



# CURCUM-EVAIL®

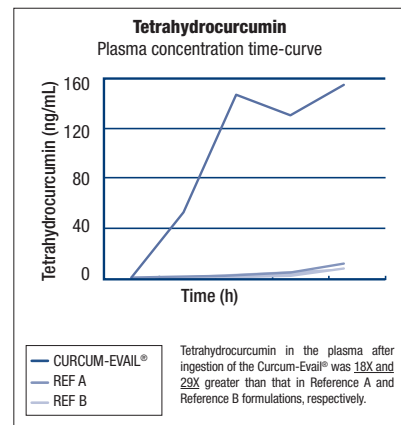
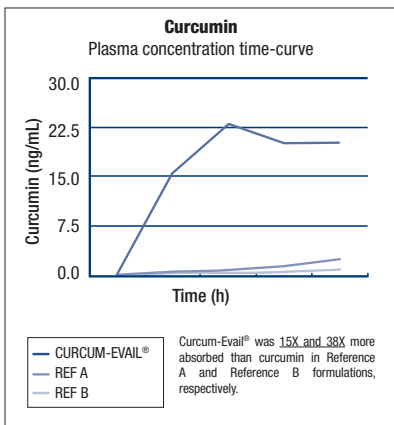
HIGHLY BIOAVAILABLE CURCUMIN FORMULA FOR SUPERIOR ABSORPTION

60 SOFTGELS | NPN80067798 | CUR060-CN



**Curcum-Evail®** is a patent pending, highly bioavailable curcuminoid formulation. This product contains a unique combination of three bioactive, health-promoting curcuminoids: curcumin, bisdemethoxy curcumin and demethoxy curcumin, along with turmeric oil. The three curcuminoids are the strongest, most protective and best researched constituents of the turmeric root. Naturally occurring turmeric root powder contains only 5-7% curcumin, while the blend in Curcum-Evail® is concentrated to contain 95% curcuminoids, of which curcumin represents 70%.

The crystalline structure of curcumin renders it difficult to absorb in the GI tract. According to researchers, “The potential health benefits of curcumin are limited by its poor solubility, low absorption from the gut, rapid metabolism and rapid systemic elimination.”<sup>1</sup> For this reason, Curcum-Evail® is manufactured using the new Designs for Health Evail™ process, which is an all-natural formulation that improves the absorption and delivery of curcumin. This process uses a proprietary blend of turmeric oil, sunflower lecithin, and vitamin E, without the use of potentially harmful surfactants. This delivery technology increases the absorption rate and reduces the absorption time for nutrients and may allow for superior effects through lower dosages.



Curcum-Evail® is unique in that it has been shown to increase tetrahydrocurcumin as well as curcumin, demethoxycurcumin and bisdemethoxycurcumin in plasma. Tetrahydrocurcumin is a major metabolite of curcumin and demonstrates remarkable antioxidant properties exceeding those of curcumin alone.<sup>2-4</sup> Compared to reference products containing equal concentrations of curcuminoids, Curcum-Evail® exhibited several-fold higher absorption, resulting in plasma levels of tetrahydrocurcumin that were nearly 30 times higher. Area under the curve (AUC) amounts for plasma levels of all three curcuminoids in this formula were significantly higher than for the reference products.

## **CURCUMIN AND THE INFLAMMATORY RESPONSE**

Excessive inflammation is a common risk factor for disease occurrence and progression. Inflammation may lead to joint tissue destruction, cancer, cardiovascular events, insulin resistance/diabetes and brain/liver/kidney degenerative diseases. Research shows curcumin helps support a healthy inflammatory response.<sup>12</sup> It was shown to reduce both acute and chronic inflammation caused by physical injury, joint wear and tear (as in osteoarthritis), chronic infections or inadequate antioxidant protection.<sup>5-8, 12, 18, 19, 22, 60</sup>

Curcumin was shown to be more effective than certain NSAIDs in reducing inflammation and pain associated with rheumatoid arthritis<sup>19</sup> or post-operative trauma<sup>56</sup>. It has a better cardiovascular safety profile than aspirin because, unlike aspirin, it does not inhibit the arterial protective factor prostacyclin.<sup>22</sup> Curcumin acts on the mother compound NF Kappa beta. By suppressing this inflammatory marker, curcumin has a domino effect that reduces the entire cascade of inflammatory compounds that would be produced thereafter.

## **ALLERGIES AND HISTAMINE RELEASE**

Curcumin has been shown to decrease histamine release, suggesting that it plays a significant role in exerting both antioxidative and anti-allergic activities.<sup>9</sup> Research shows that curcumin's potential beneficial effect on the allergic response works by inhibiting the production of cytokines affecting eosinophil function and IgE synthesis.<sup>10</sup>

## **AUTOIMMUNE CONDITIONS**

Curcumin has been shown to potentially downregulate mediators characteristic of rheumatoid arthritis,<sup>19</sup> reduces disease activity in Crohn's<sup>13</sup> and was shown to reduce disease activity in a model of multiple sclerosis in animals.<sup>32</sup>

*"These findings highlight the fact that curcumin inhibits experimental encephalomyelitis by blocking IL-12 signaling in T cells and suggest its use in the treatment of MS and other Th1 cell-mediated inflammatory diseases."*<sup>32</sup>

By boosting NK cell activity increase,<sup>6</sup> curcumin may also support the body's normal response to infections.

