

- FASTER ONSET ACTION • INCREASED ABSORPTION
- INCREASED EFFICACY

The world's most bioavailable curcumin in a single dose

HydroCurc® solves the bioavailability and functional challenges of curcumin by using LipiSpers®[®], Pharmako's patented, award winning dispersion technology developed and made in Australia.

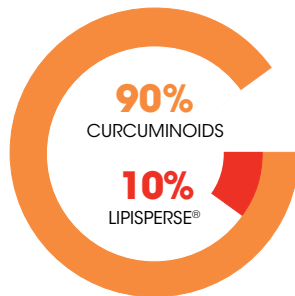
Absorb the highest dose of curcuminoids per ml of blood plasma, with 18 times less powder than the next best bioavailable curcumin.

CURCUMINOIDS IN BLOOD PLASMA

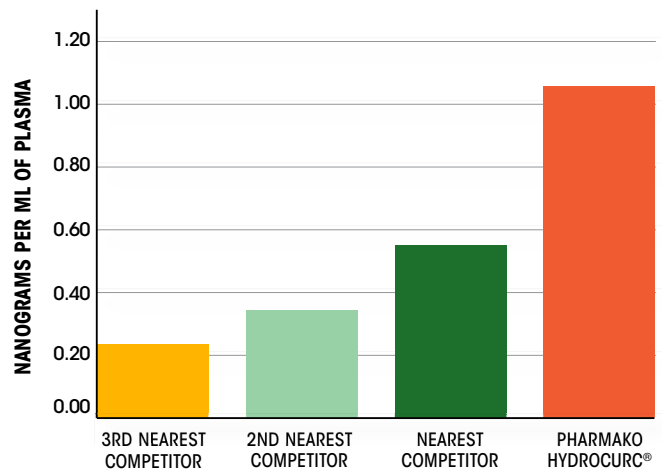
HydroCurc® is supported by a human pharmacokinetic study showing **807 ng/ml** curcuminoids in blood plasma - an accurate way to measure and compare absorption. The next best only achieves 200ng-250ng/ml.

HIGHER DOSE OF CURCUMIN WITH LESS POWDER

HydroCurc® contains 90% curcuminoids and only 10% excipients. Other bioavailable curcumin products use up to 80% excipients, which means when using HydroCurc® in your formulation you will use a lower input of powder per dose!

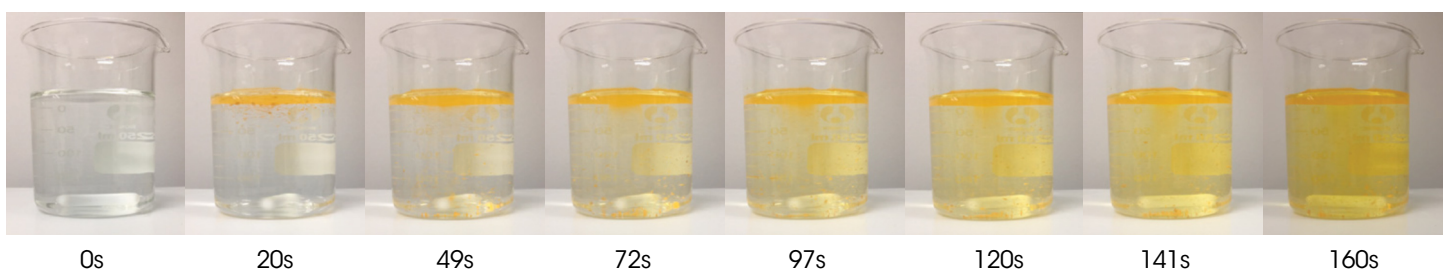


Comparison of curcuminoid ingestion



Plasma levels per mg of curcuminoids ingested. (based on published *C_{max}**) (ng/ml). **C_{max}* is the maximum (or peak) serum concentration that a drug achieves in a specified compartment or test area of the body after the drug has been administered and before the administration of a second dose.

Time lapse photography of HydroCurc®'s dispersion in water.



HydroCurc® will make your product stand out in one of the fastest growing categories of 2021 (Global curcumin market is expected to reach USD 114.34 million by 2025, a 9+% growth rate) by using the most internationally awarded curcumin in the world!

HydroCurc® gives your formulations

- Boosted bioavailability
- Increased absorption
- Improved functionality
- Faster onset action
- Improved consumer compliance
- Increased efficacy

HydroCurc® is powered by LipiSperse® dispersion technology which allows it to freely disperse in water, opening new product formats. You can now create:

- Powdered drinks
- Effervescent tablets
- Direct in mouth powder sachets
- Drinks / liquids / shots
- Functional foods
- Gels

Multi-award winning, supported by pharmacokinetic and clinical studies published in high impact journals, with a raft of continuing clinical studies under way.

- 1 PK Study:** Increased bioavailability of curcumin using a novel dispersion technology system (LipiSperse®). Eur J Nutr. 2019 Aug;58(5): 2087-2097: Briskey D., Sax A., Mallard AR., Rao A. <https://doi.org/10.1007/s00394-018-1766-2>
- 2 DOMS Study:** Curcumin improves delayed onset muscle soreness and post exercise lactate Accumulation, Journal of Dietary Supplements (2020): Alistair R. Mallard, David Briskey, Andrew Richards, BExSSc and Amanda Rao. <https://doi.org/10.1080/19390211.2020.1796885>
- 3. BDNF Study:** Co-Administration of Iron and a Bioavailable Curcumin Supplement Increases Serum BDNF Levels in Healthy Adults. Antioxidants 2020, 9(8), 645: Tiekou Lorinczova, H., Fitzsimons, O., Mursaleen, L., Renshaw, D., Begum, G., Zariwala, M.G. <https://doi.org/10.3390/antiox9080645>

AWARDS



ASIA
HydroCurc®
Botanical Product of the Year



LipiSperse®
Most Innovative Idea



ASIA
LipiSperse®
Research Project of the Year

EUROPE
LipiSperse®
Innovation of the Year



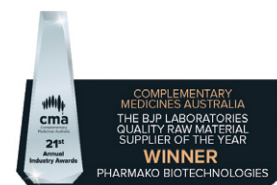
HydroCurc®
Best Sports Nutrition Ingredient



ASIA
HydroCurc®
Ingredient of the Year for Cognitive Function



AUSTRALIA
Quality Raw Material Supplier of the Year 2018



AUSTRALIA
Quality Raw Material Supplier of the Year 2021

Applying HydroCurc® and LipiSperse® trademarks on your product pack tells your customers you are offering a product of quality, proven efficacy, clinical validation and innovation.

FOR FURTHER INFORMATION ABOUT HYDROCURC®
OR TO DISCUSS HOW HYDROCURC® CAN BENEFIT YOU, CONTACT:



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VERY IMPORTANT: To use the trademark and/or logo of the ingredient, it is mandatory to sign a co-branding agreement, as well as send the packaging design and the marketing material to be approved by the owner of the brand. The improper or unauthorized use of the brand or the non-compliance of the contract will conduct to the corresponding legal actions.

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