



# Curcumin Softgels

Category: Free Radical Scavenger

- From Turmeric Root Extract
- Supports a Healthy Digestive System\*
- Free Radical Scavenger\*
- Softgels Provide Improved Solubility

Item 4938 – 60 Softgels

Item 4939 – 120 Softgels

**Positioning Purpose:** Curcumin is a lipophilic polyphenol and the principal bioactive component of Turmeric (*Curcuma longa*). Turmeric is one of the most widely used herbs in human history. It's used as a yellow dye, a popular food additive (Turmeric is a main ingredient in many curries and mustards), and as an herbal remedy for a wide variety of complaints. Turmeric is revered in India and other Eastern nations, and is one of the most important and effective herbal remedies used in India's Ayurvedic wellness system.\*

Modern-day researchers are currently conducting a number of clinical trials to explore Curcumin's purported health benefits in greater detail, with many focusing on its ability to support a normalized inflammatory response through a variety of mechanisms. Because Curcumin has limited systemic bioavailability, researchers are also focusing on compounds and analogs in Curcumin that may help to improve its absorption and bioavailability. In addition, recent research into Curcumin has demonstrated its potent free radical scavenging properties, as well as its ability to support the body's proper response to biological stress. By helping the body to protect itself from these stressors, Curcumin may support a healthy digestive system and the maintenance of normal cell reproductive cycles.\*

**Product Description:** NOW Foods' new Curcumin 450 mg Softgels contain 475 milligrams of high-quality Turmeric Root Extract that's standardized to provide a minimum of 95% Curcuminoids (450 mg). This standardized extract includes the natural components Curcumin, Demethoxycurcumin, and Bisdemethoxycurcumin and is encapsulated in softgels for improved solubility.

**Ingredients:** Turmeric Root Extract (*Curcuma longa*) 475 mg (standardized to provide min. 95% Curcuminoids (450 mg) (including Curcumin, Demethoxycurcumin and Bisdemethoxycurcumin). Other Ingredients: Sunflower Oil, Softgel Capsule (gelatin, glycerin, water, sorbitol, caramel color), Beeswax and Rosemary Extract (Leaf).

**Ideal Users:** Adults seeking a potent, natural free radical scavenger to support a normalized response to daily stressors and healthy digestive function.\*

**Recommended Use:** As a dietary supplement, take 1 softgel 2 to 4 times daily with food.

**Also Consider Taking:** Glucosamine & Chondroitin, Nattokinase, and CoQ10.

**Supporting Science:** Jurenka, Julie MT (ASCP); "Properties of Curcumin, a Major Constituent of *Curcuma longa*: A Review of Preclinical and Clinical Research". *Alternative Medicine Review*, Volume 14, Number 2, 2009

**Additional Information:** For adults only. Consult physician if pregnant/nursing, taking medication (especially anti-platelet and anti-coagulant drugs), or have a medical condition (especially gall bladder or other digestive disorders). Keep out of reach of children.



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\* 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.