

myCURCUM...

myCARE

GASTRO-INTESTINAL
TRANSIT

JOINTS

ANTIOXIDANT

CANDIES



Welcome to a healthy world.

Quality, Efficacy, Guarantee.



Acute inflammation and Chronic inflammation.

Inflammation

is determined by a cascade of events occurring in the human tissues when they meet various types of injurious agents.

It is a physio-pathological process, and is intended to limit the area of the lesion.



the main causes of inflammation

Inflammatory damage is caused by:

- mechanical-physical agents (such as traumatic events, radiation, thermal oscillations);
- chemical agents of different types (acids, bases, toxic substances, organic toxins);
- biological agents (bacteria, viruses, parasites, various pathogens).



Two types of Inflammation

Acute inflammation:
short-lived inflammation, which usually lasts two days

Chronic inflammation:
long-lasting inflammation, which can be non-serious but tends to persist in time.



Biological meaning of inflammation

It aims to circumvent, neutralize, destroy and eliminate agents or products of tissue damage, restoring the physiological condition.



Signs and symptoms of inflammation

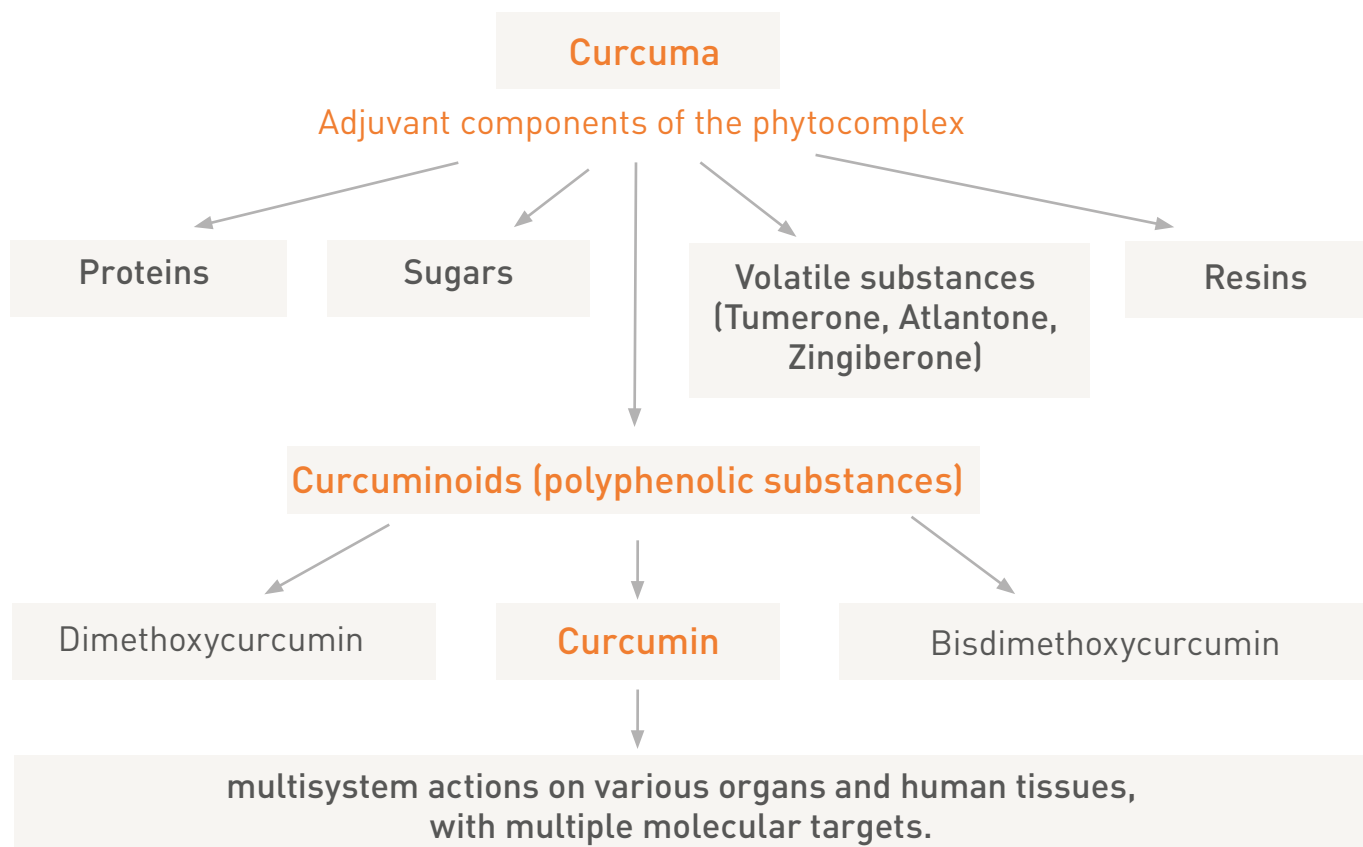
Calor	➡	Increased local temperature due to hyperemia and increased cellular metabolism.
Tumor	➡	Swelling due to edema
Rubor	➡	Local redness due to blood increase in the area.
Dolor	➡	local soreness due to biochemical alterations
Functio lesa	➡	Inhibition of the functionality of the affected area due to pain and inflammation-induced imbalances.



