

# Curamin®

**Safe and Effective Pain Relief\*†**



## AWARD-WINNING FORMULA

### Essential Supplement Award, 2014

*Taste for Life Magazine*

- Pain Relief Category†

### Essential Supplement Award, 2012

*Taste for Life Magazine*

- Pain Relief Category†

### Vity Awards Winner, 2011

*Vitamin Retailer Magazine*, in 3 categories:

- Best Herbal Supplement
- Best New Herbal Supplement
- Best New Natural Remedy

### Best of Supplements Awards Winner, 2011

*Better Nutrition Magazine*, 4th consecutive year

- Pain and Inflammation Category†

### Natural Choice Award Winner, 2011

*Wholefoods Magazine*

***When pain is the problem,  
Curamin® is the answer.\*†***

- Features clinically proven BCM-95® Curcumin
- Significant clinical results in published human studies
- **Up to 10 times greater absorption** than standard curcumin
- Contains turmeric essential oil to provide compounds not found in other curcumin products

† Occasional muscle pain due to exercise or overuse

\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

# What's the Secret?

## The Secret of Curamin®'s Power

What's the secret? Combining the best of the best. Curamin contains a super-absorption curcumin called BCM-95® that is up to 10 times better absorbed than standard curcumin products.

Known for its ability to balance the body's natural response, BCM-95® has been proven in published clinical studies to provide consistent and long-lasting effects. The impact of BosPure® boswellia is enhanced by removal of pro-inflammatory compounds commonly found in this plant. And DLPA (DL-phenylalanine) has been shown to help maximize the effects of endorphins and enkephalins, the body's own powerful pain relievers.† Rounding out the formula is an enzyme, nattokinase, that not only boosts healthy circulation, it has a direct impact on occasional muscle pain via its ability to balance fibrinogen levels in the body.\*\*†

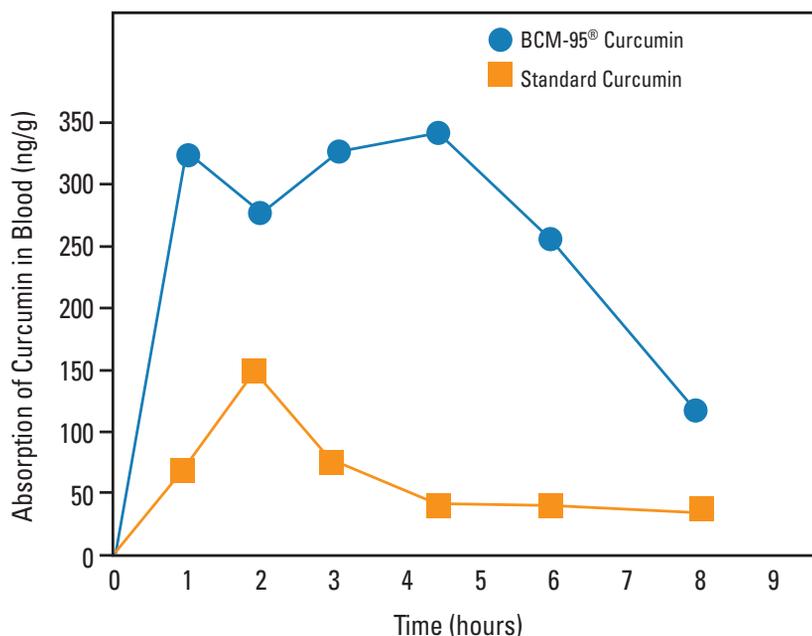
### BCM-95® Curcumin

Standard curcumin's absorption is poor. While research has focused on approaches to improve curcumin's absorption, BCM-95® Curcumin has been the most successful by blending curcumin with turmeric essential oils, a patented process. Comparison testing has shown that this formula has up to **10 times the absorption** and greater blood retention time, at meaningful levels, than standard curcumin extracts. Additionally, the turmeric essential oil provides healthy compounds like tumerones that are not found in other curcumin products.

Curcumin is a super-antioxidant with an ORAC value > 1,500,000 per 100 grams—that's 152 times the value of the same amount in blueberries and 48 times more than dark chocolate.\*\*

## Proven Absorption

Absorption Comparison of Different Formulations of Curcumin<sup>1</sup>



1. Antony B, Merina B, Iyer VS, Judy N, Lennertz K, Joyal S. A pilot cross-over study to evaluate human oral bioavailability of BCM-95® CG (Biocurcmax™) a novel bioenhanced preparation of curcumin. *Ind J Pharm Sci.* 2008;445-449.

