



# CURCUMIN LDL45™

HELPS IMPROVE LDL-CHOLESTEROL  
LEVELS AND HEART HEALTH

## CURCUMIN LDL45™ BENEFITS

- Helps scavenge serum LDL
- Helps reduce LDL synthesis
- Supports anti-oxidant activity to protect serum LDL from oxidation (LDL oxidation sets in motion atherosclerotic plaque development)
- Anti-inflammatory activity to help mitigate immune-mediated advancement of plaque development (Health Canada Approved Claim).
- Supports healthy inflammatory activity (International/USA claims)



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CURCUMIN-LDL45™ is engineered curcuminoid technology shown to help manage LDL-cholesterol with similar pharmacological mechanism to statin drugs. This technology helps lower serum LDL cholesterol; helps reduce oxidative stress associated with LDL oxidation and helps promote healthier inflammation associated with atherosclerotic plaque formation – a synergistic three pronged attack against cholesterol mismanagement and heart disease.

Engineered curcuminoid technology is shown to help manage LDL-cholesterol with a similar pharmacological mechanism to statin drugs. Curcumin extracts typically deliver a curcuminoid proportion as: diferuloylmethane (curcumin I) 75–80%; demethoxycurcumin (DMC — curcumin II) 9-12%; and bisdemethoxycurcumin (BDMC — curcumin III) 0.2–2%. Regular curcumin extracts (even the 95% variation) maximally delivers 12% of this activity and therefore are weak with regards to this cholesterol-correcting activity. The patented CURCUMIN LDL45™ is engineered to deliver a minimum 45% concentration of these cholesterol-correcting curcuminoids.

## RECOMMENDED DOSE:

Adults: 1-3 Capsules daily.

**Cautions and warnings:** Consult a health care practitioner prior to use if you are pregnant or breastfeeding, if taking antiplatelet medication or blood thinners; if suffering from bile duct obstruction such as gallstones; if you have stomach ulcers or excess stomach acid; or if symptoms persist or worsen. Do not use if seal on cap is broken or missing.

## RECOMMENDED USE:

Provides antioxidants for the maintenance of good health. Used in herbal medicine to help relieve joint inflammation.

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## HMGC<sub>o</sub>A Expression

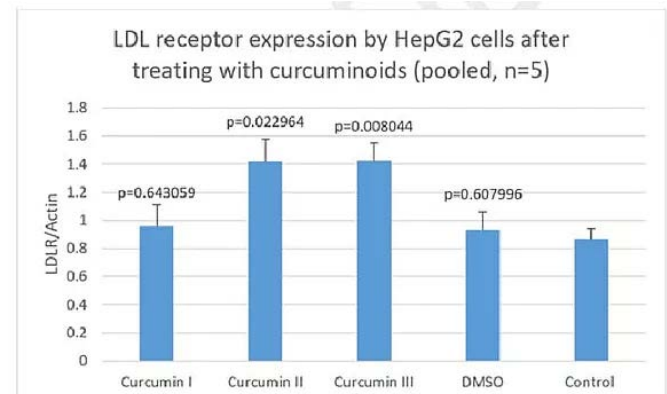
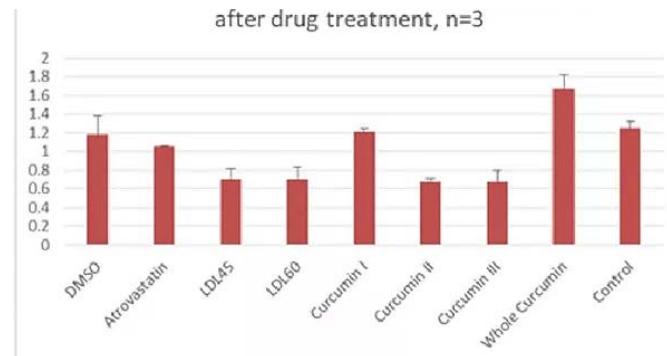
HMGC<sub>o</sub>A is an enzyme that performs at a critical point in the pathway responsible for the synthesis of LDL cholesterol in our cells to make LDL abundantly.

Curcumin II most effectively (with greater significance) REDUCES the enzyme levels to result in reduction of LDL cholesterol manufacturing.

## LDL Receptor Expression

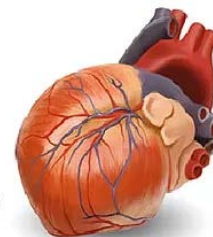
LDL Receptor is cell surface receptor responsible for collecting free flowing LDL cholesterol from blood circulation and bringing into the liver for destruction or removal.

Curcumin II effectively INCREASES synthesis of these scavenging receptors resulting in a second mechanism that lowers serum LDL cholesterol.



## LDL45™ Heart Health Support from 3 points of attack

*LDL Cholesterol poses a health concern when it oxidizes, prompting a defensive inflammatory response resulting in the formation of plaque within our arteries.*



- Lowers LDL Cholesterol ↓
- Increases Antioxidants ↑
- Decreases Inflammation ↓

*Statements have not been evaluated by the Food and Drug Administration. Product is not intended to diagnose, treat, cure, or prevent any disease. Results will vary.*