

# Vitamin C Makes Healthy, Healthier

## Hundreds Of Americans Put Vitamin C To The Test

(NAPSA)—With the vast array of options available in today's vitamin and supplement market, it can be easy to lose sight of a good old stand-by like vitamin C. But some things should not be taken for granted. Just ask the folks in Mt. Healthy, Ohio.

The small midwestern town, located just outside of Cincinnati, perpetuates the true spirit of Americana with its annual town festivals and fairs, a "downtown" main street that stretches for a quarter-mile, and a police chief who knows everyone's name. What better place to re-evaluate the basics of sound nutrition and a unique form of vitamin C.

More than 400 residents agreed to supplement their regular diets twice daily for 50 days with 500 mg of Ester-C®, a patented form of vitamin C manufactured exclusively by Zila Nutraceuticals, Inc. The project began during a chilly winter season, with temperatures hovering in the single digits. Many residents were already feeling the effects of the freezing cold and persistent rain and snow.

After the trial, participants completed multiple questionnaires to assess their experience, which found that Mt. Healthy was, in fact, healthier. At the end of the 50-day survey period, residents reported the following statistics:

- 74 percent reported no symptoms commonly associated with colds
- 62 percent reported feeling healthy and vital
- 43 percent reported an increased energy level



• 40 percent reported feeling more comfort when walking, running, sitting and standing "Since I began taking vitamin C on a daily basis I have felt increased energy and greater overall strength. I walk to town every day, and it's a pleasure to see the energy and enthusiasm in people around me too," said Police Chief Al Schaefer. "It has been great to have the town come together for this. And I have heard positive feedback from everyone, from the bakery owners to the day care ladies to the florist shop."

Vitamin C is an essential nutrient that participates in over 300 biochemical reactions in the body. Boosting intake of this vitamin may have a powerful and positive effect on health and vitality. "The fact is, vitamin C is good for the whole body and many of the residents in Mt. Healthy have made it a part of their daily routine year-round," said Dr. Phil Brown, vitamin C expert.

For more information on the Mt. Healthy Ester-C® trial, visit [www.mthealthystory.com](http://www.mthealthystory.com) or e-mail Dr. Phil Brown at [pbrown@zila.com](mailto:pbrown@zila.com).