



NUTRIVENE

GOLD

CURCUMIN

RESEARCH

Data in clinical and preclinical trials at UCLA and other laboratories and medical centers strongly supports Longvida's safety and potential for effectiveness for supporting general and specific health areas, including cognition.*

What research is behind it? Human and in vivo data on Longvida™ includes the following results:

- Curcumin from Longvida™ penetrates the bloodstream and the brain, and is one of the first to reach target concentrations in the body.*
- Longvida™ may significantly support cognition, memory, and general health.*
- Longvida™ reaches plasma at least 65 times better than generic curcumin.* (5,13,17)

Curcumin is a 'superstar' in the lab, and exhibits a number of neurosupportive activities. But repeated clinical studies have shown a lack of positive effects due to its poor bioavailability. In order to offer tangible health benefits, curcumin:

- First, must be accurately measured in blood using validated analytical methods.
- Second, it has to reach target blood and tissue concentrations.
- Then, it must change biomarkers associated with these blood levels.
- Finally, it must improve behavioral or clinical endpoints associated with these biomarkers. (5,13,16,17,24,31)

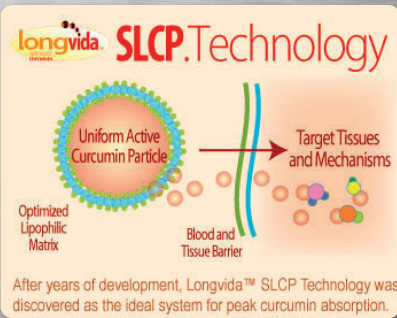
QUALITY

An intricate standardization system, including physical characterization of the SLCP™, along with an array of physical and chemical analyses using High Performance Liquid Chromatography (HPLC), Tandem Liquid Chromatography-Mass Spectrometry (LC/MS/MS), Nuclear Magnetic Resonance imaging (NMR), Ultraviolet-Visible Spectroscopy, Inductively-Coupled Plasma Mass Spectrometry (ICP/MS) and other instrumentation are used to standardize and ensure the activity, potency, and consistency of Longvida™.

Longvida™ contains no animal products, is gluten-free, and is GMO-negative (genetically modified organisms). Longvida is made using no 1,2 dichloroethane (ethylene dichloride, or EDC), and is natural high-curcumin turmeric extract perfected in India. The curcumin found in Longvida™ is a 100% natural, generally recognized as safe (GRAS) food additive, and has been used in traditional practices and food for thousands of years.

Longvida™ contains no piperine, a glucuronidation inhibitor that may enhance the bioavailability of both nutrients as well as potential toxins. Longvida also contains no unstable volatile oils from turmeric root. Further, Longvida™ is not processed in a way that may create new molecules or chemical bonds which are foreign to the food chain or our bodies.

Longvida™ is processed under Good Manufacturing Practices (cGMP), in such a way to ensure identity, purity, activity, and consistency of Longvida's benefits, from the manufacturer to your home. It is shelf stable and has an expiration date of at least two years in dark, dry, room temperature conditions. A strong safety profile is what makes Longvida™ the premier choice of consumers and universities worldwide.



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LONGVIDA™ RD is a trademark of Verdure Sciences Inc. International patent pending (International App. No. PCT/US2007/005829).



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FREQUENTLY ASKED QUESTIONS ABOUT CURCUMIN

What is curcumin?

Curcumin is the antioxidant compound that is responsible for the yellow color of Indian curries, and is found in our prepared foods such as pickles and mustard. Curcumin is the primary compound found in most standardized extracts from turmeric (*Curcuma longa*) root.



What is Nutriven Longvida™ Optimized Curcumin?

Longvida™ is a proprietary formula containing the natural antioxidant curcumin, and is optimized for maximum targeting of curcumin into blood and tissues to keep the body operating in top shape. Longvida™ was developed over several years by an elite group of neuroscientists at UCLA. It took years to develop and perfect Longvida™, and now it is the focus of several ongoing clinical trials. Longvida™ is a mixture of 'generally recognized as safe' (GRAS) food ingredients and is based on natural ingredients found in the food chain.

How is Nutriven Longvida™ different from regular 'turmeric 95%'?

Longvida™ addresses the key problem of proper absorption: why 'generic' curcumin shows great things in the test tube and in animals, but only insignificant positive trends in clinical trials. Patent-pending SLCPTM Technology ensures a safe, natural composition that promotes absorption into the bloodstream and various organs. And because it is about how much curcumin is absorbed, not what is consumed, high amounts of curcumin are no longer needed, thus reducing the chance for gastrointestinal irritation.

What health conditions can Longvida™ be used for?

Curcumin has been studied for various health applications, including the promotion of longevity and cognitive health. As of June 2009, more than 2800 publications on curcumin were available through the NIH medical database and in ongoing human trials. Many have reported that Longvida™ may help promote joint health and flexibility, and help to modulate inflam-

matory responses already within the normal range. Curcumin is also a potent antioxidant and is used in skin products as an anti-microbial and healing agent. Universities and medical centers are looking at Longvida™ for a variety of areas that curcumin has shown beneficial effects.

What is the recommended dose?

The recommended dose is 1-2 capsules per day, or as directed by a healthcare professional.

Is it safe?

The curcumin found in Longvida™ is a 100% natural, generally recognized as safe (GRAS) food additive, and has been used in traditional medicine and food for thousands of years. In clinical studies, curcumin showed a positive safety profile at doses of 8-12 grams (8,000-12,000 milligrams) per day.(7,22) Longvida™ is reported to have an excellent safety profile, and showed no acute high-dose toxicity at the highest dose tested, a dose equivalent to 1000 times the recommended dose.

Is Longvida okay for people with dietary restrictions?

Longvida™ contains all ingredients found in our food chain, contains no animal products, and is gluten-free. Longvida™ may contain ingredients made from corn and soy. Longvida is made using ethylene dichloride (EDC)-free, natural turmeric extract made and perfected in India.

What precautions should be taken when using Longvida™?

Since each individual has different medical needs, we recommend that you speak with your healthcare practitioner about Longvida™. Use during chemotherapy should only be performed under the direct supervision of a qualified medical professional. Curcumin may enhance the action of anti-platelet drugs, high doses of non-steroidal anti-inflammatory drugs, or warfarin. Do not take if you have a biliary tract obstruction or are taking a steroidal anti-inflammatory such as prednisone.

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*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease