

# LIPOCURE™ Rx



The **LipoCure™** range of nutraceuticals has been born out of a driving passion and 15 years of clinical experience in assisting patients to recover from chronic dis-ease and end users to obtain the greatest benefit from both general and targeted supplementation.

There is “nothing new under the sun” and whilst the nutritional elements in the **LipoCure™** range are certainly not new, the very latest technological advancements have been applied to these raw materials to increase their bio-availability (and ergo, efficacy), ensuring that both patients under the guidance of practitioners and also those supplementing for preventative and supplementary purposes get the best possible value for money from our range.

As a rule of thumb, the **LipoCure™** range can be considered to have 7x greater bio-availability compared to most other formulations. In many instances, the difference is much greater than that as comparisons have been made against the previous “best” products and not just generic products.

For the Curelt (Turmeric-Curcumin Complete Natural Turmeric Matrix) comparison, for example, the product was tested against the two leading and most researched curcumin products worldwide.

## HOW DO WE ACHIEVE THIS?

### Liposomal Formulations

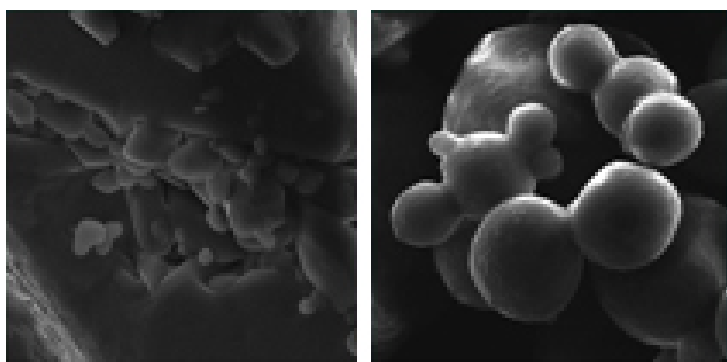
This huge increase in bio-availability has been brought about by the use of one of two industry leading technologies, the first of which is the formation of dry powder liposomes.

Liposomal formulations have become increasingly popular over the last decade and there are many brands claiming to offer liposomal formulations, but the reality is that true liposomal formulations are quite difficult to prepare in a way that ensures consistency and stability of small sized vesicles (200nm and less in size) as well as long shelf life. The result is that many products claiming to be liposomal are in fact questionable at best and blatantly fraudulent at worst.

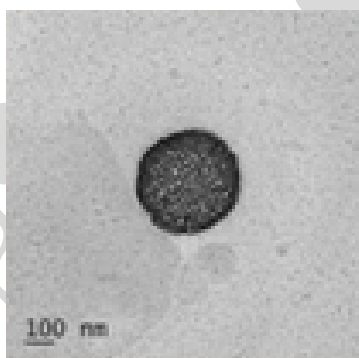
Making dry powder liposomes produces even more challenges as the drying and ultimate re-hydration processes can damage and even completely destroy any liposomes that may have been initially created.

**LipoCure™** technology ensures that the highest quality, stable, dry powder liposomal formulations are now available to you!

All of our products are supported by evidence of the formation and presence of liposomes via TEM and/or SEM imaging. The SEM image below shows regular Ascorbic Acid on the left and **LipoCure™** Liposomal Vitamin C on the right where the encapsulation in and formation of spherical vesicles is plain to see.



A TEM image of **LipoCure™ Liposomal Vitamin C** (below) shows highly oriented, circular, liposomal moiety with vitamin C intact, which proves the formation of a stable liposomal product.



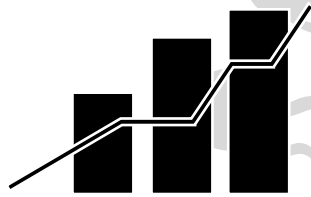
## PNS technology is better than liposomal technology

Another new and very exciting process used in the **LipoCure™** range is the formation of highly concentrated active ingredient “sandwich” using the complete natural product matrix and in some instances this approach is superior to even liposomal formulations.

Hydrophilic molecules dissolve easily in the gastrointestinal tract but are poorly absorbed, whereas hydrophobic molecules do not dissolve easily but are more readily absorbed. Our advanced, proprietary Polar Non-polar Sandwiching Technology facilitates the interaction of active molecules with proteins and lipids in the hydrophobic groups on these molecules and encapsulates biomolecules in hydro-gels to improve its solubility and stability in aqueous systems.



