



# Protect your cells from free radicals with a super-powered antioxidant.

## The Roots of Curcumin

Tumeric root, from which curcumin is derived, is an herb that has been used for thousands of years as a delicious food flavoring as well as in traditional medicine. Turmeric (*Curcuma longa*) contains a family of compounds called "curcuminoids". Known collectively as "curcumin", these plant substances are powerful antioxidants -- and more. Over the last quarter century curcumin has piqued the curiosity of scientists investigating its profound effects on health, and it has demonstrated, in vivo, remarkable capabilities that have largely substantiated its reputation in traditional medicine, and its antioxidant powers.

## Best Curcumin C<sup>3</sup> Complex®—What Makes It Super

There have been reports of turmeric extracts being contaminated with lead or harmful synthetic dyes. Therefore, being confident of the source is very important. For optimal health benefits, it is important that the curcuminoids are pure and free from other components of crude turmeric, because other components in crude turmeric extract, including essential oils, are reported to reduce the protective effect of curcuminoids. Curcumin C<sup>3</sup> Complex® is a patented, special extract of *Curcuma longa*, and its mark signifies tested quality and authenticity. The ingredient and its manufacturing facilities are quality certified by NSF International, so its purity is assured from the raw material growth and collection stage, through processing, extraction and finished product storage and handling. The roots are meticulously cultivated and extracted at dedicated farms and facilities.

## Curcumin: The Latest Scoop

Recent studies point to an ability of curcumin to support the function of collagen and



cartilage cells. A 2005 paper showed that curcumin, when given to human cartilage cells or chondrocytes, exerted a protective effect on cell function and inhibited degradation of these cells in vitro. Another in vitro experiment showed it had positive effects at enhancing synovial cell health. Curcumin has also been shown to maintain cholesterol and lipid levels that are already normal. In one study, curcumin given to animals consuming a high-fat diet attenuated the normal rise in lipid levels. The decrease in total cholesterol in these animals was 21% when compared to controls. In vitro studies also suggest curcumin possesses a vasorelaxant effect on endothelial tissue. Studies published in the last 5 years suggest a highly beneficial role for curcumin in supporting neural cells in response to oxidative damage. Curcumin apparently

mediates this antioxidative protection through regulation of important immune factors and proteins to promote an optimal balance necessary for enhanced function of important brain tissues.

## Antioxidants Are Heroes!

While the body is able to counteract free radicals, they can gradually overwhelm our built-in defensive reaction as we age. We can assist our natural defenses by taking antioxidant supplements. Antioxidants, nutrients and other natural substances are able to neutralize free radicals and, with free radicals linked to chronic unwellness and perhaps the aging process itself, keeping them in check is a key strategy for effective long-term health maintenance. The

antioxidant effects of curcuminoids combined with their known inhibitory effects on cyclooxygenase 2 (COX-2) enzyme render them useful as ingredients in anti-aging formulations, and in topical formulations designed to maintain general skin health and integrity. Curcumin has been the subject of numerous test-tube studies and animal experiments which have shown various effects linked to reduction of free radicals and control of free radical-based abnormalities. Preliminary human trials bolster these findings, suggesting that curcumin helps keep joints soothed and flexible, while protecting cells and tissues from free radical attack.

## Naturally Enhanced Powers

Curcumin is poorly absorbed in the GI tract, which can limit its effectiveness. But, nature has an answer, in the form of piperine, a component of black pepper. Piperine has been shown to increase curcumin absorption by as much as 2000% when the two are consumed together. For this reason Doctor's Best has combined curcumin with BioPerine, a patented black pepper extract supplying 95-98% piperine.

## Knowledge is Power

For more details about Curcumin C<sup>3</sup> Complex, just visit [www.curcuminoids.com/health.htm](http://www.curcuminoids.com/health.htm). To learn more about Best Curcumin C<sup>3</sup> Complex® with BioPerine®, or any other Doctor's Best products, please call us at 800-333-6977, or visit our highly informative website at [www.drbitamins.com](http://www.drbitamins.com).

**Doctor's  
BEST**  
Because you deserve it.