



# How to choose your next curcumin product

## Not all curcumins are created equally.

Quality sourcing and science can make all the difference and should be top of mind when evaluating which Curcumin product to consider for purchase. The following are a few questions we recommend asking:

### Is it validated in human clinical trials?

Many curcumins are sold based solely on bioavailability. That means they've been tested in vitro and don't offer insight into how they react in the body. The data is interesting when combined with human clinical trials for efficacy that measure physical function scores, blood analysis looking at CRP levels and social emotional scores pointing to real markers of efficacy related to the results that consumers are seeking.

### Is it free of pesticides?

Sales of Tumeric supplements grew 800% from 2004 to 2013 which has put a lot of pressure on suppliers and crop growers to increase their yield. Health Canada requires all products to be tested for 40 pesticides before they are cleared for sale but that only represents a fraction of all the known pesticides used around the world. Ask the supplier to tell you how many pesticides they test for before clearing their ingredients for sale.

### Which curcuminoids are bioavailable?

There are three curcuminoids that form curcumin and those are curcumin, demethoxycurcumin (DMC) and bisdemethoxycurcumin (BDMC). BDMC has recently been shown in clinical studies to be largely responsible for the inflammatory regulation benefits attributed to Tumeric. To say that a curcumin formulation is bioavailable is not sufficient, find out which curcuminoids are bioavailable.



### Does your curcumin check all the boxes?

- Human clinical trials with statistically significant results
- Free of pesticides and solvents
- High bioavailability
- Bioavailability of curcumin, demethoxycurcumin and bisdemethoxycurcumin

Joint Formula Curcumin does check all the boxes and has the added benefit of detoxification with 1 gram of SierraSil.

### How does Meriva stack up?

- 18 human clinical trials
- Tested for over 300 pesticides compared to Health Canada's recommended 40
- Data on Curcuminoid bioavailability:

Product	Reference	Low Dosage Meriva® (relative absorption)	High dosage Meriva® (relative absorption)
Curcumin	1	17.5	19.2
<b>DMC</b>	1	55.5	<b>68.3</b>
BDMC	1	51.3	56.8
Total curcuminoids	1	27.2	31.5

Questions? Contact SierraSil at [info@sierrasil.com](mailto:info@sierrasil.com) or 877-743-7720