

EuroMedica®

BCM-95® Curcumin: Enhanced Absorption, Clinically Verified



*The Safest, Most Successful Method
to Enhance Curcumin Bioavailability*

- *Enhanced Absorption — up to 10 Times Greater Absorption*
- *Results Verified in Published Human Clinical Studies*

Proven Absorption



Turmeric

Ethically Harvested:

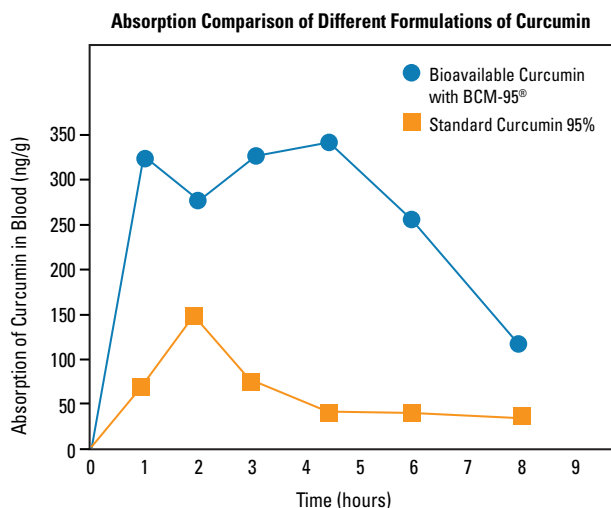
- **Fair Practices:** The people who plant, tend and harvest the turmeric crop for BCM-95® are independent local farmers. The Spice Board of India (a governmental agency) and the Agriculture Department aid the farmers in improving their farming and cultivation techniques.
- **Harvest:** The turmeric used to produce BCM-95® is grown without the use of pesticides or chemicals.
- **They use natural fertilizers** (animal manure), dig the turmeric roots and rhizomes, burn the leaves, and till the ash back into the soil as additional fertilizer. The work is done almost entirely by hand, involving little or no machinery. Turmeric is an important crop in this region. Careful attention is paid to the plants, regular and optimum irrigation, and sustainable and eco-friendly cultivation.
- **Testing:** Incoming raw material is regularly analyzed for contaminants (including heavy metals), in addition to other parameters such as curcumin content, moisture, etc. Potency is also verified after extraction, micronization, and blending with turmeric essential oils.
- **Turmeric** for BCM-95® is purchased from the Agricultural Produce Marketing Committee. This is a cooperative society to ensure that farmers are paid reasonable, competitive prices for their crops. This cooperative also provides farmers with information related to new farming techniques and promotes government programs to encourage good agricultural practices.

The BCM-95® Difference: EuroMedica's Bioavailable Curcumin

Standard curcumin's bioavailability is poor. Therefore, clinical trials have used increasingly larger dosages (up to 10-12 grams daily) in order to get even a small amount into the bloodstream. While no toxicity is associated with curcumin, even at these very high dosage levels, cost, comfort and compliance may be an issue. New research has focused on approaches to improve curcumin's bioavailability, such as adding lecithin and/or piperine. However, BCM-95® has been the most successful by micronizing curcumin and adding turmeric essential oils. **Comparison testing has shown that this formula has up to 10 times better absorption and greater blood retention time (8-12 hours) than standard 95% curcumin extracts.**¹

This is excellent news for anyone interested in providing integrative treatment with a strong, proven botanical ingredient. EuroMedica® has a suite of products built around BCM-95® to address a variety of health concerns.

Published Human Crossover Study to Evaluate Bioavailability of BCM-95®¹



1. Antony B, Merina B, Iyer VS, Judy N, Lennertz K, Joyal S. A pilot cross-over study to evaluate human oral bioavailability of BCM-95® CG (Biocurcumax™) a novel bioenhanced preparation of curcumin. *Ind J Pharm Sci.* 2008;445-449.

**EuroMedica's
BCM-95® curcumin
is up to 10 times (1000%)
more bioavailable than
standard 95% curcumin.**

Problems with standard turmeric/curcumin

Standard turmeric curcumin extracts in the past have promised much, but tended to deliver little.

- **Only about 5% of the spice turmeric is curcumin**
- **Curcumin extracts are very poorly absorbed**
- **Retention time in the blood is short, which limits its ability to have sustained impact**
- **Combining with black pepper to increase bioavailability significantly increases the risk of adverse interactions with commonly prescribed medications**

BCM-95® is a registered trademark of Dolcas-Biotec.

†Relief of occasional pain and inflammation associated with exercise or overuse

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

CuraPro® The Power of One – BCM-95® Curcumin

CuraMax™ The Power of Three – Cellular Support



#70296 60 Softgels
#70292 120 Softgels

CuraPro® The Power of One – BCM-95® Curcumin

The absorption of CuraPro® is built into the formula. The bioavailability of BCM-95® is key. Unlike other curcumin extracts available in the marketplace, CuraPro® is not a synthetic analog of a single curcuminoid, nor is it bound to piperine or a phytosome.