**MAXIMUM  
BIO-AVAILABILITY**



**INCREASED  
BIO-EFFICACY**



**IMPROVED  
STABILITY**



**SUPPORTS ALL  
HERBS & SPICES**

Quite simply put ... Imagine all of the benefits of a full natural TURMERIC (for example) product, but with a 50% curcumin content (regular turmeric contains 1%-3% curcumin) and all of the bio-availability of liposomal formulations, but without the addition of phosphatidylcholine, alcohols, stabilizers, etc.

Or, in the case of Ginactiv, a full ginger extract, but with 20% gingerols content as opposed to the 1.5% - 2% occurring in regular products.

So, just the raw, natural ingredient (including all of the lesser researched active components), but with high active ingredient content and bio-availability that challenges that of liposomal formulations. Big and small – we help them all.

The **LipoCure™** range is available in consumer/patient ready packaging but we also cater for those wanting bulk raw material product for use in your own products, so please don't hesitate to make contact and let us know how we can help you.

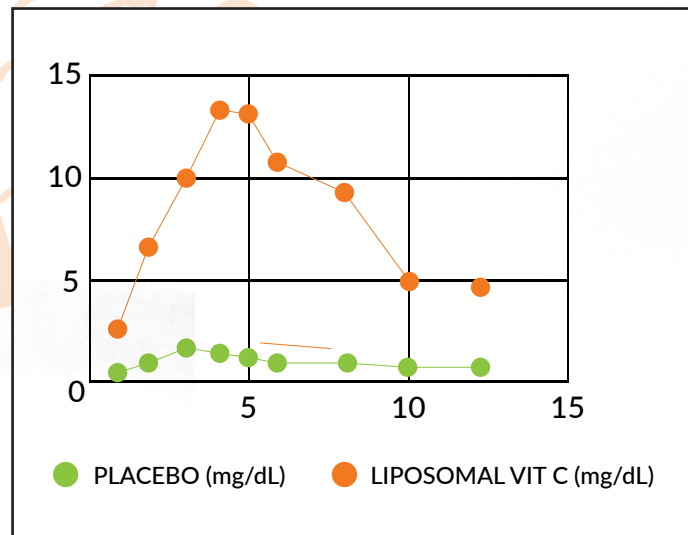
# LIPOSOMAL VIT C

Vitamin C supplementation is beneficial in many instances as a first line defence against opportunistic infections and chronic dis-ease manifestations. However, it's poor bio-availability and tendency to cause bowel upset at higher oral doses has limited it's practical usability for many people.

This challenge has led to the development of liposomal formulations of Vitamin C and now **LipoCure™ Liposomal Vitamin C** powder, with the goal being to increase the bio-availability and ergo the efficacy/outcomes and practical usability when dosing with Vitamin C.

**LipoCure™ Liposomal Vitamin C** was compared (in an 8 person double blind study) with regular Ascorbic Acid (placebo) with a single 150mg dose of each and **LipoCure™** was shown to have 6.7x greater bio-availability.

**Liposomal Vitamin C** is becoming the first choice of people who desire high-blood levels of vitamin C either for treatment of medical conditions, to enhance sports performance, to boost the immune system or as part of a healthy lifestyle choice



30 x 650mg capsules

Supplement dose: 1 capsule per day (equivalent of 2000mg regular Vit C)

Therapeutic dose: 3-6 capsules 3x per day

Always drink sufficient liquids with LipoCure™ doses (200ml minimum)



# CURE IT

Curcumin extract is one of the most studied natural substances and its potency and efficacy are very well documented, with over 8000 published studies supporting its efficacy across many "ailments".

However, the universal challenge with Curcumin is that it is extremely poorly absorbed and many "tricks" are applied by users and manufacturers alike to try to increase its bio-availability.

These "tricks" include mixing the curcumin with various oils or mixing it with lecithin to increase absorption or adding piperine (black pepper) to slow down its metabolism in the liver.

**Cureit** has been developed using a patent pending technology that allows for a high curcumin content to be "inserted" into a complete natural turmeric matrix and the result surpasses all other curcumin.

This is not simply mixing two ingredients together, as that would not influence the absorption due to the hydrophilic nature of the extract.

**Cureit** is produced by separating turmeric into its hydrophilic and hydrophobic constituents and then "re-assembling" them into a sandwich, with 95% curcumin extract in the centre.

