

Sabinsa News Release

MEDIA CONTACT: Suzanne Shelton | The Shelton Group
Suzanne@SheltonGroupPR.com | T: 847-676-4337

SABINSA RECEIVES NBJ 2008 SUPPLEMENT INGREDIENT PRODUCT MERIT AWARD FOR CURCUMIN C3 COMPLEX®

PISCATAWAY, N.J., February 16, 2009 – Sabinsa Corporation has been named winner of the 2008 Nutrition Business Journal Supplement Ingredient Product Merit Award for its Curcumin C3 Complex®.



“We’re honored and gratified by this recognition of Sabinsa’s commitment to backing its products with science,” said Sabinsa’s vice president of scientific and medical affairs Vladimir Badmaev, MD, PhD.

Sabinsa, which has held a patent on Curcumin C3 Complex since 1999, has been researching this ingredient for over 14 years. The evolution of the product, now backed by 25 clinical trials, is a snap shot into how Sabinsa develops its innovative proprietary ingredients.

With the knowledge that one of the uses of the herb tumeric (of which curcumin is a component) for centuries has been as a preservative for food, Sabinsa’s researchers set out to discover if it could have the same effect in the body. In 1995 the company began to studying the various compounds in turmeric to discover the right balance of curcuminoids to offer the best range of health benefits. While early studies demonstrated the strong antioxidant properties of curcumin, more recent studies are examining its effect on chronic low grade inflammation and showing promise in Alzheimer’s, cancer and cardiovascular research.

Sabinsa began by studying curcumin’s structure and composition, followed by in-vitro and in-vivo studies, and eventually invested in clinical safety and efficacy research. Partners in this phase of research have included Rutgers University, Tufts University, MD Anderson Cancer Center at the University of Texas and the UCLA School of Medicine.

Award recipients will be honored at an NBJ awards dinner on July 23, 2009, at the Newport Summit, St. Regis Monarch Beach Resort, Dana Point, California.

Sabinsa's mission is to provide alternative and complementary natural products for human nutrition and well-being. Over the past 20 years, Sabinsa has brought to market more than 100 standardized botanical extracts and privately funded several clinical studies in conjunction with prestigious institutions in support of these products. With more than 100+ scientists working full time conducting ongoing research both in India and the United States, Sabinsa continues to develop and patent phytonutrients for the world market. All products intended for human consumption are certified Kosher, with many certified Halal. For more information, visit www.sabinsa.com.

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