

## Theracurmin

The dried, ground rhizome of turmeric (*Curcuma longa*) has been used in Asian medicine for centuries. This perennial plant in the ginger family is cultivated throughout the tropics and is used as both a spice and to support health.

Curcumin is a term that is sometimes used to refer to any or all of the curcuminoid compounds in turmeric. There are three main curcuminoids in turmeric, of which curcumin (diferuloylmethane) is the best studied. Other curcuminoids in turmeric include demethoxycurcumin and bisdemethoxycurcumin.

Curcumin is a powerful antioxidant, demonstrating several effects on the body. It:

- Supports healthy cardiovascular, liver, lung, and kidney function
- Supports healthy cell proliferation and optimal immune function
- Supports normal soft tissue proliferation and remodeling functions (e.g., angiogenesis, collagen deposition, granulation tissue formation, epithelialization, and tissue contraction)

Among its many observed biochemical effects, curcumin has been found to interact profoundly with several mechanisms in the body that support a healthy inflammatory response. The clinical usefulness of curcumin has been limited by its chemical instability at intestinal pH values, by its low water solubility, and by its poor oral bioavailability and quick conjugation and excretion. As a result, several human studies of standard curcumin have failed, even at high doses, and its full clinical potential remains unrealized. In humans, curcumin is very poorly absorbed, rapidly metabolized, and quickly eliminated. Once in the plasma, however, curcumin is quite stable and even available to hard-to-reach tissues, such as the brain. The challenge, therefore, has been to find a way to stabilize curcuminoids in the gut and deliver them to the plasma without the use of synthetic agents or substances that are otherwise undesirable.

Several strategies have been employed to improve curcumin bioavailability, with varying degrees of success. Theracurmin is an innovative colloidal preparation of turmeric with dramatically enhanced absorption and bioavailability demonstrated in humans and animals. Composed of all natural ingredients, Theracurmin is safe, effective, and well-tolerated. It is the most bioavailable turmeric product available, with absorption at least 27 times higher than standard curcumin, and is validated in clinical trials for multiple therapeutic targets.

Please contact us with any questions or if you'd like more information on the benefits of this product.

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