Overview:

Curcumin, green tea, and resveratrol are highly effective antioxidants, defending against free-radical damage. They also support a healthy inflammation response. Combined, these clinically-studied ingredients promote healthy cell growth and cellular DNA replication.*

How it Works:

**Curcumin**: Like the other curcumin formulations from EuroMedica, CuraMax® features clinically proven BCM-95®, which has up to 10-fold the absorption of plain curcumin for maximum health benefits.¹,²

**BCM-95® curcumin**: Curcumin is a compound from turmeric, used traditionally as a spice, food ingredient, and as a botanical in Ayurvedic medicine. Benefits associated with curcumin include: immune system, protection from oxidative stress, and support for the body’s natural anti-inflammatory response.* However, although curcumin has shown great promise for these many benefits, it is not easily absorbed.¹⁻⁸

Efforts to make curcumin more bioavailable have included standardization (to 95%), and combining with lecithin and/or piperine. While standardization is common, it still hasn’t resulted in absorption and plasma levels of curcumin needed to see the most benefit. In fact, clinical trials have used increasingly larger dosages (up to 10-12 grams daily) in order to get even a small amount into the bloodstream. Adding lecithin is one option that does increase absorption to a point (up to 5-fold in a small rat study), but piperine presents potential issues with significant prescription drug interactions and liver function. One curcumin extract – BCM-95® -- has been clinically tested and shown to have up to 10 times the bioavailability and greater blood retention time than standard 95% curcumin extracts, and 6.3 times more than curcumin complexed with lecithin and piperine.¹,² It is this curcumin formula that is featured in CuraMax.

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**Ingredient**

**BCM-95® curcumin:** Clinically tested and shown to have up to 10 times the bioavailability and greater blood retention time than standard 95% curcumin extracts, and 6.3 times more than curcumin complexed with lecithin and piperine.\(^1,2\)

**Green Tea (Camellia sinensis):** The green tea extract in CuraMax is caffeine-free and standardized to contain >95% polyphenols, 75% catechins, and 40% EGCG (epigallocatechin-3-gallate).

**Purpose in CuraMax**

**Benefits associated with curcumin include:** immune system, protection from oxidative stress, and support for the body’s natural anti-inflammatory response.* Inhibits multiple inflammation pathways in the body, including COX-2.\(^1-8\)

**Cardiovascular health:** Green tea shows excellent support for heart health by inhibiting LDL cholesterol oxidation and supporting healthy blood flow.\(^9\) This may be due to green tea’s effects on other health factors, supporting healthy weight management and the body’s own natural healthy inflammatory abilities.*\(^10\)

**Deep Cellular Health/Healthy DNA Replication:** Green tea polyphenols, specifically epigallocatechin-3-gallate and epigallocatechin, support healthy DNA replication in lung, skin, stomach, prostate, and breast cells.*\(^9,11-16\)

**Healthy Inflammatory response:** Scientific studies show a strong correlation between green tea catechins and modulation of cellular, periodontal, sinus, and other tissues and structures throughout the body.*\(^9,17-20\)

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**Resveratrol** (from *Polygonum cuspidatum*): Although resveratrol is popularly thought of as a compound found in red wine, other sources are actually much richer for integrative treatment protocols. The dried root of *Polygonum cuspidatum* has been used in traditional Chinese and Japanese medicine for centuries, and continues to be a rich source of resveratrol today. Resveratrol shows strong antioxidant ability, but the compound has demonstrated support for healthy cell growth, healthy cholesterol levels already within normal limits, cardiovascular function, and healthy aging through the SIRT1 pathway as well. 24-26

SIRT1 is an enzyme that affects metabolism, cellular lifespan, and inflammation.24 Recent studies show that resveratrol can mimic some of the longevity-enhancing effects of restricted calorie diets, without actually needing to restrict food and nutrient intake. Additionally, it shows promise for healthy DNA replication – especially when combined with curcumin extract. This strong botanical ingredient also supports the body’s own anti-inflammatory abilities.*24-32

**Conclusion:**
CuraMax provides the synergy of herbal extracts that safely promotes a healthy inflammatory response, supports normal cell growth, and advances neurological, and cardiovascular health.*

**Dosage:** 1 softgel twice daily. May increase to 2 softgels twice daily for aggressive support, or as directed by your healthcare professional.

**References:**

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