

# CurcuminRich™ THERACURMIN® Regular/Double Strength

# Feature summary

CurcuminRich Theracurmin unlocks the medicinal power of curcumin, the yellow pigment found in turmeric (*Curcuma longa*). Turmeric is a member of the ginger family and is the principal spice used in curry. It has been used in India for thousands of years in traditional Ayurvedic medicine.

Curcumin has a broad range of actions that support good health. Modern science confirms that its antioxidant properties help protect against water- and fat-soluble toxins. It also supports healthy inflammatory response and has been used successfully to relieve joint pain associated with osteoarthritis of the knee.

When it comes to curcumin, it's not how much you take, but how much you absorb that matters. Early clinical studies found that large quantities of curcumin had to be consumed because the absorption (bioavailability) of regular curcumin is quite poor.

Theracurmin is an advanced formulation that uses proprietary dispersion technology to create microscopic particles dispersed in a colloidal suspension for better absorption. Theracurmin is more bioavailable than regular curcumin powder, ensuring a therapeutically effective level in the blood. Published studies comparing blood levels of curcumin using leading brands confirm that on a milligram-to-milligram basis, Theracurmin is the best-absorbed form of curcumin on the market.<sup>‡</sup>

### How it works

Theracurmin is manufactured by solubilizing curcumin within a vegetable gum known as gum ghatti. The curcumin mixture is ground using a wet-grinding mill to produce microscopic particles that are 100 times smaller than regular curcumin powder. A homogenizer then disperses these particles to create a colloidal suspension that readily mixes with water. The combination of reduced particle size and improved solubility ensures that a therapeutically effective level of curcumin is absorbed into the bloodstream, where it lasts for hours.

Curcumin is an antioxidant that counteracts oxidative stress and neutralizes free radicals. It contains chemicals called curcuminoids that work by blocking various routes of inflammation. Once absorbed, curcumin helps regulate multiple pathways linked to inflammation, including transcription factors, cytokines, protein kinases, adhesion molecules, and enzymes. It works to stabilize the imbalance between anti-inflammatory and inflammatory signalling. This helps mitigate the inflammatory cascade responsible for swelling and stiffness.

Curcumin helps protect the liver, which increases levels of the body's antioxidant glutathione. It also inhibits the formation of the protein complex NF-kappaB responsible for numerous chronic health problems.

Curcumin has neuroprotective benefits for the brain by promoting the growth of new neurons and inhibiting formation of beta-amyloid fibrils.

‡Scientific scrutiny revealed that Theracurmin was more bioavailable on a milligram-to-milligram basis than other leading\* enhanced and regular forms of curcumin.

\*As measured by SPINS 2014 data.



#### Research

Regular curcumin is poorly absorbed and rapidly excreted. This has resulted in mixed results from clinical studies. Even those administering curcumin preparations at dosages as high as 12,000 mg have not produced measurable blood levels of curcumin in their subjects.

Theracurmin is significantly better absorbed than other curcumin products and delivers clinical results. There are more double-blind clinical trials confirming the benefits of Theracurmin than for any other curcumin product. Furthermore, curcumin is incredibly well studied, with over 7,000 papers published in medical journals investigating the compound's numerous biological activities. Researchers around the globe continue to add to the already impressive evidence that curcumin is a well-tolerated and safe natural product (Ghosh et al., 2015).

Inflammation has been shown to play a major role in most chronic illnesses. In numerous pre-clinical studies, curcumin has exhibited anti-inflammatory effects comparable to hydrocortisone, phenylbutazone, and over-the-counter anti-inflammatory agents such as ibuprofen (Kuptniratsaikul et al., 2014).

Theracurmin was shown in a double-blind human clinical trial to be an effective pain reducer in patients suffering from osteoarthritis – the most common form of arthritis. In this study involving 367 people with knee osteoarthritis, two-thirds of people who took 1500 mg of turmeric extract daily for four weeks experienced improvements in pain and function, with a 96–97% satisfaction rate. The improvements were comparable to a matched group taking 1200 mg of ibuprofen; however, the ibuprofen group reported a significantly higher incidence of abdominal pain or discomfort (Kuptniratsaikul et al., 2014).

Cardiovascular health is also affected by inflammatory response. A randomized, double-blind, placebo-controlled study focused on markers of inflammation in people with mild chronic obstructive pulmonary disease. Compared to the placebo, participants who were given 90 mg of Theracurmin twice a day for 24 weeks experienced a significant decrease in their AT-LDL levels, a type of low density lipoprotein (LDL) known for accelerating atherosclerosis (Funamoto et al., 2016).

Curcumin also shows potential in protecting the brain from neurodegeneration problems that can progressively degrade memory and cognitive function (Goozee et al., 2015). Through a double-blind placebo-controlled trial, healthy adults aged 51–84 were supplemented with two 90 mg doses of Theracurmin curcumin per day for 18 months. Participants who were supplemented with curcumin experienced significant benefits in their memory and attention. Using FDDNP-PET scans, researchers found that these improvements were associated with decreased formation of plaques and tangles in the brain (Small et al., 2017).

Curcumin supports the maintenance of good health, including healthy liver function which is needed for detoxification from environmental and internally produced toxins. A clinical study found that a 90 mg dose of Theracurmin twice per day for four weeks helped reduce the concentration of toxic liver enzymes found in the blood by 12–16% (Shimatsu et al., 2012).

# Ingredients

#### Regular Strength

#### Each vegetarian capsule contains:

Theracurmin® curcumin® from turmeric (Curcuma longa) (rhizome)......30 mg

<sup>†</sup>A highly bioavailable form of curcumin – the most active curcuminoid in turmeric

#### Double Strength

#### Each vegetarian capsule contains:

Theracurmin® curcumin† from turmeric

(Curcuma longa) (rhizome)......60 mg

 $^{\dagger}\!A$  highly bioavailable form of curcumin – the most active curcuminoid in turmeric

# Dosage

#### Regular Strength

**Recommended adult dose:** 1–2 capsules daily or as directed by a health care practitioner.

#### **Double Strength**

**Recommended adult dose:** 1 capsule daily or as directed by a health care practitioner.

# **Cautions**

Consult a health care practitioner prior to use if you are pregnant or breast-feeding, are taking antiplatelet medication or blood thinners, or if you have gallstones, bile duct obstruction, stomach ulcers, or excess stomach acid. Keep out of the reach of children.

## References

Funamoto, M., Sunagawa, Y., Katanasaka, Y., et al. (2016). Highly absorptive curcumin reduces serum atherosclerotic low-density lipoprotein levels in patients with mild COPD. *Int J Chron Obstruct Pulmon Dis*, 11(1), 2029-34.

Ghosh, S., Banerjee, S. & Sil, P.C. (2015). The beneficial role of curcumin on inflammation, diabetes and neurodegenerative disease: A recent update. *Food Chem Toxicol*, 83, 111-24.

Goozee, K., Shah, T., Sohrabi, H., et al. (2016). Examining the potential clinical value of curcumin in the prevention and diagnosis of Alzheimer's disease. *Br J Nutr*, 115(3), 449-65.

Kuptniratsaikul, V., Dajpratham, P., Taechaarpornkul, W., et al. (2014). Efficacy and safety of Curcuma domestica extracts compared with ibuprofen in patients with knee osteoarthritis: a multicenter study. *Clin Interv Aging*, 9, 451-8.

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Small, G., Siddarth, P., Li, Z., et al. (2017). Memory and brain amyloid and tau effects of a bioavailable form of curcumin in non-demented adults: A double-blind, placebo-controlled 18-month trial. *Am J Geriatr Psychiatry*, 17, S1064-7481.