Examples of chronic inflammatory disorders

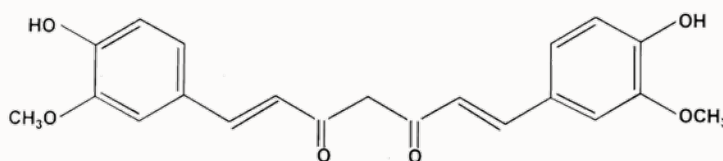
Obesity	Cardiac disorders	Alzheimer	Type 2 Diabetes	Arthritis
Autoimmune disorders	Inflammation from food	Neurological disorders		

Curcuma's extracts: the main components present in the phyto-complex.



Curcumin

It is a symmetrical natural molecule (a flavonoid: a particular type of polyphenol) with two aromatic systems containing phenolic groups connected by a seven carbon atoms bridge.



The presence of β -unsaturated bonds makes the molecule highly reactive with radicals. HMPC Assessment report on Curcuma longa L. rhizoma

scientific in-depth

Curcumin: bioavailability and metabolism.

BEFORE

Curcuma's bioavailability

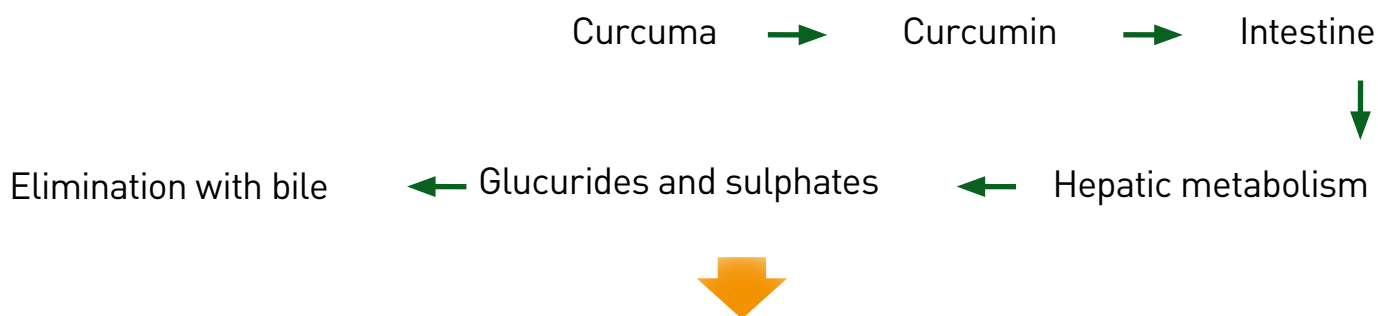
Thanks to traditional use, but above all to scientific evidence, the low bioavailability of the active substances inside Curcuma is well known. After oral administration, Curcumin, which is the main active substance inside Curcuma, is very poorly absorbed at the intestinal level: only a certain fraction of the active ingredient goes through the blood stream and then is adequately carried to the human tissues.

Chemical transformation in the liver

There are reactions in the liver that alter the curcumin. The metabolites that derive from these processes have lower efficacy and are not always biologically active with respect to the original active ingredient.

Low half-life of curcumin

After several hours from Curcuma's ingestion, Curcumin levels in the blood decrease significantly.



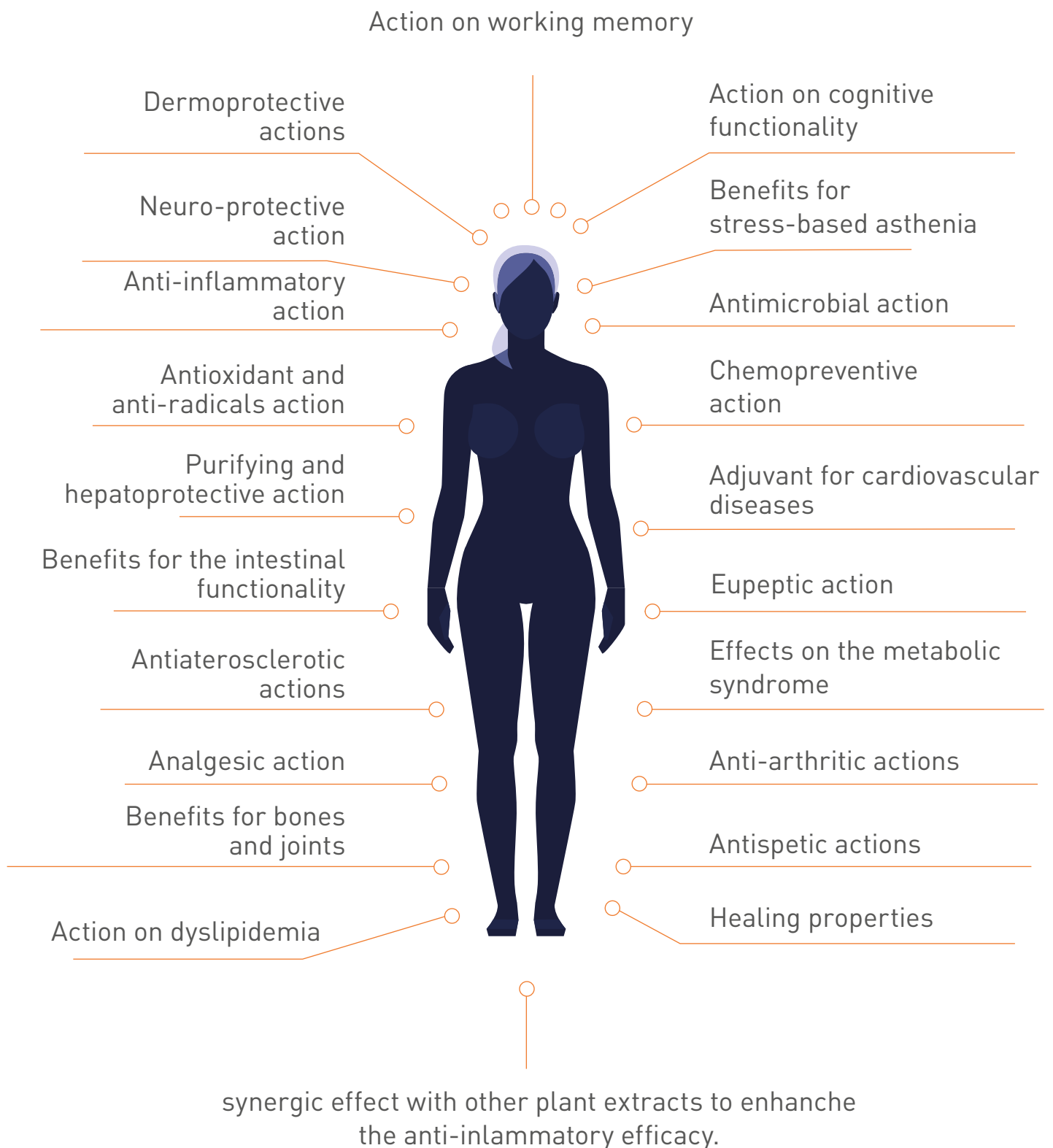
TODAY

New technological solutions

Innovative biotechnological procedures that maximize the absorption of Curcumin, aim to reach even more significant biological actions through new Curcuma extracts with enhanced pharmacological action, tolerability and safety.

