

# Theracurmin®

*Supports a Healthy Inflammatory Response<sup>1</sup>*

*27x Bioavailability Compared to Standard, Pure Curcumin*



Turmeric, the golden spice of India, has been renowned for its health benefits for centuries. Today, turmeric has deservedly gained the reputation among researchers, scientists, health practitioners, and health enthusiasts as one of the most important herbal compounds for human health.\*

Turmeric's active component, curcumin, has been shown to offer a myriad of health benefits, including support for the brain and heart, as well as the body's antioxidant defenses. Turmeric has also been heralded for its ability to support a healthy inflammatory response, widely viewed as one of the keys to maintaining optimal health.<sup>1</sup> This golden spice is a treasure trove of health.\*



<sup>1</sup> Not all inflammation is associated with disease states. Inflammation is also the body's healthy immune response to life's normal stressors such as strenuous exercise or an occasional high-fat/high-calorie meal. The body's inflammation response to life's occasional, normal stressors is important for optimal health.



*Strategies for Wellness<sup>SM</sup>*

\*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.

## The Theracurmin® Difference: High Bioavailability

While curcumin's benefits are legendary, Theracurmin®, a newer and more advanced form of curcumin, is even better. The reason is superior bioavailability. The downside of ordinary curcumin is low absorption that can diminish its potential for benefitting health.\*

Theracurmin®'s unique manufacturing process solves this low absorption problem. Theracurmin® is made in a wet milling process that creates small micronized curcumin particles, which are then stabilized

with gum ghatti for enhanced dispersion and absorption. Better absorption enables superior bioavailability and may allow the body to more fully realize curcumin's health benefits. In one study, Theracurmin® was shown to provide faster dispersion and 27 times the bioavailability of standard curcumin as measured by blood plasma concentration.\*

Theracurmin®'s unique dispersion characteristics compared to the other curcumin-containing products are illustrated by the images below.\*



<sup>2</sup>This in-house experiment was conducted with Theracurmin® and other leading curcumin products. While our experiment cannot be used to substantiate formal scientific studies, it indicates to us a great difference in dispersion characteristics.

\*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.

## Theracurmin® and Today's Health Challenges

We are living longer today, but as a society, we have more chronic diseases starting at earlier ages. Science is frequently showing us that chemicals in our food and environment that were once viewed as harmless are now proving to be toxic. While modern medicine and the health-care industry offer us the benefits of surgery and disease-care, these approaches are reactive and fall short in supporting our potential well-being.\*

While life doesn't always give us optimal conditions, we believe we can benefit by being proactive with our health choices. We can achieve a greater state of wellness by supporting the optimal function and maintenance of our bodies' exquisitely designed systems through nutritional science and healthier lifestyle choices.\*

Powerful plant-based compounds like Theracurmin® offer a myriad of health benefits and can play an important role in our proactive wellness regimens. Theracurmin®

addresses five of the key body systems we identify as vital to health in our Systemicare® health model. These include healthy Inflammatory Response,<sup>1</sup> Cells/DNA, Circulation, Antioxidant Defense, and Cognition.\*

## Powerful Health Benefits for Multiple Body Systems

### Healthy Inflammatory Response

Not all inflammation is associated with disease states. Inflammation is also the body's healthy immune response to life's normal stressors, such as strenuous exercise, a high-fat or high-glycemic meal, or a stressful event in your life. Maintaining optimal inflammation balance is important and one of the keys to lifelong health.\*

Numerous scientific research studies validate curcumin's powerful support for a healthy inflammatory response. Research suggests that the curcuminoids found in turmeric help to maintain healthy levels of nucleic transcription factors, which are key in controlling the production of many molecules involved in

the inflammatory response. In this way, curcuminoids help the body maintain the healthy activities of the enzymes involved in a healthy inflammation response.<sup>1\*</sup>

### **Healthy Aging**

Curcumin has antioxidant properties, and antioxidants have long been considered vitally important to healthy aging. Antioxidants protect cells and their DNA from oxidation and the free radical damage that may diminish cellular function and negatively impact how we age.\*

### **Heart, Nerve, Brain, and Liver Health**

Ongoing studies show the protective characteristics of curcumin, its support of cardiovascular health, as well as its support for neuronal and brain health. Preclinical research has demonstrated that curcuminoids can induce antioxidant enzymes such as glutathione S-transferase, an enzyme important

in healthy cell development and in assisting normal liver detoxification processes.\*

### **History of Traditional Use**

Turmeric is a native plant of India, and a member of the ginger family. Its bright yellow roots are dried and ground into paste or powder. Most Westerners know turmeric from its culinary uses. It is often used as a spice in curry and it is also used in mustard for its bright yellow color. In India, it has a wide range of uses beyond the kitchen. It is often used to dye cloth. It is an ingredient for beauty-enhancement cream. Turmeric has been used for health by Ayurvedic practitioners in India since 1900 B.C. and traders brought it to China around 700 A.D., where it has been used in the practice of traditional Chinese medicine ever since.\*

Theracurmin<sup>®</sup> is suitable for vegetarians; it contains no animal products or animal-derived ingredients.\*



*Strategies for Wellness<sup>™</sup>*  
www.sourcenaturals.com

© 2016 Source Naturals, Inc., P.O. Box 2118, Santa Cruz, CA 95063  
Theracurmin<sup>®</sup> is a registered trademark of the Theravalues Corporation.

**LC000884 REV1609A**

\*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.