



## PRESS RELEASE

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Media Contact: Krista Nilsen  
Public Relations Manager  
Phone: 831-461-6337  
[KristaN@ThresholdEnt.com](mailto:KristaN@ThresholdEnt.com)

### **SOURCE NATURALS INTRODUCES TURMERIC 1000™**

*Supports Healthy Inflammatory Response*

**SCOTTS VALLEY, Calif. – April 1, 2010** – Source Naturals is pleased to introduce Turmeric 1000, a traditional herb used for centuries by Ayurvedic practitioners. Recent clinical studies have confirmed that curcumin, the active ingredient of turmeric, is perhaps the most effective product available to support a healthy inflammation response, while providing antioxidant defense for liver, nerves, cells and circulation. Source Naturals now features turmeric with 1000 mg as a complement to its 350 mg turmeric.

Source Naturals spokesperson Guy Devin, Ph.D. says, “As an antioxidant, curcumin directly scavenges reactive oxygen species and superoxide dismutase (SOD). Turmeric acts as an indirect antioxidant through stimulating the activities of endogenous antioxidants such as glutathione. Curcumin has been shown in recent studies to inhibit the activation of nuclear factor kappa- $\beta$  (NF- $\kappa\beta$ ) and the production of inflammatory cytokines, to support a healthy inflammation response.”

Curcumin crosses the blood-brain barrier and may be able to enhance antioxidant activity in neurons. Turmeric root is traditionally used as a liver tonic to support liver detoxification and may achieve this through stimulating the activity of glutathione in liver cells. Due to limited bioavailability of turmeric only, Source Naturals has added Bioperine® and bromelain to enhance the utilization of curcumin.

Suggested retail for Source Naturals Turmeric 1000 is \$14.98 for 30 tablets, \$28.50 for 60 tablets and \$54.98 for 120 tablets. To learn more about Source Naturals and Turmeric 1000, as well as to find purchase locations, visit [www.SourceNaturals.com](http://www.SourceNaturals.com).

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#### **About Source Naturals**

Founded in 1978, Source Naturals is committed to enhancing individuals' potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit [www.SourceNaturals.com](http://www.SourceNaturals.com).