Erba Vita's R&D selected Curcuma extracts with higher bioavailability to ensure a more specific and targeted biological effect and anti-inflammatory action.

Properties of the Curcuma extract



Erba Vita myCURCUM neuro contains Longvida extract: a curcuma extract with high degree of neurocompliance.

HIGH-
BIOAVAILABLE
CURCUMIN

Curcuma **Longvida**® Curcuma (*Curcuma longa* L.) rhizome dry extract, titrated at 23% in curcuminoids is a curcuma extract combined with a lipid fraction by soy **lecithin**.

- **Biodegradable curcuma:** Absorption level 65 times better than traditional curcuma extract.
- **Curcuma extract conveyed within a Lipophilic Matrix:** easily crosses the blood vessel barrier to ensure a neuroprotective effect.
- **This special curcuma extract:** involves new pathways of biological signal transduction by the c-Jun-N terminal kinase (JNK) enzyme, which plays a crucial role in the pathogenesis of neurodegenerative disorders.

The neuroprotective action of myCURCUM neuro

- **Anti-degenerative action.** The Curcuma **Longvida**® extract, at appropriate dosages, provides protection against the development of degenerative disorders such as Alzheimer's disease, destabilizing the beta-amyloid peptide by inhibition of NF-kB (Ono K et al. *J Neurosci Res* 2004).
- **Antiradical and antioxidant action.** Neutralizes the excess of free radicals by protecting the cells from necrosis.
- **Neuro-protective and antidepressant action.** Inhibits monoamine oxidase (MAO) keeping high levels of serotonin and dopamine.

All the features of our special Curcuma extract aim to enhance neuroprotective effects.

Curcuma **Longvida**® combined with Vitamins of the B Group a synergistic formulation developed to:

- Improve **neurochemical balance** with specific action on cognitive processes, memory and learning;
- **Act on neuropsychological disorders**, relieving widespread anxiety states, moderate depression, and related asthenia;
- **Exert** on a physiological basis but also in case of neurodegenerative disorders.

TWO CAPSULES A DAY (400 MG EXTRACT): FOR NEURO PROTECTION AND ANTI-INFLAMMATORY EFFECT

Based on: Curcuma **Longvida**® extract, titrated to 23% in highly bioavailable curcuminoids; Group B vitamins: Nicotinamide (Vit. B₃), D-pantothenate calcium (Vit. B₅), Riboflavin (Vit. B₂), Pyridoxine Hydrochloride (Vit. B₆), Thiamine Hydrochloride (Vit. B₁), Folic Acid (Vit. B₉), Cyanocobalamin (Vit. B₁₂).

How to use: 2 capsules a day, away from meals.

Contents: 60 capsules of 450 mg each.

STRONGER ACTION
BY THE PRESENCE
OF GROUP B VITAMINS
FOR A WELL-PERFORMING
NEURO PROTECTION
AND THE BEST
NEURO-COMPETENCE.

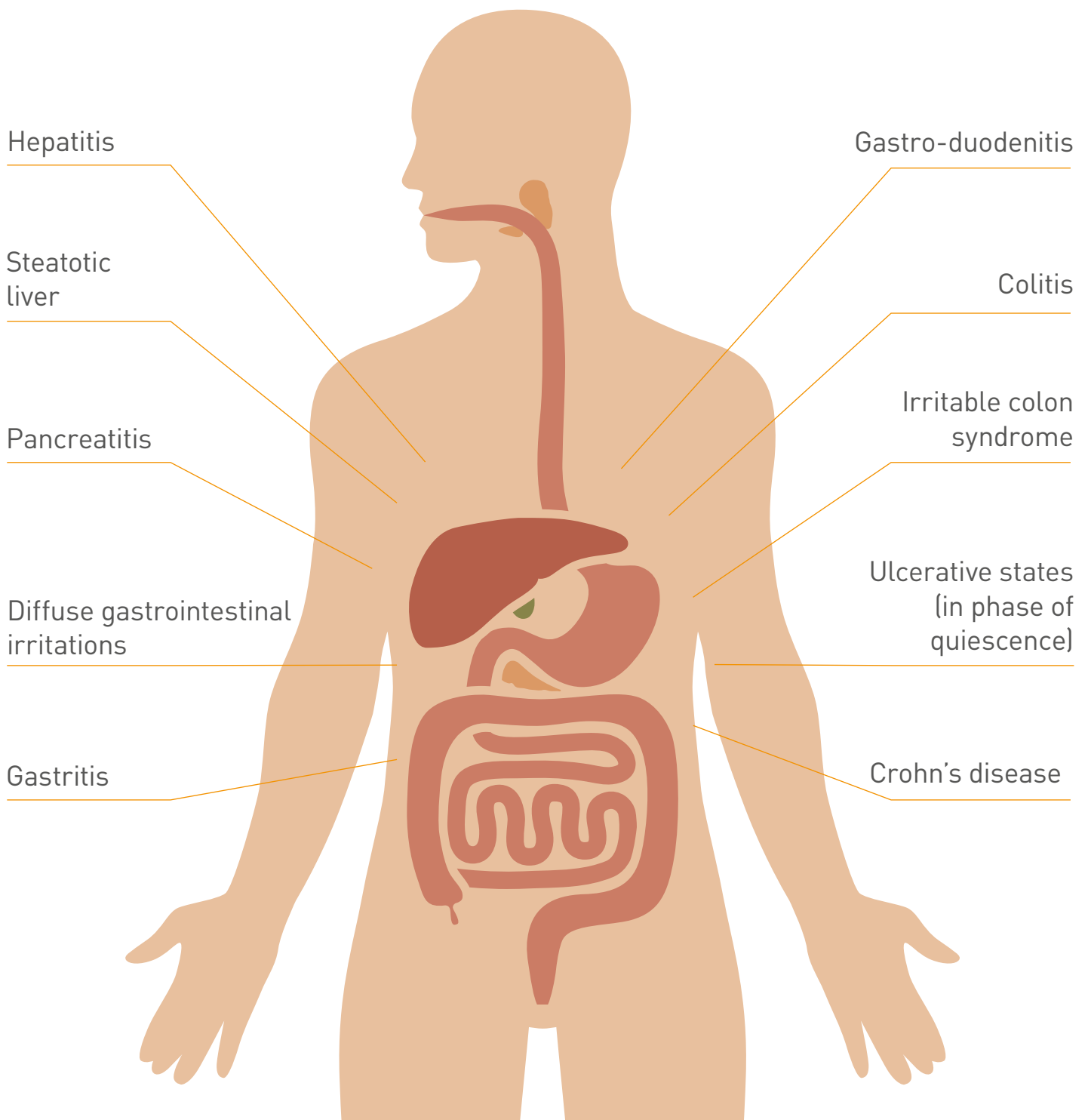
65 TIMES GREATER
ABSORPTION THAN
TRADITIONAL
EXTRACTS.

WATER SOLUBLE
CURCUMA
LONGVIDA®



myCURCUM act: specific biological actions on the liver and the gastrointestinal tract.

HIGH-
BIOAVAILABLE
CURCUMIN



myCURCUM act: MULTI-FUNCTIONAL Curcuma by Erba Vita.

Curcuma **Longvida**® water-soluble extract, at appropriate quantities, is ideal for **intense biological action** on different districts of the body. Liver function, **metabolism actions**, combined with **anti-inflammatory** and **antioxidant** effects are specific to:

- alleviate **gastrointestinal** problems (eg, irritable colon syndrome, gastritis, esophageal reflux, ulcerative states and other chronic inflammatory bowel disorders);
- **restore homeostasis also acting on glucose uptake** (adjuvant action in case of functional hyperglycemia, type 2 diabetes, pancreatitis, diabetic neuropathies);
- **dyslipidemia.**

WATER SOLUBLE
CURCUMA
LONGVIDA®

Based on: Curcuma **Longvida**® SD optimized extract [Curcuma (*Curcuma longa* L.) rhizome granular powder, titrated at 23% in curcuminoids]

How to use: 1 vial per day, preferably in the morning on an empty stomach.

