

The Importance of Vitamin C

Earth's Best fortifies many of its infant foods with vitamin C, (listed as Ascorbic Acid on the ingredient list). We add it for a few, very good reasons: as essential nutrient for your growing baby and as an antioxidant to help preserve the freshness of the product.

First, and most importantly, vitamin C is a vital nutrient for a growing baby. That's because vitamin C is required for the growth and maintenance of healthy skin and red blood cells. It helps build collagen, which forms connective tissue that binds muscles, bones, and tissues together. Vitamin C also helps the body absorb plant-derived or non-heme iron, a critical nutrient for red blood cell production. And, it's necessary for wound healing and infection protection.

Secondly, vitamin C is an antioxidant acting as an oxygen scavenger in food systems to help protect the product quality.