CuraPro® provides your patients with a powerful antioxidant and healthy inflammation response.* This single ingredient supplement features BCM-95®, making it the ideal choice for your treatment protocols that require pure curcumin.

Why it is the Superior Choice:

A patented method using small particle size and turmeric essential oils ensures that CuraPro® delivers a curcumin that is **up to 10 times better absorption than curcumin 95%, as well as having an 8-12 hour retention time in the body.** The result is a high-potency formula providing superior support for the body's natural anti-inflammatory response, a healthy immune and cardiovascular system, and resistance to free radical activity.*^{1,8}

What to consider when recommending CuraPro® to your patients:

- Clinically studied, results verified in published human studies
- Bioavailable curcumin product, 8-12 hour retention time in the body
- High antioxidant ORAC value – 159,277**
- Support the body's natural anti-inflammatory response, healthy immune and cardiovascular systems*
- Support resistance to free radical activity*

CuraMax™ The Power of Three – Synergy for Cellular Health

Curcumin, green tea, and resveratrol are powerful defenders against free-radical damage and support the body's natural anti-inflammatory response. Combined, these clinically-studied ingredients promote healthy cell growth and cellular DNA.*



#70406 60 Softgels

BCM-95® Curcumin: Like the other curcumin formulations from EuroMedica®, CuraMax™ features the clinically studied high absorption BCM-95® curcumin.

Green Tea (*Camellia sinensis*): Green tea extract is well-known for its multiple health benefits. It supports cardiovascular, dental, digestive, skin, and deep cellular health, the body's natural anti-inflammatory response, and healthy weight management.* **The green tea extract in CuraMax™ is caffeine-free and standardized to contain >95% polyphenols, 75% catechins, and 40% EGCG (epigallocatechin-3-gallate).**³⁵⁻³⁸

Resveratrol (from *Polygonum cuspidatum*). The resveratrol in CuraMax™ comes from the dried root of *Polygonum cuspidatum*. This form is known to be a rich source of resveratrol and it has been used in traditional Chinese and Japanese medicine for centuries. In addition to demonstrating strong antioxidant ability, resveratrol demonstrates support for healthy cell growth, healthy cholesterol levels already within normal limits, cardiovascular function, and healthy aging through influences on the SIRT1 pathway.*³⁹⁻⁴³

What to consider when recommending CuraMax™ to your patients:

- Contains 3 of the most powerful botanical compounds for preventing, oxidative damage, accelerated cellular aging, and preserving healthy DNA*

BCM-95® is a registered trademark of Dolcas-Biotec.

** Per 100 grams. Oxygen Radical Absorption Capacity (ORAC) of selected food. USDA available at www.ars.usda.gov/services/docs.htm?docid=15866

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Inflama-Med™ Upper Respiratory & Intestinal Health Support

ArthroMed™ Powerful Joint and Back Support*



#76003 30 Softgels

Inflama-Med™ – Upper Respiratory & Intestinal Health Support*

Inflama-Med™ contains a unique extract of boswellia called BosPure®. BosPure® is standardized at 70% boswellic acids, with greater than 15% acetyl-keto-11-beta-boswellic acid (AKBA). Leading scientists believe this is the most active component of boswellia. Most boswellia extracts contain around 2% AKBA. Inflama-Med™ also contains the clinically studied, high absorption BCM-95® curcumin.

BosPure® Boswellia

A unique extract, clinically tested BosPure® helps reduce the activity of the inflammatory enzyme, 5-LOX (lipoxygenase).* A compound (beta boswellic acid) found in boswellia interferes with its beneficial activity; therefore, BosPure® is screened to reduce beta boswellic acid content to <5%, which doubles the strength of the boswellia extract.

BCM-95® Curcumin

This combination inhibits the enzyme 5-lipoxygenase (5-LOX) which can moderate the formation of leukotrienes of the 4-series – mediators that can induce inflammatory responses.* The leukotrienes are involved in a variety of conditions and inflammatory disorders, including upper respiratory, and intestinal tract function, joint structure and function as well as a host of other concerns.*¹⁻¹⁰

What to consider when recommending Inflama-Med™ to your patients:

- Each capsule contains BCM-95® curcumin, with up to 10 times the absorption of plain curcumin, and BosPure® boswellia, with twice the effectiveness of plain boswellia
- 5-LOX inhibitor and moderates formation of leukotrienes*
- Supports the body's inflammation response, and intestinal and upper respiratory health*



#70196 60 Capsules

ArthroMed™ – Powerful Joint and Back Support*

ArthroMed™ is a proprietary formula that effectively promotes joint health and regeneration of cartilage by safely inhibiting the COX-2 and 5-LOX enzymes and major signaling and biological pathways of the body.*

ArthroMed™ combines **clinically-tested BosPure®** and **BCM-95® curcumin**, with devils' claw and Indian gooseberry – additional ingredients which support the lubricative function of the joint.*^{1-10,44-48}