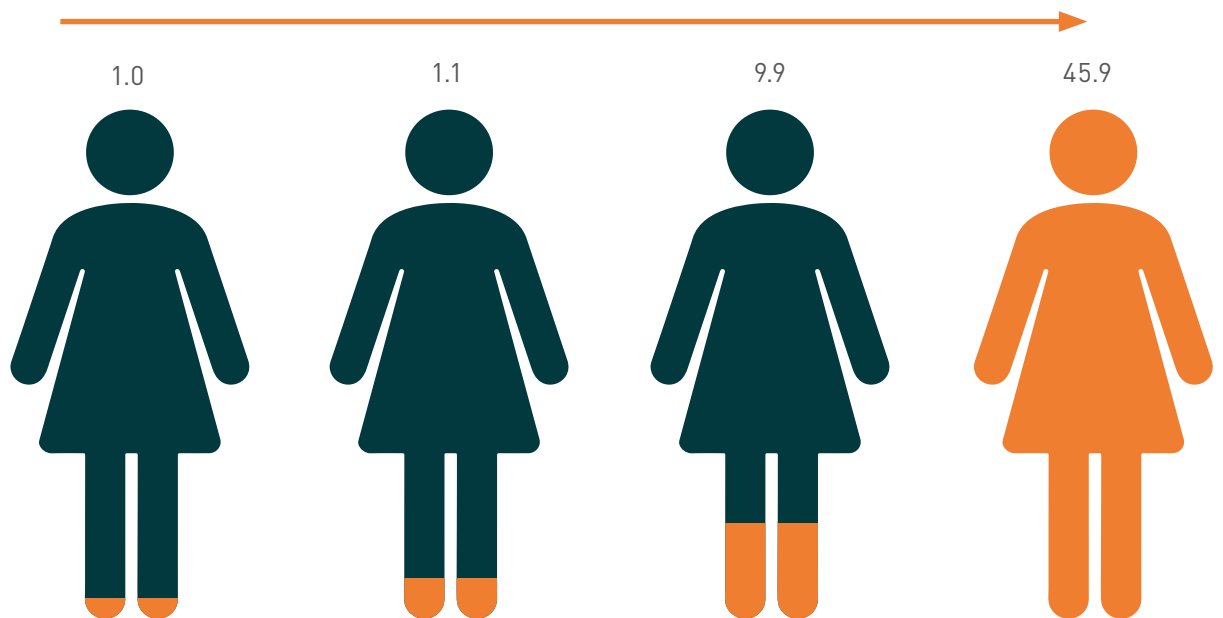
Contents:
10 vials of 12 ml each.



Erba Vita myCURCUM arti contains UltraSol Curcumin: the ideal solution for functionality, absorption, bioavailability.

The bio-availability of different Curcuma extracts.

UltraSol Curcumin is 46 times more bioavailable than normal Curcuma extracts.



Curcumin
(traditional extract)

Curcuminoids
in combination
with essential
phyto-complex oils

Curcumin with
phospholipids

MyCURCUM arti by
erba Vita with UltraSol
Curcumin

myCURCUM arti: for osteoarticular inflammatory conditions.

With UltraSOL Curcumin (*Curcuma longa* L.) rhizome dry extract. A special extract, named UltraSol™, titrated at 20% in curcuminoids.

It is developed by an advanced molecular dispersion process capable of making the degree of solubility and tissue bioavailability of polyphenolic natural molecules (such as curcumin and curcuminoids) at least 46 times higher than a traditional curcuma extract.