### Problems with standard turmeric/curcumin:

- Only 2-5% of the spice turmeric is curcumin
- Curcumin is very poorly absorbed
- Retention time at significant levels in the blood is very short, which limits its ability to have greater impact
- Combining with black pepper to increase absorption significantly increases the risk of adverse interactions with many commonly used prescription medications
- Does not contain healthy turmeric compounds such as tumerones

BCM-95® and BosPure® are registered trademarks of Dolcas-Biotech. \*\* Based on independent lab analysis per 100 grams BCM-95®

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Turmeric



# Everyone Experiences Pain!



*Four out of five Americans believe that occasional pain is just a natural, unavoidable part of getting older. Some athletes believe severe muscle pain is necessary for physical fitness. Many people assume that with certain problems, occasional pain is to be expected and there is nothing you can do about it. In fact, 28% of Americans believe there is no solution for their personal pain concerns.*

**Everyone experiences occasional pain at some time in their lives.** We use the word “pain” as jargon to describe something unpleasant (he’s a real pain) and to indicate the necessity of toughening up (no pain, no gain). But common reference though it may be, there are *many* misconceptions about pain. Four out of five Americans believe that occasional pain is just a natural, unavoidable part of getting older. Some athletes believe severe muscle pain is necessary for physical fitness. Many people assume that with certain problems, occasional pain is to be expected and there is nothing you can do about it. In fact, 28% of Americans believe there is no solution for their personal pain concerns.

People may accept occasional pain as an unavoidable part of life, but few stop to think about what pain actually is.

The International Association for the Study of Pain defines pain as “an unpleasant sensory and emotional experience associated with actual or potential tissue damage, or described in terms of such damage.” Pain is a **warning signal** that something has damaged, or is about to damage, your body. Pain is so unpleasant that it motivates you to remove yourself from the cause of this potential damage as quickly and completely as possible.

But unpleasant as it may be, pain is necessary for health and even for life itself. How long would you survive walking on a broken leg, or leaving a hand on a hot stove? Pain is a complex but perfectly designed communication device to let you know that you are in danger of damage. Therefore, it makes *no sense* to address pain by shutting down its ability to communicate that something is amiss.

There are 4 basic ways to relieve occasional pain. **First**, you can leave the pain alone, but flood the body with feel-good substances that push the pain signals out from your consciousness. **Second**, you can put the person to sleep with anesthesia, as they do prior to surgical procedures, so you do not feel the pain. **Third**, you can impact the nervous system—the internal telephone wires that carry pain signals—to dull them so that the signal becomes weaker and less distinct. And **fourth**, you can target what is causing the pain in the first place. Occasional pain can be perfectly normal—for instance, starting a new exercise routine when you are a bit out of shape. When dealing with this type of pain, helping the body to respond in a healthy manner can have tremendous impact.

## **When Pain is the Problem, Curamin® is the Answer\*†**

Curamin® was developed using four high-powered ingredients, each of which has pain-relieving properties.† Imagine the increase in effectiveness when these four impressive pain-relievers are combined!\*\*\*



*“From my worldwide experience with natural medicines I know that Curamin contains highly effective ingredients. I would recommend it to anyone experiencing occasional pain and I use it myself.”*

*—Chris Kilham, The Medicine Hunter\*\**

All ingredients established in human studies for safety and effectiveness. Does not interfere with stomach, liver or kidney function.

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† Occasional muscle pain due to exercise or overuse    \*\* Member of the EuroPharma, Inc. Scientific Advisory Board

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# What's the Secret?

Boswellia tree



## BosPure® Standardized Boswellia

*Boswellia serrata* is valued for its ability to support multiple body systems.\* This ability is associated with the most active constituents in boswellia, boswellic acids. However, not every boswellic acid has beneficial effects. The presence of the less desirable boswellic acids can reduce the overall effectiveness of the extract. Therefore, BosPure is specially produced to include only the beneficial compounds, including the most active boswellic acid—acetyl-11-keto- $\beta$ -boswellic acid (AKBA)—and have reduced levels of undesirable compounds, specifically,  $\beta$ -boswellic acid (BBA) that can potentially *promote* inflammatory compounds.

	65%-70% Boswellia Serrata Extracts	BosPure®
Total Boswellic Acids (also known as Total Organic Acids) via Titration	65%-70%	70%
Acetyl-11-Keto- $\beta$ -Boswellic Acid (AKBA)	1-3%	10% Minimum
$\beta$ -Boswellic Acid (BBA)	15-25%	< 5%

*“I started taking Curamin. I just wanted to let you know how much better I feel since taking this supplement! My life has changed dramatically for the best.”*  
- Sharon, Hobe Sound, FL

## DLPA

The amino acid DLPA (DL-phenylalanine) contains two forms of the amino acid phenylalanine. The “L” form supports mood-elevating chemicals in the brain, such as dopamine, epinephrine and norepinephrine. The “D” form of phenylalanine appears to modulate a nervous system enzyme (enzyme carboxypeptidase A) that intensifies pain signals. The current theory is that DLPA helps maximize the effects of one of the brain’s natural pain-killing substances, enkephalins, which are in the same family as endorphins.\*

DLPA supplements combine the “L” and “D” forms of phenylalanine, which work synergistically to alleviate occasional pain due to exercise or overuse, and improve mood—two concerns that are physiologically interconnected. DLPA can also improve focus and concentration, and support long-term neurological health.\*

## Nattokinase

Nattokinase is an enzyme extract of the fermented soy food, natto. Nattokinase can be helpful in post exercise pain in two ways.<sup>†</sup> First, it can support healthy circulation so that important nutrients can be better carried to the areas of need, and waste materials more efficiently removed. Second, it can support balanced fibrinogen levels in the body. Excess fibrinogen levels have been noted in post exercise muscle pain and occasional muscle strain.\* Conversely, higher levels of aerobic fitness have been associated with lower (but still normal) fibrinogen levels.



