



**“20x better quercetin absorption.”**

Recommended by  **W. Gifford-Jones, MD**  
Follows the guidelines of the W. Gifford-Jones MD Philosophy for Natural Health  
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# CERTIFIED



**... for  
immune  
and  
cellular  
protection.**



Featuring Quercefit® Phytosome® for superior quercetin absorption

**NEW!**



Certified Naturals® Bioavailable Quercetin Capsules

## What is Quercetin?

Flavonoids are organic compounds found in plants. They act as antioxidants and antimicrobial agents that help plants grow and defend themselves. Quercetin is a specific flavonoid from the flavonol sub-group.

Quercetin is abundant in nature and can be found in many of the plant-based foods that humans consume. Onions, tomatoes, apples, berries, grapes, peppers, tea, seeds, nuts, flower buds and capers all contain quercetin. Most of us do get some quercetin daily, but the amount is not high enough to fully capitalize on its many health benefits. On average, humans intake less than 14 mg of quercetin in the daily diet.<sup>1</sup>

## Quercetin - Numerous health benefits

Quercetin offers the potential for improving physical performance while reducing infection risk. It has been noted for its antiviral, anti-inflammatory, antioxidant, antihistamine, vasodilation and antiaging properties in humans.

The major challenge in unlocking the benefits of quercetin is its poor absorption. Like medicinal plant compounds such as boswellia and curcumin, quercetin has poor solubility in water and is inefficient in crossing cellular membranes into the bloodstream. Studies indicate that only 1-2% of quercetin consumed orally by humans is absorbed by the body.<sup>2</sup> Researchers have sought to improve the absorbability of quercetin using several methods. One technology has recently moved to the forefront.



- Do you need extra support to recover from a viral respiratory illness?
- Are you struggling with allergies or asthma?
- Have you been striving to maximize your training program and improve your athletic performance?
- Are you looking for a powerful antioxidant for everyday protection against cellular damage?

Certified Naturals® Bioavailable Quercetin is your clinically proven solution to help you thrive.

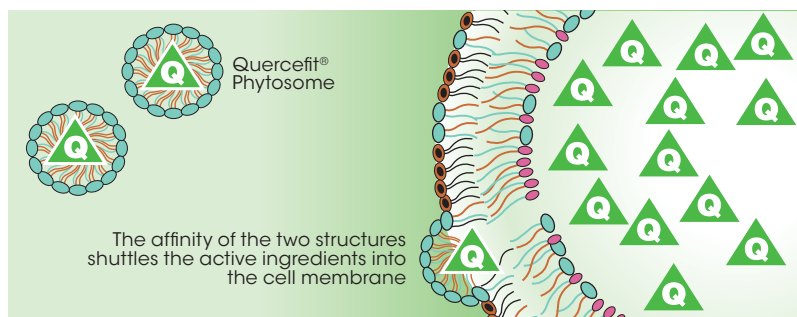
**QUERCEFIT®**

Quercetin® is a trademark of Indena S.p.A.

## QUERCEFIT® - the most absorbable form of quercetin

Indena, an Italian nutritional research company, has become recognized for improving the absorption of numerous medicinal plant compounds. Using its Phytosome® formulation technology to mimic the body's natural digestive processes, Indena has dramatically increased the absorption of curcumin (Meriva®) and boswellia (Casperome®), two natural anti-inflammatories. Now, Phytosome® technology has been put to the task of solving quercetin's absorption issues.

Using Phytosome® technology to complex quercetin extracted from the flower buds of the Japanese Pagoda plant with sunflower sourced lecithin, significantly improved absorption levels have been achieved. This phospholipid complex, known as Quercefit®, is the source of quercetin selected for the Certified Natural's® Bioavailable Quercetin formulation.



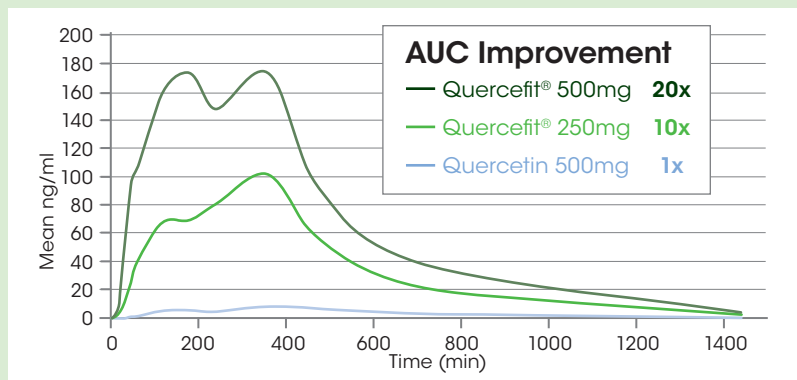
### The Quercefit® Phytosome® Solution:

Quercefit® uses Phytosome® technology to complex (envelope) the Quercetin in plant-source phosphatidylcholine which does two things:

1. Protects Quercetin from water damage.
2. Allows Quercetin to pass more efficiently through the cell membranes of the intestinal tract and into the bloodstream.

## 20X superior absorption

The lecithin phospholipid utilized in Phytosome® technology protects quercetin from degradation by water and shuttles it through the membrane of intestinal tract more efficiently. This mimics how taking quercetin with a fatty meal could improve absorption. By using the Phytosome® delivery method, quercetin levels in the blood test 20 times higher in blood measurements when patients take Quercefit® vs. standard quercetin at comparable doses.<sup>3</sup> Quercefit® delivers levels of quercetin that one would get from a very quercetin-rich diet – something few of us attain.



In a recent published study, the Quercefit® Phytosome® formulation was shown to be 20X more absorbable when taken at a 500 mg dose vs. an equivalent dosage of quercetin alone. This greater absorption is key to getting the best effectiveness from quercetin supplementation.

## Quercefit® Quercetin Phytosome® Clinical Evidence



Quercefit®'s superior absorption makes it the quercetin of choice for anyone seeking the many benefits of this powerful flavonol.

Quercefit® has been the subject of several clinical studies to validate its clinical effectiveness.

Study	Results
<b>Viral infection prevention and recovery</b>	<p>Quercefit®'s anti-inflammatory properties may play a role in assisting with viral illness recovery based on several recent studies.</p> <ul style="list-style-type: none"> <li>• Quercefit®, when added to patients' standard care for a viral respiratory infection, reduced the need for hospitalization, length of hospitalization and the need intensive therapeutic interventions such as oxygen therapy.<sup>4</sup></li> <li>• Quercefit® given to patients receiving standard care experienced better relief of symptoms such as dry cough and sore throat, and were able to clear viral infections earlier.<sup>5</sup></li> <li>• In a study of health care workers over a 5-month period, there was a 14% protection factor against viral infection occurrence and reduced infection duration for those workers taking Quercefit®.<sup>6</sup></li> </ul>
<b>Managing mild-to-moderate respiratory conditions</b>	<p>Quercetin is known to have anti-inflammatory and antihistamine properties.</p> <ul style="list-style-type: none"> <li>• Patients supplementing Quercefit® in conjunction with standard asthma care showed improved symptoms over standard care alone. Quercefit® reduced day and night symptoms, decreased the need for nasal drops and rescue medications and improved rhinitis symptoms.<sup>7</sup></li> </ul>
<b>Athletic performance</b>	<p>Triathletes require the highest levels of endurance to deal with fatigue and physical stress. The ability to recover quickly to resume further training and performance is also key.</p> <ul style="list-style-type: none"> <li>• Athletes using Quercefit® were put through 8 athletic trials (swim/bike/run) over a 14-day period. The Quercefit® group was able to improve its performance time by 11.3%, almost 3 times the improvement of the control group. Additionally, the Quercefit® athletes had lower post-run muscle pain, cramps and strain, reduced oxidative stress, along with quicker post-exercise recovery times. The improvements were believed to be due to Quercefit®'s anti-inflammatory and antioxidant properties.<sup>8</sup></li> </ul>
<b>Safety for use with blood thinners and diabetic medications</b>	<p>Quercetin holds many potential benefits for the elderly and for metabolic conditions such as diabetes, but safety is always a concern for those on medications.</p> <ul style="list-style-type: none"> <li>• A safety study determined that Quercefit® did not alter the effectiveness of antiplatelet (aspirin) or anticoagulant medications (Warfarin or dabigatran). It was also demonstrated that it had no adverse interference with metformin - one of the primary diabetic medications.<sup>9</sup></li> </ul>

### REFERENCES

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## Certified Naturals® Bioavailable Quercetin Capsules

**Recommended use:** Helps maintain immune system. Source of antioxidants that helps protect (cell) against the oxidative damage caused by cell damage caused by free radicals. Helps in wound healing and connective tissue formation. Helps in collagen formation to maintain healthy bones, cartilage, teeth and gums.

**Recommended dose:** Adults: Take 1 capsule, 1-2 times per day. Take with food/meal.

**Medicinal ingredients:** Each vegetable capsule contains:

Quercefit® (Quercetin Phytosome®) . . . . . 250 mg  
(Sophora japonica Quercetin-Phosphatidylcholine Complex)

Vitamin C (ascorbic acid) . . . . . 10 mg

**Non-medicinal ingredients:**

Microcrystalline cellulose, dicalcium phosphate, vegetable grade magnesium stearate, colloidal silicon dioxide and hypromellose (vegetable capsule).

**Cautions and warnings:** If you are pregnant or breastfeeding, consult a health care practitioner prior to use.

**KEEP OUT OF THE REACH OF CHILDREN. Do not use if under cap safety seal is broken.**



Certified Naturals® is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are Certified...for your health.



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