The end result is a complete natural turmeric matrix with a 50% curcumin content (Regular turmeric contains 1%- 3% curcumin) and this is shown to be absorbed 3x faster and 5-6 times greater than the world's two most studied curcumin products which use oils and phospholipids to increase their bio-availability and **TEN FOLD GREATER** than regular curcumin.



30 x 450mg capsules

Supplement dose: 1 capsule per day

Therapeutic dose: 1 – 2 capsules per day

Always drink sufficient liquids with LipoCure™ doses (200ml minimum)

# RHEUMATOID ARTHRITIS STUDY

A randomized, double blind, placebo controlled, three arm, parallel group study to evaluate the comparative efficacy of different doses of Curelt with that of a placebo in active rheumatoid arthritis patients

## ACR RESPONSE



## DISEASE ACTIVITY SCORE



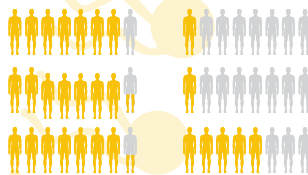
## RF FACTOR (IU/ml)



## VISUAL ANALOG SCALE



## ESR (mm/hr)



# OTHER HEALTH BENEFITS

Several clinical studies have demonstrated Curcumin's health benefits in different applications. Curcumin supplementation has been shown to benefit in:

### BRAIN

- Reducing neurodegenerative disorders
- Reducing Alzheimer's symptoms
- Anti-ageing effects by hyalluronidase inhibitory activity

### LIVER

- Supports in maintaining healthy blood glucose levels
- Supports in maintaining healthy liver by hepatoprotective effects

### JOINTS

- Supports Musculoskeletal health by reducing the cause of inflammatory conditions, reducing joint stiffness and soreness

### GENERAL HEALTH

- Boosts immune health by inhibiting the formation of free radicals
- Shows potential anti cancer and anti tumour activities
- Exhibits wide range of Anti-microbial activity
- Exhibits anti-fungal and anti-malarial activity

### HEART

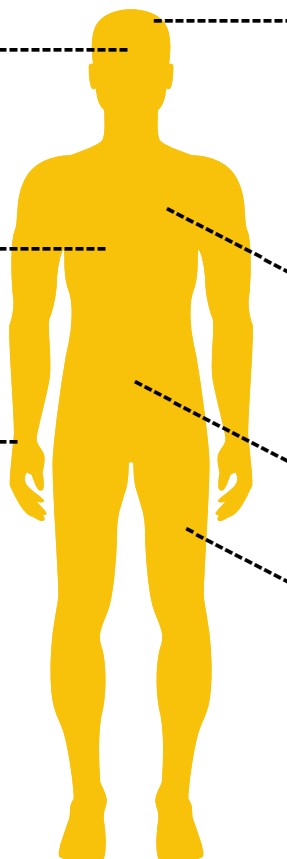
- Supports by maintaining healthy cholesterol levels
- Shown to have beneficial roles in Vasodilation and reduces oxidative stress

### GUT

- Supports fight against inflammatory bowel diseases and maintaining a healthy gut

### MUSCLES

- Suits in sports nutrition by reducing the oxidative stress in muscles



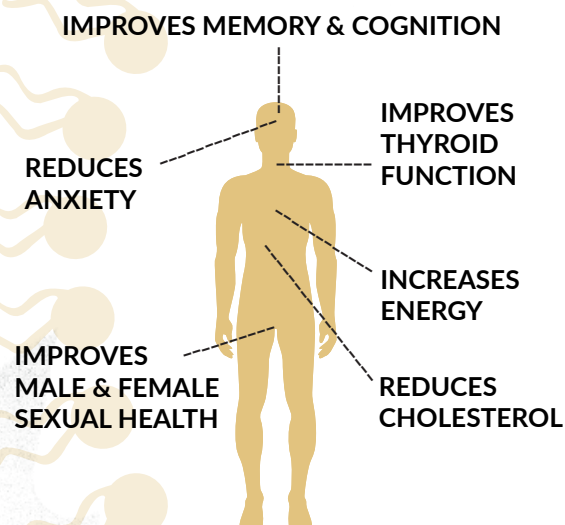
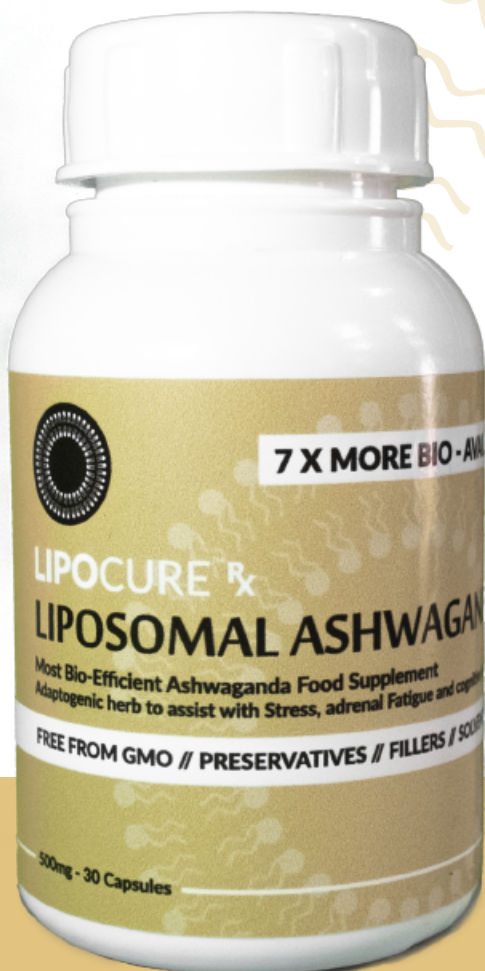
# LIPOSOMAL ASHWAGANDHA

**Ashwagandha** is very revered herb of the Indian Ayurvedic system of medicine as a tonic. It is used for various kinds of disease processes and specially as a nervine tonic. Considering these facts many scientific studies were carried out and its adaptogenic / anti-stress activities were studied in detail. In experimental models it increases the stamina of rats during swimming endurance test and prevented adrenal gland changes of ascorbic acid and cortisol content produce by swimming. Pretreatment with **Ashwagandha** showed significant protection against stress induced gastric ulcers. **Ashwagandha** has anti-tumor effect on Chinese Hamster Ovary (CHO) cell carcinoma. It was also found effective against urethane induced lung-adenoma in mice and In some cases of uterine fibroids, dermatosarcoma, long term treatment with **Ashwagandha** controlled the condition. It has a Cognition Promoting Effect and was useful in children with memory deficit and in old age people loss of memory.

It was also found useful in neurodegenerative diseases such as Parkinson's, Huntington's and Alzheimer's diseases. It has GABA mimetic effect and was shown to promote formation of dendrites. It has anxiolytic effect and improves energy levels and mitochondrial health. It is an anti-inflammatory and anti-arthritis agent and was found useful in clinical cases of Rheumatoid and Osteoarthritis.

[www.ncbi.nlm.nih.gov/pmc/articles/PMC3252722/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3252722/)

**LipoCure™** has taken the huge potential of **Ashwagandha** outlined in the abovementioned study and increased it's bio-availability by encapsulating it into a liposomal preparation which improves it's absorption by 7 fold.



30 x 500mg capsules

Supplement dose: 1 capsule per day

Therapeutic dose: 2 capsules per day

Always drink sufficient liquids with LipoCure™ doses (200ml minimum)



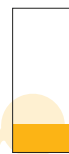
# GINACTIVE

Ginger's culinary qualities are a delight, but its health benefits are simply stunning. It has been shown to be more effective against bacterial staph infections than antibiotics. It can kill cancer cells. Its anti-inflammatory effects are already famous. It can resolve brain inflammations, and ease or cure a variety of gut problems, such as ulcerative colitis and acid reflux. And ginger can even alleviate the effects of gamma radiation. What's not to love about this incredible herb? Gingerols are the major pungent compounds present in the rhizomes of ginger (*Zingiber officinale* Roscoe) and are renowned for their contribution to human health and nutrition. Medicinal properties of ginger, including the alleviation of nausea, arthritis and pain, have been associated with the gingerols. Gingerol analogues are thermally labile and easily undergo dehydration reactions to form the corresponding shogaols, which impart the characteristic pungent taste to dried ginger. Both gingerols and shogaols exhibit a host of biological activities, ranging from anticancer, anti-oxidant, antimicrobial, anti-inflammatory and anti-allergic to various central nervous system activities. [ncbi.nlm.nih.gov/pubmed/26228533](http://ncbi.nlm.nih.gov/pubmed/26228533)

The use of ginger and especially gingerols as medicinal food derivative appears to be safe in treating or preventing chronic diseases which will benefit the common population, clinicians, patients, researchers, students and industrialists. [www.ncbi.nlm.nih.gov/pubmed/27771925](http://www.ncbi.nlm.nih.gov/pubmed/27771925)



Between 1.5 - 2%  
REGULAR GINGER  
GINGEROLS



20%  
GINACTIVE  
GINGEROLS

High level of gingerols in **Ginactiv** (20% vs 2% in regular ginger)  
Nosolvents | Complete ginger matrix-No excipients  
High bio-availability-Low dose | Available in powder form

## The PNS Technology Edge

**Ginactiv** overcomes the challenge of the poor bio-availability of ginger's curative, non-volatile pungent compounds like [6]-, [4]-, [8]-[10] Gingerols with PNS technology.

The innovative formulation recreates the natural ginger matrix but with a high gingerol content of 20% in comparison to the 2% in other extracts.

**Ginactiv** consists of a non polar part, composed of ginger essential oil, and a polar part with ginger fiber/protein extract; Gingerols are sandwiched between these two layers to help the transmission of bioactive components across the lipid membrane and makes the product more bioavailable.

30 x 450mg capsules

Supplement dose: 1 capsule per day - To be taken with food

Therapeutic dose: 2 capsules per day - To be taken with food

Always drink sufficient liquids with LipoCure™ doses (200ml minimum)



# LIPOSOMAL LUTENT

A new vision-robbing culprit has emerged that is more prevalent than sunlight exposure. Our round-the-clock use of smartphones and computers exposes our eyes to an unnaturally high amount of blue light. Research shows that blue light is damaging to the retina and other parts of our eye.

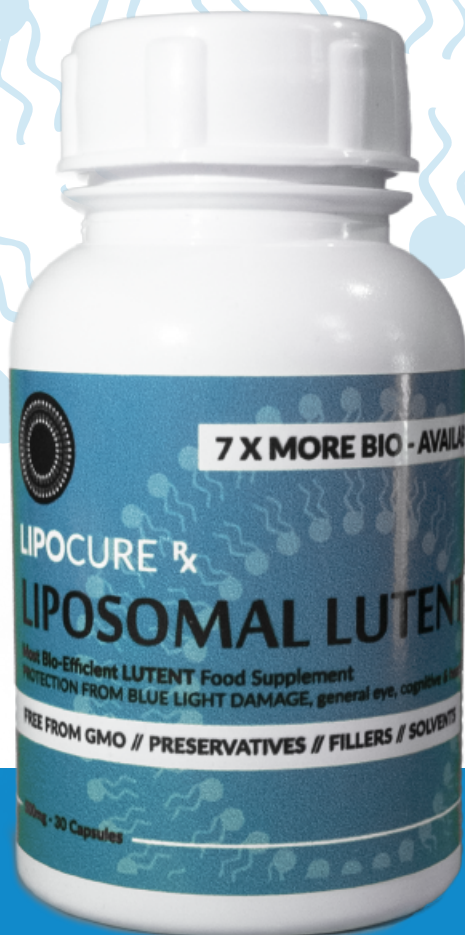
Chronic exposure to blue light is associated with increased risk of developing age-related macular degeneration, a leading cause of blindness in older adults.

Supplementing with multivitamins and xanthophyll carotenoids that include lutein have demonstrated intriguing effects for preventing or mitigating macular degeneration.

Reduces free radical damage in eyes



Absorbs high-energy photons of blue light



**Lutein** is one of the most prevalent carotenoids in nature and in the human diet. Together with zeaxanthin, it is highly concentrated as macular pigment in the foveal retina of primates, attenuating blue light exposure, providing protection from photo-oxidation and enhancing visual performance.

[www.ncbi.nlm.nih.gov/pmc/articles/PMC4638416/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4638416/)

Because the recommended dosage/usage of **Lutein** is so small, we have taken the step of combining the additional benefits of **LipoCure™ Liposomal Ashwagandha** and **LipoCure™ Liposomal Vitamin C** into our 500mg capsule formulation.

This powerful combination of these three liposomal nutraceutical ingredients makes **LipoCure™ Liposomal Lutent Complex** “the” go-to option for any eye health concerns.

30 x 500mg capsules

Supplement dose: 1 capsule per day

Therapeutic dose: 2 capsules per day

Always drink sufficient liquids with LipoCure™ doses (200ml minimum)