

**BREAKING NEWS**

**YOU ARE ON FIRE**

**LIVE**

**ACTION 7**



**This just in...**



## **TURMERIC EXTRACT**

### *Quench the Fire Within*

Metabolic inflammation is like an inner fire you can't see, but which can slowly compromise your health. Due to multiple stressors such as poor diet, lack of exercise, environmental toxins and daily stress, many people are affected without even knowing it. Yet, inflammation is a common and serious problem leading to altered body chemistry and possibly even future health challenges. Studies indicate metabolic inflammation affects a majority of the U.S. adult population.

Source Naturals offers TURMERIC EXTRACT to quench the fire of metabolic inflammation, and support multiple body systems to maintain good health. Turmeric root is used extensively in Indian cuisine, and is held in high regard in Ayurvedic herbalism where it's referred to as the "cleanser of the body." Women in India often enjoy using turmeric for beauty purposes.

Source Naturals has identified twelve deep metabolic processes that work together to maintain normal functionality within the human body. Maintaining the balance of these metabolic processes is the foundation of the SystemiCare health model. Turmeric's importance to our health can be demonstrated by the fact that it supports an amazing seven of the twelve metabolic systems – Cells/DNA, Inflammation Response, Liver/Detox, Cognition/Nerves, Immunity, Circulation and Antioxidant Defense.



**Strategies for Wellness**<sup>SM</sup>

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

## The Problem with Inflammation

Inflammation is part of the body's innate healing process. The body goes through a number of natural stages to handle external attacks as part of the immune process. In contrast, metabolic inflammation is the body's natural response to unnatural conditions. Modern environmental conditions such as junk food, toxic chemicals, and sedentary or stressful lifestyles all impact the human body negatively and may alter human biochemistry. These conditions can trigger the inflammatory cascade, the precursor to metabolic inflammation. Unlike normal immune responses, the process of metabolic inflammation may lead to suboptimal health.

## Reduces Inflammation

Turmeric has demonstrated it supports a healthy inflammatory response in a variety of scientific studies. The COX-2 enzymes are the primary instigators of the inflammatory cascade that leads to metabolic inflammation. These enzymes are activated when the phospholipids, especially phospholipase A-2, are stimulated by an inflammatory insult. Phospholipase A-2 then triggers the arachidonic acid pathway and begins producing COX-2 enzymes in cell membranes. When turmeric is present, it acts to inhibit the action of phospholipase A-2 and interrupts the escalation of the inflammatory cycle. Additionally, compounds called cytokines can also lead to inflammation. Cytokines are chemical messengers produced by the immune system to regulate defensive activity when they are stimulated. Constant stress can shift this system out of balance, resulting in inflammation. When turmeric is consumed, it begins to assist the body's inhibition of cytokine activity to support healthy inflammation response.

## Antioxidant Protection

Antioxidants are the selfless bodyguards of your cells. They donate their own electrons to stabilize free radicals in your body. After antioxidants donate electrons and neutralize free radicals, they become oxidized and spent. For this reason, they must be continually supplemented to maintain a stable antioxidant level and protect cellular integrity. Clinical studies have substantiated that the curcumin in turmeric exerts very powerful antioxidant effects.

Curcumin achieves this by neutralizing free radicals, which can cause great damage to healthy cells and cell membranes. Extensive research also revealed that when turmeric is introduced to the inflammatory pathway, it inhibited the activation of the IKK enzyme, which in turn, activates Nuclear Factor kappa B (NF- $\kappa$ B), notorious for inducing cellular inflammation.

When taken alone, curcumin is not easily absorbed. Bio-perine<sup>®</sup> and bromelain enhance the bioavailability of curcumin. Yet Source Naturals is the only national supplement manufacturer to offer a turmeric product containing both of these ingredients. As a result of improved assimilation, turmeric's curcuminoids induce the activity of glutathione S-transferase and UDP glucuronyl transferase, important enzymes that are active in healthy cell development and assist in liver detoxification.



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## The Secret Power of Turmeric

Turmeric has been used by Ayurvedic practitioners in India since 1900 B.C. Traders brought this powerful herb to China in 700 A.D. Since then it has been used traditionally around the world in many cultures for supporting health. It is now a staple in the diets of many cultures. After the turmeric root is processed to powder, it becomes a deep, orange-yellow and is often used to impart color to mustard or fabric. Today, turmeric is the subject of much scientific research into its potential health benefits. During research, it was discovered that curcumin is the principal curcuminoid of turmeric. Studies show curcumin is responsible for most of the biological activity of turmeric, and is proactive in maintaining human health. Source Naturals TURMERIC EXTRACT is standardized to 95% curcumin.

## Live Naturally, Eat Healthfully.

In addition to taking Source Naturals TURMERIC EXTRACT, there are lifestyle factors that can contribute to reducing metabolic inflammation. Eating fresh, natural and organic foods and avoiding processed foods is vital to maintaining healthy inflammatory response. Sugar and refined carbs contribute to excess body weight, which may be stored around the midsection as visceral adipose tissue (VAT). VAT then secretes inflammatory cytokines, a precursor to metabolic inflammation. Regular exercise supports healthy inflammatory responses through increased insulin efficiency, weight loss and improved cardiovascular function. Limit stress-inducing activities and include activities such as nature walks to calm the stress factors in your life.

## The Wellness Revolution Has Arrived

There's a revolution going on in health today...a Wellness Revolution. People today want to be energetic, live vibrantly and age in a healthy manner. Finally, it's achievable with the proper information, diet, exercise and especially, supplementation. Source Naturals has developed a wide variety of products designed to support all twelve deep metabolic systems as outlined in the SystemiCare system of health. TURMERIC EXTRACT is one of the many high quality Source Naturals products formulated with the purest, natural ingredients available.

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