Devil's Claw: Native to southern Africa. The long, barbed spines on the fruit of this plant are responsible for aloe. Research has found that its beneficial effects are due to its ability to reduce the activation of the NF-kappaB, as well as inhibit the expression of COX-2.*⁴⁴⁻⁴⁶

A scientific study on the devil's claw extract used in ArthroMed™ showed a 41% increase in hyaluronic acid production by joint chondrocytes.*⁴⁹

Indian Gooseberry: Also known as amla, Indian Gooseberry has a long history of use in Ayurvedic medicine. It is a potent antioxidant, and has been shown to support healthy collagen and cartilage formation.*^{47,48}

What to consider when recommending Arthro-Med™ to your patients:

- Supports healthy cartilage structure*
- Improves joint comfort and mobility in joints and back*
- 5-LOX inhibitor*
- Inhibits formation of leukotrienes*

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** Per 100 grams. Oxygen Radical Absorption Capacity (ORAC) of selected food. USDA available at www.ars.USDA.gov/services/docs.htm?docid=15866

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Curaphen® When Pain is Your Problem, Curaphen is Your Answer*†

Curaphen® is a professional pain formula† developed using four clinically studied ingredients. Each contributes properties that increase their effectiveness when combined.



#60260 60 Capsules
#60220 120 Capsules

Four ingredients that make Curaphen® highly effective:

1. BCM-95® Bioavailable Curcumin – Clinically Proven

Curcumin, (*Curcumin longa*) a compound found in the spice turmeric, inhibits multiple inflammation pathways in the body. It is also a potent antioxidant. Benefits associated with curcumin include: immune system supports, protection from oxidative stress, and support for the body's natural anti-inflammatory response.* Curaphen® uses BCM-95®, which has the highest absorption of any curcumin extract available, providing your patients with maximum benefits.¹⁻¹⁰

2. BosPure® Standardized Boswellia Extract – Clinically Tested

The BosPure® boswellia (*Boswellia serrata*) extract in Curaphen® helps reduce the activity of the inflammatory enzyme, 5-LOX (lipoxygenase).* BosPure® is standardized at 70% boswellic acids and contains 10-15% AKBA which leading scientists identified as the most significant contributor. The presence of the less desirable β -boswellic acid, can potentially promote, rather than balance, inflammatory compounds. That is why BosPure® is screened for this compound that can interfere with beneficial activity, and includes only those – specifically acetyl-11-keto- β -boswellic acid – that greatly increase the effectiveness of the extract.^{11,12}

	65%-70% Boswellia Serrata Extracts	BosPure®
Total Boswellic Acids (also known as Total Organic Acids) via Titration	65%-70%	70%
Total Boswellic Acids via HPLC	20%-40%	40%-45%
Acetyl-11-Keto- β -Boswellic Acid	1%-3%	15% Minimum
β -Boswellic Acid	20%-25%	<5%

3. DLPA – Two amino acid forms that work synergistically

The amino acid DLPA (dl Phenylalanine) contains two forms, the "D" and the "L". The "D" form inhibits the breakdown of compounds called enkephalins. Enkephalins, which are in the same family as endorphins, are associated with positive mood and have been shown to relieve occasional muscle pain due to exercise or overuse.^{*11-15} The "L" form improves mood-elevating chemicals in the brain, such as dopamine, epinephrine, and norepinephrine.^{*11-13,16,17}

4. Nattokinase – Support for healthy circulation*

Nattokinase is an enzyme extract of the fermented food, natto. This enzyme helps promote blood flow, aiding the other ingredients in the formula to reach all areas of the body.^{*18,19} It also helps support balanced fibrinogen levels in the body.* Excess fibrinogen levels have been noted in post-exercise muscle pain and occasional muscle strain, which may contribute to muscle stiffness.^{*20}

What to Consider When Recommending Curaphen®

- Unique and proprietary formula for relief of occasional pain*†
- Bioavailable BCM-95® curcumin has 8-12 hour blood retention in the body and up to 10 times greater absorption than plain curcumin
- Safe and effective

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† Relief of occasional pain and inflammation associated with exercise or overuse

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BCM-95® Curcumin: The Practitioner's Choice

• Published Human Crossover Studies:

BCM-95® curcumin has up to 10 times the bioavailability and greater blood retention time (8-12 hours) than standard 95% curcumin extracts.

• Ethically Harvested:

The turmeric used to produce BCM-95® is grown without the use of pesticides or chemicals. Careful attention is paid to the plants, with regular and optimum irrigation, and sustainable and eco-friendly cultivation by a fairly compensated agricultural cooperative.

• Available in Five Great Formulations:

BCM-95® is available in formulations tailored to fit the many needs of your patients. Each formula provides the power of BCM-95® curcumin to target specific health needs.

- **Curaphen®** When Pain is the Problem, Curaphen® is Your Answer^{††}
- **ArthroMed™** Powerful Joint & Back Support^{*}
- **CuraPro®** The Power of One – BCM-95® Curcumin
- **Inflama-Med™** Upper Respiratory & Intestinal Health^{*}
- **CuraMax™** The Power of Three – Synergy for Cellular Health^{*}



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