## **ADDITIONAL RESEARCH**

There are many studies on curcumin and cancer. Curcumin was the highlight of human clinical trials performed at the M.D. Anderson Cancer Institute in Houston, Texas.

*"In addition to antioxidation, curcumin could also induce apoptosis by targeting mitochondria, affecting p53-related signaling and blocking NF-kappaB activation. To further dissect its anticarcinogenic mechanisms, a number of curcumin targets were identified. These included the aryl hydrocarbon receptor, cytochrome P450, glutathione S-transferase, serine/threonine kinases, transcription factors, cyclooxygenase, ornithine decarboxylase, nitric oxide synthase, matrix metalloproteinases and tyrosine kinases."*<sup>44</sup>

Many spices protect the body from bacteria and parasites in food, while boosting the body's antioxidant abilities. Research shows curcumin to have antimicrobial activities. Curcumin was shown to reduce transcription of Epstein Barr<sup>25</sup>. Curcumin may work to inhibit the growth of *Staphylococcus aureus*, *Staphylococcus albus*, and *Bacillus typhosus*, and is also effective against nematode parasites and certain protozoa.<sup>4,5</sup>

## **GI SUPPORT**

Curcumin may benefit ulcer, proctitis (inflammation of the rectum common in ulcerative colitis and Crohn's disease) and may reduce leaky gut syndrome.

*"We conclude that antiulcer activity of curcumin is primarily attributed to matrix metalloproteinases -9 inhibition, one of the major path-ways of ulcer healing."<sup>8</sup> "A pure curcumin preparation was administered in an open label study to five patients with ulcerative proctitis and five with Crohn's disease. All proctitis patients improved, with reductions in concomitant medications in four, and four of five Crohn's disease patients had lowered CDAI scores and sedimentation rates."<sup>13</sup>*

### **BENEFITS SHOWN IN RESEARCH USING CURCUMIN EXTRACTS:**

- Inflammation<sup>12</sup> – injury, post-operative<sup>56</sup>, joint wear and tear (osteoarthritis)<sup>60</sup>
- Allergic reactions – asthma<sup>9</sup>
- Autoimmune activity reduction<sup>19,32</sup> – rheumatoid arthritis and multiple sclerosis in animals
- NK cell activity increase<sup>6</sup>
- Potential anti-cancer properties – *breast*<sup>23</sup>, *prostate*<sup>39</sup>, *colon*<sup>32</sup>, *pancreatic*<sup>29</sup>, *glioma*<sup>33</sup>, *ovarian*<sup>53</sup>
- Antiviral<sup>10</sup>
- Antibacterial, antiparasitic<sup>4</sup>
- May help reduce cholesterol oxidation and levels
- Reduces fibrinogen<sup>38</sup>
- Reduces platelet aggregation<sup>22,41</sup>
- Effective chelator of copper and iron
- Antioxidant<sup>31</sup>
- Enhances bile flow and solubility<sup>43</sup>

### **CARDIOVASCULAR SUPPORT**

Curcumin may lower total cholesterol, fibrinogen and platelet aggregation, while increasing HDL and decreasing lipid peroxidation.<sup>30, 38, 22, 41</sup>

*In one study, "The effect of curcumin administration in reducing the serum levels of cholesterol and lipid peroxides was studied in ten healthy human volunteers, receiving 500 mg of curcumin per day for 7 days. A significant decrease in the level of serum lipid peroxides (33%), increase in HDL Cholesterol (29%), and a decrease in total serum cholesterol (11.63%) were noted."<sup>30</sup> According to another study, "Our reviewed data show that, in human healthy subjects, the daily intake of 200 mg of the above extract results in a decrease in total blood lipid peroxides as well as in HDL and LDL-lipid peroxidation. This anti-atherogenic effect was accompanied by a curcuma antioxidant-induced normalization of the plasma levels of fibrinogen and of the apo B/apo A ratio, that may also decrease the cardiovascular risk."<sup>38</sup>*

### **BRAIN SUPPORT**

Curcumin pretreatment has been shown to reduce brain damage following ischemia/stroke<sup>51</sup> and from heavy alcohol intake.<sup>54</sup> Its chelating ability for iron and copper ions is also believed to play a beneficial role in reducing the progression of the disease.<sup>57</sup>

