

## OPTIMIZED ABSORPTION CURCUMIN FROM MERIVA® PHYTOSOME \*

### Supplement Facts

Serving Size: 2 Capsules  
Servings Per Container: 60

	Amount Per Serving	%Daily Value
Meriva® ( <i>Curcuma longa</i> root extract & phospholipid complex)	500 mg	**

\*\* Daily Value not established.

**Other Ingredients:** Microcrystalline cellulose, hypromellose (capsule), sunflower lecithin, vegetable stearate, silicon dioxide.

**Does not contain gluten.**

**SUGGESTED USE:** 1-2 CAPSULES, TWO TIMES PER DAY OR AS DIRECTED BY YOUR YOUR HEALTHCARE PROFESSIONAL.

**WARNING:** IF YOU ARE TAKING MEDICATION, HAVE A MEDICAL CONDITION OR AN UPCOMING MEDICAL PROCEDURE, OR ARE PREGNANT OR NURSING CONSULT A PHYSICIAN BEFORE USING. IF ADVERSE REACTIONS OCCUR, DISCONTINUE USE & CONSULT YOUR HEALTHCARE PRACTITIONER.

Meriva and Phytosome are trademarks of Indena S.p.A., Italy.

- High potency, researched Meriva® curcumin extract.\*
- Advanced *phytosome* delivery form offers proven superior bioavailability, absorption and benefits.\*
- Clinically shown safe & efficacious in human studies.\*

CurcuSelect® offers support for a healthy inflammatory response with clinically researched Meriva®, a proprietary curcumin extract complexed with phosphatidyl choline (from soy-free, sunflower lecithin) for enhanced absorption and benefit.

CURCUMIN is the general name given to the bright yellow pigment found abundantly in the roots and rhizomes of turmeric (*Curcuma longa*) and other plants. A relative of ginger root, turmeric is well-known both as a flavorful curry spice and as a highly revered therapeutic herb in traditional Chinese and Ayurvedic medical traditions where recorded use dates back four thousand years.

Recently, curcumin has become one of the most well-researched natural agents for treating a host of health concerns, notably those conditions with an inflammatory component.

Curcumin and its associated curcuminoids are lipid-soluble phenolic compounds that function as anti-inflammatories via a large number of biochemical mechanisms. Studies suggest curcumin acts as both an antioxidant and as an antimicrobial agent. It has been researched to help regulate the immune system, support gastrointestinal health and protect the liver, brain and cardiovascular system. Curcumin also has been researched both as a chemopreventive agent and for its potential usefulness in helping patients recover from the effects of chemotherapy and radiation treatment. Due to its broad-spectrum effects on cytokines and biomarkers, curcumin is thought to function as a kind of “master switch” in helping to support a healthy inflammation response throughout the body. It has been shown to inhibit enzymes that generate free radicals and inflammatory lipids (i.e. cyclooxygenase, xanthine oxidase and nitric oxide), inhibit pro-inflammatory transcription factors and kinases, and upregulate antioxidant pathways. Its extensively researched benefit potential, coupled with a well-documented lack of serious or harmful side effects, make curcumin one of the most promising natural treatments available today.

As a lipophilic compound, the only problem with taking supplemental turmeric root powder and most curcumin extracts is a notoriously poor absorption rate and weak stability outside of the human body. Such preparations often require high dosing that may cause mild gastrointestinal upset in some patients, interfering with compliance and desired results. Meriva®, the proprietary curcumin-phosphatidyl choline phytosome complex found in CurcuSelect® was developed to address these issues by offering superior stability, greatly enhanced bioavailability and effective, patient-friendly lower dosing options.

(continued on reverse side)

\* 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 curcumin phytosome in **CurcuSelect®** provides three distinct curcuminoids: *curcumin* (comprising 75% of the total curcuminoid content), *demethoxycurcumin* (15%) and *bisdemethoxycurcumin* (10%). These fat-soluble curcuminoids are complexed with soy-free, sunflower lecithin using patented technology to create an extremely stable phytosome complex. Studies suggest up to a 29-fold increase in absorption of Meriva® curcuminoids compared to uncomplexed curcumin. Notably higher plasma concentrations of demethoxycurcumin (a more potent analog according to some *in vitro* anti-inflammatory assays) has been observed, one possible reason for the clinical efficacy of Meriva® at far lower doses than most standard curcumin preparations. Curcumin phytosome has been researched to offer significant anti-inflammatory benefits at a dosing of only 500 mg twice daily, adding the practical advantages of convenience and cost-effectiveness to desired improvements in clinical outcomes.

To date, the Meriva® phytosome in **CurcuSelect®** has been shown by at least 17 clinical trials to help support joint health and a healthy inflammatory response. For example, an 8-month long Italian study of 100 patients with inflammatory joint problems found significantly higher improvements to both clinical and biochemical endpoints only in the Meriva® group compared to the control group. Subjects taking Meriva® improved on the Karnofsky Performance Scale and experienced significant reductions in pain and stiffness as measured by mean WOMAC scores. In addition, they showed a significant decrease in all inflammatory markers measured and enjoyed significantly improved quality of life. Dosing in this study consisted of two 500 mg tablets per day, one taken after breakfast and the second after dinner.

In addition to improving joint, tissue and plasma inflammatory status, Meriva® has been researched for its potential benefits to healthy endothelial function. A 2011 study of 25 patients with blood sugar imbalances and capillary dysfunction investigated the effect of curcumin phytosome on microcirculation and edema, using the same dosing described above. Only the Meriva® group experienced improved clinical outcomes as measured by increased blood oxygen levels (PO<sub>2</sub>) and decreased skin flux at the surface of the foot, a finding suggestive of an improvement in microangiopathy.

Meriva® has also been studied in patients with prostate issues. Again, the same convenient dosing level of 500 mg twice daily, corresponding to two capsules b.i.d. of **CurcuSelect®**, offered significant benefits and improved quality of life without side effects. It is expected that ongoing research will continue to support the clinical potential of curcumin phytosome to offer broad-spectrum support for a healthy inflammation response.

## REFERENCES

1. He Y, et al. Curcumin, inflammation, and chronic diseases: how are they linked? *Molecules*. 2015 May 20;20(5):9183-213.
2. Tizabi Y, et al. Relevance of the anti-inflammatory properties of curcumin in neurodegenerative diseases and depression. *Molecules*. 2014 Dec 12;19(12):20864-79.
3. Deguchi A. Curcumin targets in inflammation and cancer. *Endocr Metab Immune Disord Drug Targets*. 2015;15(2):88-96.
4. Belcaro G, et al. A controlled study of a lecithinized delivery system of curcumin (Meriva®) to alleviate the adverse effects of cancer treatment. *Phytother Res*. 2014 Mar;28(3):444-50.
5. Cuomo J, et al. Comparative absorption of a standardized curcuminoid mixture and its lecithin formulation. *J Nat Prod*. 2011 Apr 25;74(4):664-9
6. Belcaro G, et al. Efficacy and safety of Meriva®, a curcumin-phosphatidylcholine complex, during extended administration in osteoarthritis patients. *Altern Med Rev*. 2010 Dec;15(4):337-44.
7. Appendino G, et al. Potential role of curcumin phytosome (Meriva) in controlling the evolution of diabetic microangiopathy. A pilot study. *Panminerva Med*. 2011 Sep;53(3 Suppl 1):43-9.
8. Ledda A, et al. Meriva®, a lecithinized curcumin delivery system, in the control of benign prostatic hyperplasia: a pilot, product evaluation registry study. *Panminerva Med*. 2012 Dec;54(1 Suppl 4):17-22.

\* 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.

V.082322