

Clever Curcumin



Clinical Applications

- Supports Brain and Neuronal Health*
- Supports a Normal Immune Response*
- Provides Antioxidant and Cell-Protective Activity*
- Supports Healthy Microbial Environment*

*Curcumin is a phenolic phytochemical obtained from turmeric (*Curcuma longa*). To significantly enhance curcumin's naturally poor bioavailability, 360° Medicine has combined turmeric extract (95% curcuminoids) with BioPerine®†, a patented black pepper extract and natural bio-enhancer, and added a patented time-release delivery method‡. The cell-protective and immunomodulatory properties of curcumin have interested researchers for years.**

All 360° Medicine Formulas Meet or Exceed cGMP Quality Standards

Discussion

The therapeutic effectiveness of curcumin is limited due to its poor absorption from the gastrointestinal (GI) tract, rapid metabolism, and rapid systemic elimination. Instead of increasing the dose, Clever Curcumin is formulated to increase the amount of curcumin absorbed and bioavailable. It combines turmeric rhizome extract (95% curcuminoids) with BioPerine, a patented extract of piperine from black pepper fruit. BioPerine has GRAS (generally recognized as safe) status and is a clinically validated bio-absorption enhancer. It works by optimizing the body's natural thermogenic activity, thereby selectively providing a more efficient mode of nutrient transportation into the blood. Piperine improves the bioavailability of curcumin both in preclinical studies and in studies on human volunteers. At a dose of 2 g curcumin alone, serum levels were either undetectable or very low in human volunteers. But, curcumin administered with piperine produced much higher serum concentrations from 0.25 – one hour after ingestion with a 2000% increase in bioavailability.^[1] In animals, co-administration with piperine significantly increased time to maximum serum concentration, while elimination half-life and clearance were significantly decreased.^[1]

Combining BioPerine with curcumin results in *significantly increased utilization of smaller quantities* for optimal clinical outcomes. But Clever Curcumin doesn't stop there. It also employs a patented, controlled-release delivery technology that prolongs GI transit time and increases curcumin's bioavailability up to 30% over standard delivery systems.

Curcumin is a phenolic phytochemical purified from turmeric (*Curcuma longa*)—an herb extensively used in both Chinese and Ayurvedic herbology to relieve a variety of complaints. Historically, turmeric has been used for its effect on smooth muscle function and its ability to improve digestion. More recently, the cell-protecting and immunomodulatory properties of curcumin have become areas of great interest to the scientific community.

Immune Support and Antioxidant Activity Research has demonstrated that curcumin has antioxidant activity, is an immune cell modulator, and has inhibitory effects on COX-2, iNOS enzymes, TNF- α , IL, and NF- κ B^[2,3], making it applicable to a wide array of clinical presentations. Various animal and human studies support its use in promoting health in joints, gastrointestinal mucosa, and the eye's uveal tract.^[2-8] Other research suggests curcumin may support balanced immune response in the nervous, cardiovascular, GI, and respiratory systems.^[2,3,9] Neurological tissue is particularly susceptible to oxidative stress due to its high demand for oxygen, high levels of polyunsaturated fatty acids in neural membrane phospholipids, and low antioxidant defenses.^[10] Exciting new research in the field of brain and neurological health points to the protective effects of curcumin.^[10-12] Interest in curcumin in this regard is related to its oxidant/immune modulating activity and positive effect on brain amyloid plaques.^[10] Typical doses in human studies ranged from 375 mg -1,200 mg curcumin per day.

Cell-Protective In animal models, curcumin has demonstrated desirable activity in promoting normal cell proliferation in many, but not all, cell lines.^[2,3] Mechanisms appear to include curcumin's ability to modulate certain types of cytokines (especially transcription factor NF- κ B), support detoxification, scavenge free radicals, and to support induction of cell cycle arrest and apoptosis.^[2,3,13,14] Animal studies, and Phase I and Phase II clinical trials are encouraging; more clinical trials are needed and underway.^[2] Typical doses in human studies ranged from 450 mg – 3,600 mg curcumin per day for up to four months.

Healthy Microbial Environment Curcumin has long been used to support a healthy microbial balance; this historical use has been supported by more recent in vitro studies.^[2,3,15,16]

***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.**

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Supplement Facts

Serving Size: 1 Tablet
Servings Per Container: 60

	Amount Per Serving	%Daily Value
Turmeric Extract (<i>Curcuma longa</i>)(rhizome) (95% curcuminoids)	350 mg	**
Black Pepper Extract (<i>Piper nigrum</i>)(fruit)(BioPerine®†)	3.5 mg	**

** Daily Value not established.

Other Ingredients: Dicalcium phosphate, guar gum (high viscosity), microcrystalline cellulose, HPMC (high viscosity), stearic acid, silica, magnesium stearate, and film coat (hypromellose, glycerin, and hydroxypropyl cellulose).

†BioPerine® is a registered trademark of Sabinsa Corp. BioPerine is protected by US Patents 5,536,506; 5,744,161; 5,972,382; and 6,054,585.

‡Phased Control™ is protected under U.S. Patents: 5,096,714; 5,292,518; 5,466,469; 5,445,826

Directions

Take one to four tablets two times daily, or as directed by your healthcare practitioner.

References

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Cautions

Consult your healthcare practitioner before use, especially if receiving cancer treatment or taking an anticoagulant. Keep out of reach of children. Do not use if pregnant, or if allergic to any ingredient.

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