*"Initially, we reported the impact of non-steroidal anti-inflammatory drugs (NSAIDs), notably ibuprofen, which reduced amyloid accumulation, but suppressed few inflammatory markers and without reducing oxidative damage. Safety concerns with chronic NSAIDs led to a screen of alternative NSAIDs and identification of the phenolic anti-inflammatory/anti-oxidant compound curcumin, the yellow pigment in turmeric that we found targeted multiple AD pathogenic cascades. The dietary omega-3 fatty acid, docosahexaenoic acid (DHA), also limited amyloid, oxidative damage and synaptic and cognitive deficits in a transgenic mouse model. Both DHA and curcumin have favorable safety profiles, epidemiology and efficacy, and may exert general anti-aging benefits (anti-cancer and cardioprotective.)"<sup>50</sup>*

### **LIVER SUPPORT**

Curcumin pretreatment was shown to reduce the liver damage induced by alcohol<sup>58</sup> and aflatoxin<sup>59</sup> (the fungal toxin often found along with peanuts/peanut butter).

There is no upper level of toxicity established for turmeric or curcumin. A range of 200-1200mg/day was used for various applications with significant benefits. The effective dose may depend on the severity of inflammation. One factor that affects inflammation and proliferation is the AA/EPA ratio in cell membranes. The higher the AA/EPA ratio the higher the demand for the inhibition of COX and LOX enzymes, so a higher dose of curcumin may be beneficial.

## INTERACTIONS

- Not recommended during pregnancy.
- Individuals on blood thinning therapy,<sup>14</sup> or anyone with gallstones (stimulates bile flow), ulcers, and GI inflammatory conditions should be monitored closely.
- Inhibits various P450 enzymes.<sup>47</sup>

## Medicinal Ingredients (per capsule):

Curcuminoids..... 380 mg

**Non-Medicinal Ingredients:** Gelatin, purified water, glycerine, annatto (softgel ingredients). **Recommended Dose:** Adults: Take 1 softgel per day with a meal or as otherwise directed by a health care practitioner. For use beyond 8 weeks, consult a health care practitioner.

Dosing recommendations are given for typical use based on an average 150 pound healthy adult. Health-care practitioners are encouraged to use clinical judgement with case-specific dosing based on intended goals, subject body weight, medical history, and concomitant medication and supplement usage.

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# Curcum-Evail™

Highly bioavailable curcumin formula for superior absorption

Curcum-Evail™ is a highly bioavailable formulation containing a unique combination of three health-promoting compounds known as “curcuminoids,” which are derived from turmeric root: namely, curcumin, bisdemethoxy curcumin, and demethoxy curcumin. This comprehensive product also contains turmeric oil.

Turmeric is a bright yellow-orange spice popular as the main ingredient in Indian curry powders, and its high concentration of curcumin underlies the centuries-old use of this root in Ayurveda, traditional Indian medicine. The three curcuminoids in this product are the strongest, most protective and best researched constituents of turmeric root.

Naturally occurring turmeric root powder contains only 5-7% curcumin, while the blend in Curcum-Evail™ is formulated to contain 70% curcumin (as part of a total of 95% curcuminoids). Thus, this product provides a much higher concentration of the active compounds than would typically be obtainable from food alone.

## HOW DOES CURCUM-EVAIL™ OFFER SUPERIOR ABSORPTION?

Curcumin is made up of a crystalline structure that makes it difficult for the body to absorb. To overcome this hurdle, Curcum-Evail™ is manufactured using an all-natural, patent pending process that helps to optimize the absorption of curcumin by the body. This delivery technology increases the absorption rate and reduces the absorption time for curcumin, and as a result, it may allow for superior effects through lower dosages.

## BENEFITS

**Healthy Inflammatory Response** – Like other “warming spices,” such as ginger, cinnamon, and cayenne, turmeric’s complement of curcuminoids helps to support a healthy inflammatory response in the body.

**Immune Support** – A wealth of scientific research supports the benefits of curcuminoid compounds for assisting with a healthy immune system, along with its antimicrobial and anti-viral effects.

**Antioxidant Properties** – Curcumin is known to be a powerful antioxidant. Curcum-Evail™ is unique in that it increases levels of a major metabolite of curcumin, known as “tetrahydrocurcumin,” which has antioxidant effects greater than those of curcumin alone.

## CURCUM-EVAIL™ MAY HELP TO SUPPORT:

- A healthy inflammatory response
- GI health
- Immune system
- Endocrine system
- Brain health
- Cardiovascular system
- Liver health

## HOW TO TAKE:

- Take one softgel per day with a meal, or as directed by your health care practitioner.
- Not recommended during pregnancy.
- Individuals on blood thinning therapy, or anyone with gallstones, ulcers, and GI inflammatory conditions should be monitored closely by their health care practitioner.



TO CONTACT DESIGNS FOR HEALTH, PLEASE CALL US AT (877) 414-9388, OR VISIT US AT [WWW.DESIGNSFORHEALTH.CA](http://WWW.DESIGNSFORHEALTH.CA)

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