

EuroMedica®

BCM-95® Curcumin:

Enhanced Absorption, Clinically Verified

The Safest, Most Successful Method to Enhance Curcumin Absorption



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

Proven Absorption - Verified in Published Human Clinical Studies



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.

- **Growing Practices:** The farmers 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 that ensures 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.

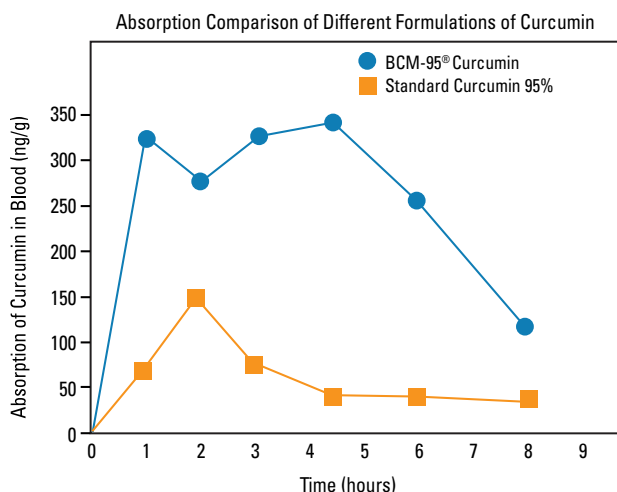
The BCM-95® Difference: EuroMedica's Bioavailable Curcumin

Standard curcumin's absorption 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 absorption, 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) at meaningful levels than standard 95% curcumin extracts.**¹

To date, there have been 9 published studies on BCM-95® curcumin, 6 of which are human clinical trials, on brain, immune, joint, and heart health; absorption and retention; and improving mood.* More studies are underway in the U.S., Australia, and Asia for a variety of health concerns. Researchers cite their selection of BCM-95® curcumin because of its absorption, retention, human safety profile, purity and use of only class 3, food-grade solvents in its extraction process.

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® curcumin to address a variety of health concerns.

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



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

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.

Problems with standard turmeric/curcumin

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

- **Only 2-5% of the spice turmeric is curcumin**
- **Curcumin extracts are very poorly absorbed**
- **Retention time in the blood is very short, which limits its ability to have greater impact**
- **Combining with black pepper to increase absorption significantly increases the risk of adverse interactions with commonly prescribed medications**

BCM-95® is a registered trademark of Dolcas-Biotech.
†Relief of occasional pain 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 DISEASE.

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



60 Capsules
EUR#60260
EM#C60260
NP#EU0001

120 Capsules
EUR#60220
EM#E60220
NP#EU0024

Curaphen® is a professional pain formula*† developed using clinically studied BCM-95® curcumin and BosPure® boswellia, along with DLPA and nattokinase. Each contributes properties that increase their effectiveness when combined.

Four ingredients that make a difference:

1. BCM-95® Bioavailable Curcumin – Clinically Proven

Curcumin, (*Curcuma longa*) a compound found in the spice turmeric, supports a healthy inflammation response.* It is also a potent antioxidant. Benefits associated with curcumin include: immune system support, protection from oxidative stress, and natural pain relief.*† Curaphen® uses BCM-95®, which has up to 10 times greater absorption than plain curcumin, providing your patients with maximum benefits.¹⁻¹⁰

2. BosPure® Standardized Boswellia Extract – Clinically Tested

The BosPure® boswellia (*Boswellia serrata*) extract in Curaphen® helps modulate the activity of the inflammatory enzyme, 5-LOX (lipoxygenase).* BosPure® is standardized at 70% total organic and boswellic acids and contains 10% 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}

	Plain 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%	10% Minimum
β -Boswellic Acid	20%-25%	<5%



60 Tablets
EUR#61206

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 premature 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 soy 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 contributes to muscle stiffness.*²⁰

Curaphen® Extra Strength provides the same effective ingredients that your patients have come to rely on for natural pain relief in a high potency, more concentrated formula.*† Available in tablet form and only 1-3 tablets per day, Curaphen® Extra Strength is a great option for patients who need low dosage protocols.

BCM-95® and BosPure® are registered trademarks of Dolcas-Biotech.

