



PRESS RELEASE

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PLANETARY HERBALS INTRODUCES FULL SPECTRUM™ TURMERIC

Enhanced Bioavailability

SCOTTS VALLEY, Calif. – April 29, 2010 – Planetary Herbals and Planetary Ayurvedics now introduces **Full Spectrum™ Turmeric**. Curcumin is the active constituent of turmeric and has been shown to support healthy inflammation response and elicit powerful antioxidant activity. However, the compounds of turmeric are not easily absorbed and so Bioperine®, a specialized extract of black pepper, has been included for promoting bioavailability. Turmeric is well-known in Ayurvedic herbalism, where it is used to promote healthy blood circulation, digestive function, skin health and liver detoxification. One dropperful delivers 1,000 mg of certified organic turmeric per mL.

According to Planetary Herbals Herbalist, Roy Upton, “Turmeric is one of the most widely researched botanicals in the world. While commonly known as a classic ingredient in Indian cooking, the wide array of health benefits associated with it elude most Americans and it is a shame. Turmeric is a primary example of how common foods can have incredible health-promoting properties.”

At times our immune system can become overburdened while facing challenges like environmental toxins, poor diet and stress. This can result in altered body chemistry and a state of metabolic inflammation. Curcumin has been demonstrated to inhibit the expression of NF-kB and numerous inflammatory cytokines to support a healthy inflammation response and to help restore metabolic balance within the body.

Research studies have revealed that curcumin may act as an indirect antioxidant by stimulating the activities of cellular antioxidants such as glutathione. Curcumin is able to cross the blood-brain barrier and is thus able to exert antioxidant activity in the neurons.

Suggested retail for Full Spectrum Turmeric is \$7.98 for 1 fl oz., \$14.50 for 2 fl oz. and \$27.50 for 4 fl oz. To learn more about Planetary Herbals and Full Spectrum Turmeric, or to find purchase locations, please visit www.PlanetaryHerbals.com.

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About Planetary Herbals

Planetary Herbals integrates the best of worldwide herbal traditions with modern clinical and pharmacological research. The result is an herbal product line that is unequalled for efficacy, safety and dependability. For more information or purchase locations, please visit www.PlanetaryHerbals.com.