

Selected Data

Longvida® Optimized Curcumin

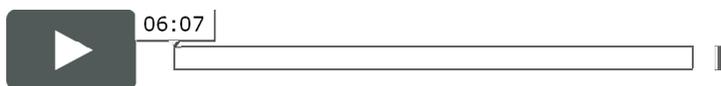
What is curcumin? Curcumin is the phenomenal antioxidant compound that is responsible for the yellow color of Indian curries, and is found in our prepared foods such as pickles and mustard. Curcumin is the primary compound found in most standardized extracts from turmeric (*Curcuma longa*) root.

Longvida® is a breakthrough formula containing the natural antioxidant curcumin, and is **optimized for maximum targeting of curcumin into blood and tissues**. It was developed over several years by Verdure and an elite group of university neuroscientists at UCLA. Longvida® took years to develop and perfect, and is the choice of clinicians and researchers around the globe.



Longvida - Optimized Curcumin

from Verdure Sciences



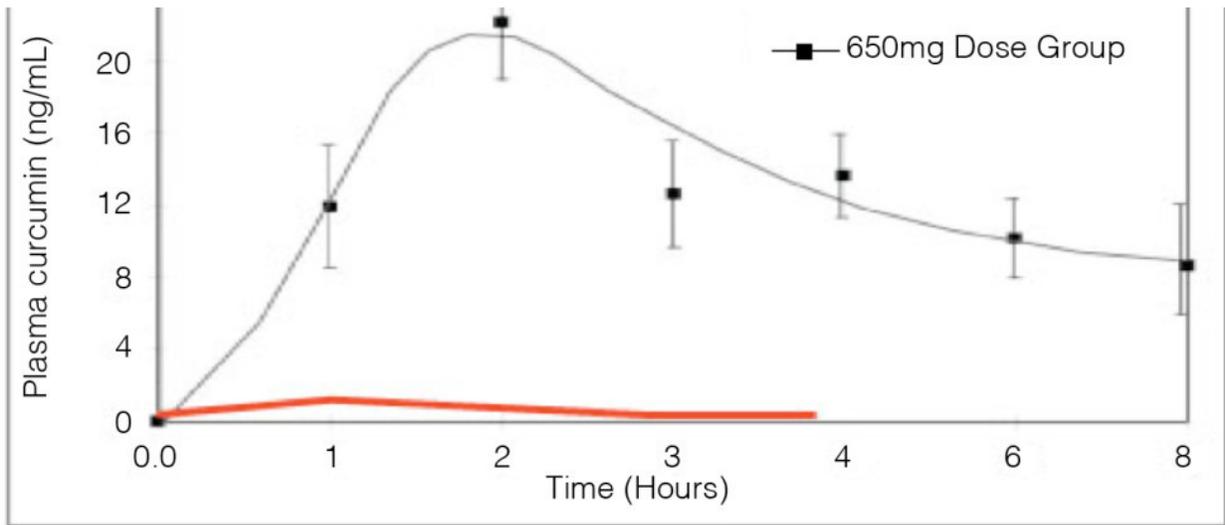
[Longvida – Optimized Curcumin from Verdure Sciences on Vimeo.](#)

Clinical data is consistent with human pharmacokinetics (bioavailability) data, where Longvida was 65 times more bioavailable than unformulated curcumin based on C_{max}, and more than 100 times more bioavailable based on Area Under the Curve (AUC). One groundbreaking finding over the course of several bioavailability studies using different doses, is that dosing of Longvida leads to therapeutic levels of free (not inactivated or glucuronidated) curcumin in the bloodstream and target tissues._

Comparison of free curcumin in bioavailability studies

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Longvida® (black line) is over 65 times more bioavailable than 95% curcuminoids (red line). (Gota et al. 2010)

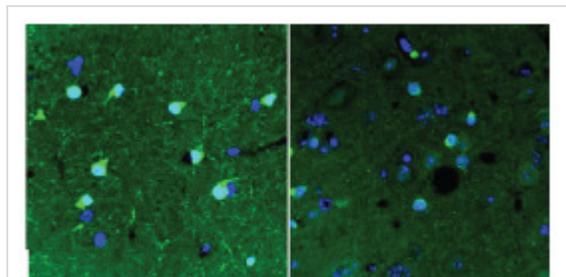
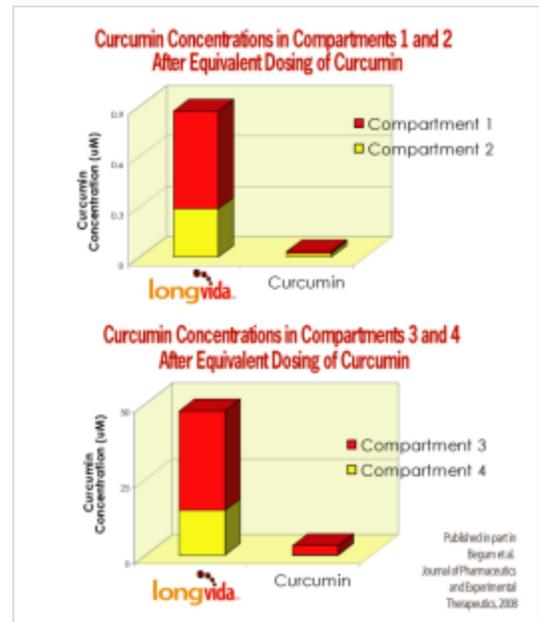
Shortly after the discovery of Longvida®, a groundbreaking study from UCLA published in the Journal of Pharmaceutics and Experimental Therapeutics (JPET) in 2008 wrote about Longvida®:

“This suggests oral delivery can achieve our target tissue levels.”

(See a list of [Scientific References on Longvida.](#))

Then, work from UCLA subsequently discovered that dosing of Longvida offers therapeutic target concentrations of curcumin in the brain, in addition to other blood and tissue compartments.

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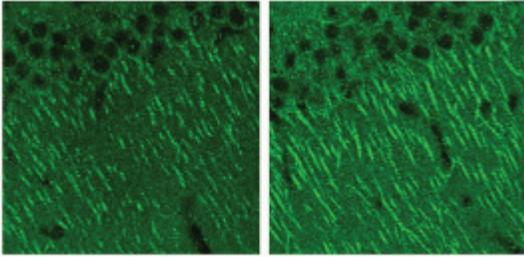
Later, a number of studies revealed chronic dosing of Longvida could impact biochemical and behavioral endpoints in the brain.

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Control Diet

SLCP Diet

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Neurogenesis, the regeneration of new brain cells, is the focus of much of the work on Longvida. New findings indicate chronic dosing of Longvida may support healthy synaptic function in the brain.

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Behavioral data is consistent with biochemical and gene expression data.

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Although it may be difficult to determine which form of curcumin is the best, there are some key [Questions to Ask](#). Also, be sure to check out the [Scientific References on Longvida](#).

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