



# HEALTH FIRST ALERT

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## Fight Fire with Fire!

## Curcumin vs. Inflammation

**Inflammation is behind many of today's most dangerous health conditions – learn how “spicy” curcumin can help put out the fire**

Inflammation is the body's natural defense against injuries and invading pathogens. The body uses a combination of heightened body temperature, free radicals, proteins and powerful macrophage cells to attack internal dangers and promote healing. And now for the bad news . . .

While inflammation is an evolutionary development that has helped humans survive and adapt, it is a double-

edged sword. Aging reduces our ability to regulate our inflammatory reactions; when aging is combined with a diet high in unhealthy fats and sugars, exposure to free radicals via environmental toxins, obesity and an inactive lifestyle, inflammation can become systemic or chronic. Our body begins to attack its own nerves and organs leading to degenerative disease.<sup>1</sup>

In fact, the health conditions related to systemic inflam-

mation read like a “who’s-who” of today’s fastest rising and most debilitating diseases including arthritis and cardiovascular issues.<sup>2</sup>

In looking for safe, natural ways to help reduce the effects of systemic inflammation, one particular culinary spice is gaining much attention. Curcumin, the pigment that gives the fiery Indian dish curry its signature yellow colour, has a long tradition of anti-inflammatory use and a present and future as one of the most research-backed nutraceuticals on the market. There have been over 2,400 scientific reviews of curcumin, many showing its potential as an anti-inflammatory, anticarcinogenic, antiviral, immunomodulator and cholesterol lowering nutrient.<sup>3,4</sup>

Although curcumin, naturally occurring in turmeric root, has tremendous potential for overall health due to its anti-inflammatory properties, its poor absorbability has been a challenge.<sup>5,6</sup> It is estimated that as much as 75% of curcumin is directly excreted after ingestion.<sup>7</sup> New research suggests that a patented complex of curcumin with phosphatidylcholine improved blood levels of curcuminoids by 29 times over standard turmeric extracts and even higher levels in the liver.<sup>8</sup> More absorption means better anti-inflammatory effectiveness.<sup>9</sup>

Whether you are suffering from the common inflammatory disease of osteoarthritis, or want help in preventing some of today's other major health conditions, curcumin can be a useful partner in putting out the inflammatory fire.

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# CURCUMIN SUPREME

**At last! A spicy curcumin formula that delivers clinically-proven pain relief.**

**Recommended use:**

Helps to relieve joint pain associated with osteoarthritis. An antioxidant for the maintenance of good health.

**Medicinal ingredients:**

Each vegetable capsule contains:

- Meriva® (Curcumin Phytosome® Complex) . . . . . 250 mg  
(containing curcumin (curcuma longa) rhizome extract 50 mg 30:1, equivalent to 1500 mg; phosphatidylcholine (from Glycine max, soybean) 100 mg)
- MSM (methylsulfonylmethane) . . . . . 375 mg
- Alpha Lipoic Acid . . . . . 25 mg
- Grape seed (Vitis vinifera) extract . . . . . 25 mg  
(80% oligomeric proanthocyanidins)

**Non-medicinal ingredients:**

Microcrystalline cellulose, colloidal silicon dioxide, magnesium stearate, hypromellose.

**Recommended Dosage:**

Adults: Take 2 capsules 2 times daily with food and avoid taking at bedtime.

**Duration of Use:**

Use for a minimum of 4 weeks to see beneficial effects. For use beyond 3 months please consult your health care practitioner.

**Risk Information:**

Do not use if you are pregnant or breastfeeding. Consult a health care practitioner prior to use if you have diabetes, are taking antiplatelet medication, blood thinners, have gallstones or a bile duct obstruction, stomach ulcers or excess stomach acid. Consult a health care practitioner if symptoms persist or worsen. Some people may experience mild gastrointestinal bloating, constipation or indigestion.

Do not use if under cap safety seal is broken. Free from artificial flavours, artificial colours, corn, gluten, wheat, lactose, preservatives, added sugar and yeast.



## MERIVA® CLINICAL STUDY SUMMARY



Published in Panminerva Medica, June 2010

### PRODUCT-EVALUATION REGISTRY OF MERIVA®, A CURCUMIN-PHOSPHATIDYLCHOLINE COMPLEX, FOR THE COMPLEMENTARY MANAGEMENT OF OSTEOARTHRITIS

Panminerva Medica 2010;52

Authors: G. Belcaro, M. R. Cesarone, M. Dugall, L. Pellegrini, A. Ledda, M. G. Grossi, S. Togni, G. Appendino

**Key Results:**

- Target group: Osteoarthritic sufferers
- Dosage: 1000 mg of Meriva® Curcumin Phytosome® per day.
- Observations after three months of Meriva® supplementation:
  - pain measurement scores (pain, stiffness) during treadmill walks were decreased by 58% vs. placebo group
  - walking distance on treadmill tests increased over 4 times
  - reduced blood levels of CRP (C-reactive protein), a key measurement of inflammation, by 16 times
  - no adverse side-effects
  - improved emotional well-being, resulting from increased mobility
  - decreased need for non-steroidal anti-inflammatory drugs (NSAIDs) and painkillers
  - reduced costs of treatment (less anti-inflammatory drugs, treatment and hospitalization)

**Conclusion:** These results show that Meriva® is clinically effective in the management and treatment of osteoarthritis and suggests that the ability and better absorption of curcumin induced by complexation with phospholipids has clinical relevance and sets the stage for larger and more prolonged studies.



**BIOAVAILABLE CURCUMIN**

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### Ingredient Formula Rationale

|                             |   |
|-----------------------------|---|
| Meriva® Curcumin Phytosome® | Meriva® is a patented form of curcumin. It combines curcumin in a synergistic Phytosome® complex with phosphatidylcholine that allows curcumin, a poorly absorbed polyphenol, to be protected from water and pass into the bloodstream more easily.<br>It is clinically-proven to deliver over 29x the blood level of curcuminoids vs. regular curcumin extracts.<br>Meriva® is also clinically-proven to deliver dramatic pain relief and reduce anti-inflammatory proteins (C-reactive protein) in the blood. A clinical study just completed in Italy and published in the respected Panminerva journal (see MERIVA® CLINICAL STUDY SUMMARY).<br>Four capsules daily of Curcumin Supreme delivers 1000 mg of Meriva®, the same amount used in the Italian clinical trials. |
| MSM (Methylsulfonylmethane) | MSM is a well-known anti-inflammatory nutrient. An organic sulfur-source, MSM has been studied for relief of osteoarthritic pain. As curcumin and MSM work differently – MSM's sulfur content enhancing joint health – combined, these two ingredients offer increased potential for anti-inflammatory success.<br>Four capsules daily of Curcumin Supreme delivers 1500 mg of MSM, the amount proven for osteoarthritis pain relief.   |
| ALA & Grape Seed Extract    | When the body faces inflammation, free radicals can be one of the causes. When the body reacts to quell inflammation, more free radicals are generated by the body itself. By combining ALA (Alpha Lipoic Acid) and Grape Seed Extract, two powerful antioxidants, Curcumin Supreme helps to fight free radicals and dampen inflammation. Antioxidants, including curcumin, always work best as a team.   |

Health First® products available exclusively at:

