

# ISOLATES ARE NOT A LIVING FORCE

Incredibly, 99% of “pure” and “whole food” professional supplements lack actives intrinsic within live foods.

## OF ALL PROFESSIONAL SUPPLEMENTS:

### 96% ARE “PURE”



NMR® "PURE" VITAMIN C

“Pure” vitamin C is a fractionated crystalline compound, synthesized from refined corn syrup or sugar, and not from food. Delivered as an isolated vitamin, “pure” or hypoallergenic vitamin C is devoid of the synergistic constituents required for nutrient utilization within the physiology. Active constituents are inherent only in whole plant materials; they cannot be re-created in a lab. Thus, “pure” vitamin C devoid of active constituents cannot support life because they are chemicals with no food value.

Ascorbic acid and calcium ascorbate are two common hypoallergenic forms of “pure” vitamin C. This NMR photo of “pure” ascorbic acid powder clearly depicts a static and crystalline pattern, properties characteristic of a non-living system.

### 3% ARE “WHOLE FOOD”



NMR® "WHOLE FOOD" VITAMIN C

In many cases, “whole food” supplements have shown better rates of utilization than “pure” supplements. However, due to processing, they lack the full nutritional potential and activity of the original whole food. This processing will inevitably denature proteins, destroy constituents, and decrease the potency of these nutrients, nullifying the components of food which cannot be replaced.

This NMR photo is of a “whole food” vitamin C supplement. The photo shows how the processing methods used to create “whole food” supplements radically disrupts the food's matrix. With the food attachments now destroyed, the remaining constituents form a multitude of self-similar spheres existing independently of each other and no longer as a cohesive dynamic system.

## ONLY ONE IS 100% TRUE ACTIVE™ WHOLE FOOD



NMR® TRUE ACTIVE VITAMIN C

Innate Response Formulas™ from BioSan Laboratories, Inc. exclusively uses 100% whole food vitamins and minerals to craft their professional supplements. A true 100% whole food vitamin is one that has undergone minimal processing to preserve the food's cellular matrix, which encompasses bioactive peptides, antioxidant compounds and other active constituents. In this form, 100% whole food vitamins and minerals have the activity to facilitate the physiology's inherent ability to nourish and heal its self.

This NMR photo is of vitamin C from Innate Response Formulas™; it captures the fluid and dynamic properties of this unique raw material. Note the continuum of self-similar cellular components, each in a different phase of replication and transformation, phenomena indicative of a living system. Vitamin C in a native state has the actives to actualize an innate healing response within the physiology.

BioSan Laboratories, Inc. utilizes unique methods of growing, harvesting and extracting foods that unlock maximum levels of nutrients within 100% whole food concentrates. Each concentrate is assayed to deliver consistent nutrient levels and True Active™ markers of a dynamic food matrix, including bioactive peptides and a full spectrum of carotenoids, enzymes, phenols and more. BioSan's True Active™ concentrates are used exclusively to craft Innate Response Formulas™, a professional line of supplements that possess the intelligence to nourish and heal the body in the time-honored traditions of *vis medicatrix naturae*.

- Over 50 Foundational and Targeted Response Formulas available
- Tested and Assayed for Authenticity
- Efficacy Supported by Validated Raw Material Assays and Clinical Use
- 100% Biologically Active Whole Food Ingredients



Innate Response Formulas™ are distributed by Advanced Nutritional Resource® at 800.569.0444 and [www.anr2.com](http://www.anr2.com)