†Relief of occasional pain associated with exercise or overuse

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CuraPro® The Power of One - BCM-95® Curcumin Rhulief Plus™ Effective Knee and Joint Support*



60 Softgels
EUR#70296
EM#C70296
NP#EU0002

120 Softgels
EUR#70292
EM#CURAP
NP#EU0031

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

The absorption of CuraPro® is built into the formula. The absorption 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, high absorption 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 at significant levels**. The result is a high-potency formula providing superior support for a healthy inflammation response, a healthy immune and cardiovascular system, and resistance to free radical activity.*^{1,8}

What to keep in mind when recommending CuraPro® to your patients:

- Clinically studied; results verified in 9 published studies, 6 of which are human clinical trials
- High absorption curcumin product, 8-12 hour retention time in the body
- High antioxidant ORAC value – over 1 million (1,000,000)**
- Support a healthy inflammatory response, healthy immune and cardiovascular systems*
- Support resistance to free radical activity



60 Capsules
EUR#84106
EM#E84106
NP#EU0044

Rhulief Plus™ Effective Knee and Joint Support*

Rhulief Plus™ features vital ingredients that deliver comfort to the joints, especially knees, by supporting healthy joint structure and function.* Rhulief Plus™ combines **clinically-tested BCM-95® high absorption Curcumin** and **BosPure® Boswellia**, along with **vitamin D3** and **fructoborate** – additional ingredients that support healthy cartilage structure and function.*

In a clinical study, the same combination of BCM-95® and BosPure® present in Rhulief Plus™ was shown to support knee structure and mobility when compared with conventional approaches.* At the end of the study, **93% of the individuals in the BCM-95®/BosPure® group could comfortably walk more than 1,000 meters vs. 86% of the conventional treatment group. And, 93% of the BCM-95®/BosPure® group reported improvement in comfort vs. 79% of the conventional group.***^{4,9}

Rhulief Plus™ combines these two effective ingredients with vitamin D3 and fructoborate for enhanced support of joint structure.* Although it is known for its ability to support bone and immune system health, vitamin D is also important for building the cartilage cushion that protects the ends of bones.*⁵⁰ Fructoborate is a unique plant mineral complex that combines borate with a calcium/carbohydrate structure. Found naturally in fruits and vegetables, this form provides additional targeted support to joint structure.*

What to consider when recommending Rhulief Plus™ to your patients:

- Supports knee and joint flexibility, and mobility*
- Features the clinically studied combination of BCM-95® high absorption Curcumin & BosPure® Boswellia
- Can be combined with Curaphen® for even stronger benefits

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

**Daily Value Not Established

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Inflama-Med™ Upper Respiratory & Intestinal Health Support* ArthroMed™ Powerful Joint and Back Support*

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

Inflama-Med™ contains a unique extract of boswellia called BosPure®. BosPure® is standardized at 70% total organic and boswellic acids, with greater than 10% acetyl-keto-11-beta-boswellia acid (AKBA). Leading scientists believe this is the most active component of boswellia. Most natural 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 modulate the activity of the enzyme, 5-LOX (lipoxygenase).* A compound (beta boswellic acid) found in boswellia interferes with its beneficial activity; therefore, BosPure® is screened and purified to reduce beta boswellic acid content to <5% which doubles the strength of the boswellia extract.

BCM-95® Curcumin

Highly absorbable BCM-95® curcumin modulates the enzyme 5-lipoxygenase (5-LOX) which can moderate the formation of leukotrienes of the 4-series. The leukotrienes are involved in a variety of conditions, 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 modulator moderates formation of leukotrienes*
- Supports a healthy inflammation response, intestinal, and upper respiratory health*



30 Softgels
EUR#76003
EM#INFLM
NP#EU0026

ArthroMed™ – Powerful Joint and Back Support*

ArthroMed™ is a proprietary formula that effectively promotes joint health and regeneration of cartilage by safely modulating the COX-2 and 5-LOX enzymes.*

ArthroMed™ combines **clinically-tested BosPure®** and **BCM-95® curcumin**, with devil's claw and Indian gooseberry – additional ingredients that 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 its descriptive name. Research has found that its beneficial effects are due to its ability to modulate the activation of the NF-kappaB, as well as modulate 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 produced 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 modulator*
- Supports healthy leukotriene formation*



60 Capsules
EUR#70196
EM#AMED6
NP#EU0028

CuraMax™ The Power of Three – Synergy for Cellular Health*

Curcumin, green tea, and resveratrol are powerful defenders against free-radical damage and support a healthy inflammation response. Combined, these clinically-studied ingredients promote healthy cell growth and cellular DNA.*

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, a healthy inflammation response, and healthy weight management.*¹ **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*



60 Softgels
EUR#70406
EM#CURAM
NP#EU0027

Available at:



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P 888.633.7620 • F 800.862.1261
or www.NaturalPartners.com



www.EuroMedicaUSA.com
866-842-7256

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† In conjunction with a diet and exercise plan.

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