Duke Liberatore and Jan McBarron, M.D.

*“From my clinical experience, I have found Curamin to be highly effective. It is the number one pain-relieving product that I recommend.”\*\*†*  
- Duke and The Doctor

<sup>†</sup> Occasional muscle pain due to exercise or overuse

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# The Four Become One. Curamin®

## Superior Ingredients — Superior Results

By using the combination approach to address occasional pain, powerful results are realized. The actions of these superior ingredients span the range from balancing the body's natural response, to impacting fibrinogen, to supporting the body's own ability to reduce occasional pain.\*† There has never been a product quite like Curamin® and we believe you will experience a level of relief you never thought possible from a natural product. In fact, EuroPharma® guarantees all its products—if you aren't happy with the results, neither are we.

*"I can't believe how much better I feel now that I am on Curamin!!! I found that after a few days I was feeling more energetic and sleeping better. After two weeks, I noticed that I was standing taller and feeling so good inside. It's true... You don't know how bad you were feeling till you start feeling better. I won't be without Curamin. I've told many people about it and some are trying it now. I urge everyone to try it and read about all the healthy ways it can help us. It's safe and it's natural and it WORKS!"*  
- Judy, Defiance, OH

<p><b>Curcumin (<i>Curcumin longa</i>)</b> (BCM-95®)</p>	<p>Curcumin (BCM-95®), a compound found in the spice turmeric, modulates multiple health pathways in the body. It is also a potent antioxidant. Some of the benefits associated with curcumin include immune system modulation, protection from oxidative stress, and support for the body's natural response.* The specialized extract in this formula, blended with turmeric and essential oils, has the highest absorption of any curcumin extract available for maximum health benefits.</p>
<p><b>Boswellia (<i>Boswellia serrata</i>)</b> (BosPure®)</p>	<p>Clinically tested boswellia (BosPure®) helps modulate pathways in the body.* A compound (beta boswellic acid) found in boswellia which interferes with its beneficial activity has been removed, greatly increasing the effectiveness of this extract.</p>
<p><b>DLPA</b></p>	<p>DL-phenylalanine is an amino acid consisting of equal parts D-phenylalanine and L-phenylalanine. D-phenylalanine helps maximize the effects of endorphins and enkephalins. Enkephalins are associated with positive mood and have been shown to relieve occasional muscle pain due to exercise or overuse.* L-phenylalanine is converted into tyrosine, which in turn is used to produce the brain chemicals norepinephrine and dopamine.*</p>
<p><b>Nattokinase</b></p>	<p>The enzyme nattokinase helps promote blood flow, aiding the other ingredients in the formula to reach all areas of the body. It also helps balance fibrinogen levels.*</p>

## Two Effective Formulas:

### Curamin® and Curamin® Extra Strength

Stop Pain Now\*† – Experience Safe and Effective Pain Relief\*†



*"My patients are looking for relief from pain, so I recommend Curamin. I feel better knowing they are getting results without the side effects."*\*†

– Dr. Jacob Teitelbaum, M.D.\*\*



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## Look for These Other Great Curcumin Products



People may accept occasional pain as an unavoidable part of life, but few stop to think about what pain actually is.

"I started taking Curamin and I am amazed at the pain relief I am experiencing. ANYONE IN PAIN needs to take this as an alternative... this is GREAT STUFF!"\*†  
- Don, San Antonio, TX



**Curamin® PM**  
Sleep Your Pain Away\*†  
Nighttime Relief  
STOP PAIN NOW\*



**Healthy Knees & Joints™**  
Supports Knee and Joint Flexibility, and Mobility\*



**Arthocin®**  
Clinically Proven Ingredients for Joint Health, Flexibility and Comfort\*



**CuraMed®**  
(375 mg and 750 mg)  
Powerful Antioxidant—Healthy Inflammation Response\*\*\* Equivalent to Up to 10 Capsules of Plain Curcumin\*\*



**Bos-Cur™**  
Supports Upper Respiratory and Intestinal Tract Health\*  
Equivalent up to 4,000 mgs of Boswellia 70%



**Mental Advantage™**  
For The Aging Brain  
Supports Short-Term Memory, Concentration, and Cognitive Function\*



**Curacel™**  
Supports Healthy Cell Growth, and Advances Neurological Health\*

For our complete product line go to [EuroPharmaUSA.com](http://EuroPharmaUSA.com)



Our Passion is Your Health!™

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**Curamin.com**

References available upon request.

† Occasional muscle pain due to exercise or overuse  
†† Ten 500mg or twenty 250mg capsules of curcumin 95%  
††† Occasional inflammation due to exercise or overuse

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