- Full control of osteo-articular and tendon inflammation.
- Restores compromised articular functions (in the case of Arthrosis, Arthritis, Localized Tension, Tendinitis and Tendinopathy).
- Limits osteo-articular degeneration in compromised tissues.
- Exerts antidepressant support (as a result of the reduction of the flogos).
- Exerts antioxidant action (also as a support of the immune system).

Based on: UltraSOL Curcumin [*Curcuma longa* L.] rhizome dry extract, titrated at 20% in curcuminoids].

How to use: 1-2 capsules per day, preferably away from meals.

Contents: 60 capsules of 350 mg each.



myCURCUM elle: delicious candies with Curcuma

Manuka honey.

Harvested from the plant *Leptospermum scoparium*, which grows wild in New Zealand, this honey has been used since ancient times as a bee product, but also in the local treatment of wounds, ulcers, and burns. It is considered a medicinal honey for the antibacterial, healing and anti-inflammatory properties particularly due to its active ingredient, methylglucal.

Bergamot Essential Oil.

It is recommended for oral use as a natural remedy ensuring the wellbeing of the oral cavity. Its antibacterial properties make it useful also for the treatment of abscesses and stomatitis. It can also be used as an anti-spasmodic for intestinal colic. Reduces symptoms related to meteor and flatulence, helps stimulate digestion and appetite. It is useful for the treatment of genito-urinary tract infections. It is a great disinfectant, sebum-regulator and antibacterial, if applied to the skin (topical use).

Sweetened with: maltitol syrup, steviol glycosides (from stevia), isomalt.

Based on: Manuka honey (8%), Curcuma dry extract, titrated at 95% in curcumin (1%), Bergamot essential oil (0.4%).

Content: 40g box



ANTI-INFLAMMATORY ACTION OF CURCUMA

In vitro and clinical studies have shown that Curcumin inhibits the activation of NF- κ B (Nuclear factor kappa-light chain enhancer of activated B cells) a nuclear factor involved in the inflammatory process, by modulating its phosphorylation by the I- κ B kinase (I κ B) protein that keeps it in an inactive state.

NF- κ B regulates many biological processes such as:

- inflammation;
- cell proliferation;
- immune response;
- apoptosis;
- necrosis.

Curcumin also acts on major inflammatory mediators:

- type 2 cyclooxygenase (COX-2);
- inducible NO synthase (iNOS);
- tumor necrosis factor alpha (TNF- α)
- other cytokines, interleukins and chemokines.

Curcumin thus acts in different ways

- inhibits the expression of proteins involved in inflammatory processes;
- neutralizes free endogenous radicals produced by flogistic reactions;
- blocks some chemical, biological agents responsible for inflammatory processes.



Integrated physiotherapy: effective combinations with other lines of products by Erba Vita.

OSTEO-ARTICULAR PROBLEMS ANTALGIC ACTION



INITIAL TREATMENT (attack phase)
20-45 days

2 capsules a day

3 capsules a day

BASIC TREATMENT
1-2 months

3 capsules a day

MAINTENANCE TREATMENT
1-3 months

1 capsule a day

WHEN A DEFECT OCCURS TO CARTILAGE



COMBINE WITH:

topical use

2 tablets a day

GASTROHEPATIC- DETOXIFICATION



INITIAL TREATMENT (attack phase)
At least 20 days

supporting action
1 vial a day

one of these three products in addition

BASIC TREATMENT
1 month

one of these three products

MOOD



SHOCK TREATMENT
30-60 days

2 capsules a day

3 capsules a day

MAINTENANCE TREATMENT
30-60 days





1 capsule a day

2 capsules a day

Merchandising

For each product	 myCURCUM arti	 myCURCUM act	 myCURCUM neuro	 myCURCUM elle
 DEPLIANT	●			
 DISPLAY BOX	12	6	12	10
 REDUCED SAMPLE		●		

ON-LINE COMMUNICATION. GREEN AND SUSTAINABLE

	 myCURCUM arti	 myCURCUM act	 myCURCUM neuro	 myCURCUM elle
SOCIAL MEDIA: FACEBOOK, TWITTER, PINTEREST, INSTAGRAM	●	●	●	●
WEB-SITE	●			

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