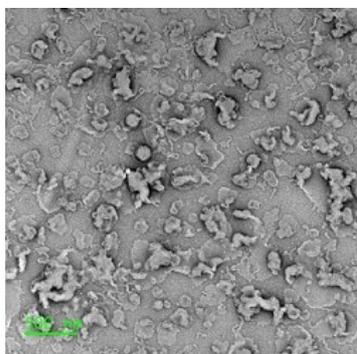
- ✓ Actives are supported with better absorption
- ✓ Nutrients are spread faster in the body
- ✓ Lipid metabolites facilitate cellular uptake
- ✓ Lower dosages are required, therefore less side effects

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% Standard Grade



Other liposomal brands

Product Range

Ingredient	Form	Active	Concentration	Available Grade
PureWay B	Liposomal	Vit B Complex	Ask for details	Powder



More available PureWay™ Liposomal grades:

Ingredient	Form	Active	Concentration	Available Grade
PureWay C	Liposomal	Vitamin C	70-75%	Powder
PureWay C	Liposomal	Vitamin C	48-53%	Water Dispersible
PureWay D3	Liposomal	Vitamin D3	1.625-1.875 mg/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

ESFA 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.

About



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