



Ask The **Experts** 
on Health Food

Dr. Michael Murray

OLD FASHION FOODS
2013 & 2014
Consumer Choice
Award Winner for
Health Food store
in Regina

Introduction

Theracurmin is a special advanced form of curcumin – the yellow pigment of turmeric (*Curcuma longa*) – the chief ingredient in curry. Curcumin has demonstrated significant activity in many experimental and clinical studies, but its effects have been limited until now because of poor absorption. Theracurmin is by far the most bioavailable form of curcumin and represents a major breakthrough in the use of curcumin to promote health. Many of curcumin's beneficial effects are attributed to its ability to act as an antioxidant and help to restore balance in certain cellular functions.

Enhancing the Benefits of Curcumin

Theracurmin is the most bioavailable form of curcumin capable of increasing blood levels of curcumin significantly greater than other forms of curcumin. Detailed absorption studies have shown that Theracurmin is:

- The most bioavailable form of curcumin.
- A colloidal mixture produced by reducing the

particle size of curcumin by over 100 times and emulsified with a natural vegetable gum.

- The only product form that has shown to actually increase the free curcumin form in blood measurements.
- Extremely safe and clinically tested.

New Data:

A previous study showed Theracurmin to produce significant benefits in improving heart and vascular function in subjects with congestive heart failure. In a recent double blind placebo control clinical trial Theracurmin was shown to dramatically enhance the benefits of exercise on improving the health of the aorta and the entire arterial system. In the study, 45 postmenopausal women were randomly assigned to four interventions: "placebo ingestion" (n = 11), "curcumin ingestion" (n = 11), "exercise training with placebo ingestion" (n = 11), or "exercise training with curcumin ingestion" (n=12). Very detailed assessments were used to evaluate cardiovascular function in all subjects. The aim of the study was to test the hypothesis that the regular endurance exercise combined with daily curcumin ingestion lowers the age-related increase in left ventricular (LV) afterload to a greater extent than either intervention alone in postmenopausal women. LV afterload is the tension against which the heart must contract to eject blood. Arterial stiffness, especially in the aorta, is the major determinant of LV afterload. The stiffer the artery due to atherosclerosis (hardening of the artery); the greater the LV afterload. Not

Michael Murray, ND

Widely regarded as one of the world's leading authorities in the field of natural medicine. Author of over 30 books including co-author of the best-selling, *How to Prevent and Treat Diabetes with Natural Medicine*, *Hunger Free Forever* and his latest book, the newly revised, 3rd Edition of *The Encyclopedia of Natural Medicine*. Dr. Murray is the Director of Product Science and Innovation for Natural Factors.

surprisingly, an increase in LV is an independent risk for heart failure and death due to heart disease mortality. LV afterload tends to increase with advancing age. Regular physical exercise has been to decrease the LV afterload to an extent, but in this study the effect of exercise plus Theracurmin (equivalent to 5 capsules per day) reduced LV after load but neither therapy on its own was as effective. These results indicate that some of the cardiovascular benefits associated with exercise are greatly enhanced when exercise is combined with Theracurmin and vice versa.



**natural
Factors**

Available at Old Fashion Foods



OLD FASHION FOODS LTD.

3976 Albert St. 585-2144	447 Albert St. 924-3134	2425 - Quance St. E. 789-4055
501 Victoria Ave. 352-8623	4123 Rochdale Blvd. 545-4699	405 Souris Ave., Weyburn SK 306-842-3003

1-800-667-3334

www.oudfashionfoods.com



More than just
a Super Hero!



COUPON

**SAVE
20%
OFF**

any six of Old Fashion
Foods Label
**SPICES, NUTS, DRIED
FRUITS & EMPIRE
FLAVOURINGS**

No other discount applies. Coupon expires Dec. 31, 2014
One coupon per person, per day, 6 items per coupon

OLD FASHION FOODS

"More Than Just a Health Food Store" Free delivery on orders over \$25 weekday afternoons