

## ENDUR-C®

Vitamin C with Rose Hips

**Sustained Release**



**Blood Vessel Health +  
Antioxidant Defense\***

### What Is It?\*

ENDUR-C® Vitamin C with Rose Hips is a sustained release dietary supplement that features high-potency vitamin C in a SmartMatrix™ sustained-release tablet that releases vitamin C over 5 to 7 hours. By releasing small amounts of vitamin C as the tablet travels through the intestine, ENDUR-C allows the body to slowly absorb vitamin C. In this way, it not only helps maintain optimal blood and tissue levels, but avoids excess loss in the urine that is typical of immediate release delivery forms of high-dose vitamin C.

### How Does It Work?\*

Vitamin C's dual metabolic actions—as a biological antioxidant and as an enzyme cofactor—help protect cells from oxidative damage, support collagen and neurotransmitter synthesis, help fortify immune function, and promote iron absorption, all of which are essential for overall health.<sup>1</sup>

### Product Availability

Bottle Size(s):

- 500 mg – 90 tablets
- 1000 mg – 60 tablets

**Directions:** Take one (1) tablet daily, preferably with a meal, or as directed by your healthcare provider.

### Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% DV
Vitamine C (as ascorbic acid, rose hips)	500 mg	556%

### Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% DV
Vitamine C (as ascorbic acid, rose hips)	1000 mg	1111%

**Other Ingredients:** Vegetable wax (rice bran and/or carnauba), stearic acid (vegetable), magnesium stearate (vegetable), and silica.

This information is for healthcare professionals only to inform patient treatment and is not intended for consumer use.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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## RESEARCH HIGHLIGHTS

### Supports whole body health

By functioning both as a biological antioxidant and an enzyme cofactor, Vitamin C helps defend against oxidative damage, supports tissue repair and neurotransmitter synthesis, helps fortify immune function, and aids in iron uptake, all actions that promote overall health, vitality, and well-being.<sup>1</sup>

#### Dual Roles of Vitamin C: Antioxidant & Enzyme Cofactor

Antioxidant	Neutralizes unstable free radicals	Vitamin C acts as a major water-soluble antioxidant, neutralizing reactive oxygen and nitrogen species and protecting biomolecules.
	Maintains enzyme bound metals in reduced states	Vitamin C keeps metals like iron and copper in their reduced, active forms, supporting redox reactions and enzyme function.
	Enhances nonheme iron absorption	Vitamin C reduces dietary nonheme iron (Fe <sup>3+</sup> ) to the more absorbable ferrous form (Fe <sup>2+</sup> ), aiding absorption.
Enzyme Cofactor	Cofactor for peptide hormone amidation	Vitamin C is required for the amidation of certain peptide hormones, enabling their full biological activity.
	Cofactor for collagen synthesis	Vitamin C is essential for hydroxylation reactions that stabilize collagen, supporting connective tissue and skin integrity.

### Supports cardiometabolic health

Emerging research suggests the potential of supplemental vitamin C to support blood pressure health,<sup>2</sup> cardiovascular health,<sup>3</sup> and glucose balance,<sup>4</sup> with typical dosages in the range of 500–1,000 mg/day.

SmartMatrix™ is a trademark of Innovite, Inc.

### References

1. Combs GF Jr, McClung JP. Vitamin C. In: Combs GF Jr, McClung JP, eds. *The Vitamins: Fundamental Aspects in Nutrition and Health*. 6th ed. Elsevier; 2022:271–310.
2. Guan Y, et al. *Medicine (Baltimore)*. 2020;99(8):e19274.
3. Xu Y, et al. *Antioxidants (Basel)*. 2025;14(5):506.
4. Nosratabadi S, et al. *Diabetes Metab Syndr*. 2023;17(8):102824.

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