



## The Most Bioavailable Turmeric On The Market

As it is known, turmeric has a poor solubility that makes it difficult to incorporate into presentation formats that require good solubility (powder to be mixed with water, syrups, vials, etc.).

This is because curcuminoids from turmeric are poorly soluble in the gastrointestinal aqueous medium. At the intestinal level, they follow the same absorption route as other fatty substances present in foods and, therefore, their absorption is defined by the presence of fats in diet.

The growing interest in this ingredient has led some companies to develop systems that have shown the absorption improvement of curcumin in the presence of lipids. However, the results obtained are diverse.

**LipiSpense** is a new and reliable system designed by Pharma-co Biotechnologies with the following characteristics:

- Solubilizes lipid compounds in water, increasing the dispersion of lipophilic agents in aqueous environments (as demonstrated with different liposoluble ingredients, including curcumin and its DMC and BDMC isomers).
- Increases the bioavailability of lipid compounds.
- Allows to integrate 90% of turmeric extract with only 10% of excipient, obtaining the product **Hydrocurc™**.

Recently, a study was conducted in volunteers to assess the bioavailability of the three isomers: curcumin, demethyl-curcumin and bis-demethyl-curcumin. The results obtained from the study showed that the highest values of blood's bioavailability for the three isomers, as well as the maximum absorption, were obtained with the intake of **Hydrocurc™**, in comparison to other similarly processed curcumin products.



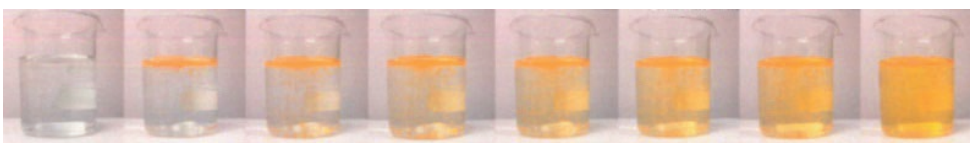
### Product Summary

**SOLUBLE:** It is the extract of turmeric powder 100% soluble, dispersible in cold water creating an excellent solution.

**BIOAVAILABLE:** Provides the highest amount of curcuminoids on the market.

**ORGANORGANOLEPTIC PROFILE:** It has an excellent organoleptic profile, reducing the strong and spicy curcumin typical flavour.

**SUGGESTED DOSE:** 750 mg of **Hydrocurc™** provide the same bioavailability of curcuminoids as the recommended 1.5 - 3.5 grams of other curcumin on the market. Lower dosage for the same effect.



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