

CURCUMIN

One of the most investigated plants in biomedical research



CURCUMIN IN HIGHLY BIOAVAILABLE FORM

CURCUMIN (*Curcuma Longa L.*)

Also known as turmeric, the root of the plant is a common spice in Indian and other Asian cuisines. It was introduced to the Western world in the 14th century.

USE SINCE ANCIENT TIMES

For 5000 years, the paste and extracts of the root have been used in Asia to treat a variety of ailments, from infections to inflammation, arthritis and cancer. The use continues to this day: dissolved in warm milk to fight off cough and cold, and digestive disorders; a paste applied to ward off pain, to heal wound and burns, and to treat skin diseases.

CURRENT CLINICAL INVESTIGATIONS

Curcumin is the subject of more than 3,000 pre-clinical investigations—more than 60 clinical trials are registered with the U.S. National Institutes of Health (NIH)—in conditions ranging from inflammation to arthritis, cancer, and diabetes.

OSTEOARTHRITIS & CURRENT MEDICATIONS

The condition occurs when the protective cartilage on the end of the bones wears down, causing joint pain and stiffness in the hands, knees, hips and spine.

It is treated with different classes of pain killers, and steroids. Each one produces unwelcome side effects on the liver and kidney, GI and cardiovascular systems.

CURCUMIN IN MANAGEMENT OF OSTEOARTHRITIS

Recent studies have produced a vast body of evidence of its beneficial effects in managing inflammation and osteoarthritis.

MAKING CURCUMIN CLINICALLY EFFECTIVE

Unfortunately, curcumin in its naturally existing form is unstable and poorly soluble and isn't well absorbed by the body, limiting its clinical benefits.

IMPROVING BIOAVAILABILITY

A number of formulations with delivery technology have been reported in recent years as offering a form of curcumin that is stable and highly absorbed by the body.

One such delivery technology is the patented "phytosome" form MERIVA® [1] in which curcumin is safely tucked inside a commonly used fatty compound of soybean, lecithin, (a good dispersing agent used in pharmaceuticals) and delivered to the body's cell membrane. This results is a 20-fold absorption over the normal curcumin.

[1] Indena S.p.A., Italy.

SAFETY OF CURCUMIN

Curcumin has no serious demonstrated side effects, and the increase in bio-availability does not translate into increased toxicity.

CURCUMIN IN OTHER CONDITIONS^[*]

- In a small study curcumin has shown to be effective in curbing heart burn and upset stomach;
- A 2012 study shows curcumin may be effective in delaying onset of Type 2 diabetes;
- In cancer treatment studies are in early stages, but animal studies show curcumin's benefits in fighting off cancer;
- [According to the American Cancer Society](#), curcumin "interferes with several important molecular pathways involved in cancer development, growth and spread";
- Mayo Clinic reports that laboratory and animal research suggests that curcumin may slow the spread of cancer;
- Curcumin has shown to preserve muscular mass in healthy aging patients;

A HIGHLY ABSORBABLE MERIVA[®]

MERIVA[®] is a curcumin complex, its safety and efficacy supported by clinical trials.^[**] The studies show that:

- It is 20-fold more bioavailable versus the standard 95% turmeric extracts;
- It is safe and effective as adjunct in mild to moderate Osteoarthritis;
- It reduced the score measuring pain, stiffness and impaired physical function by 58%;
- It decreased the patient's use of pain killers by 63%, along with an associated significant reduction in gastrointestinal adverse effects and costs;
- It has been granted "Generally Recognized as Safe (GRAS)" by the US FDA;

ABOUT PARADIGM PHARMA

Paradigm Pharmaceuticals Inc., a New York, U.S., company offers dietary supplements along with pharmaceuticals. It markets supplements whose benefits are sufficiently supported by scientific and clinical evidence to offer as natural and complementary medicines.

It manufactures at GMP-certified plants, with each production batch tested and certified for the claimed composition and safety.

A HIGHLY ABSORBABLE MERIVA[®]

Reference ^[*] <http://www.ncbi.nlm.nih.gov/pubmed/2699615?dopt=Abstract>

References ^[**] available upon request