

Sabinsa News Release

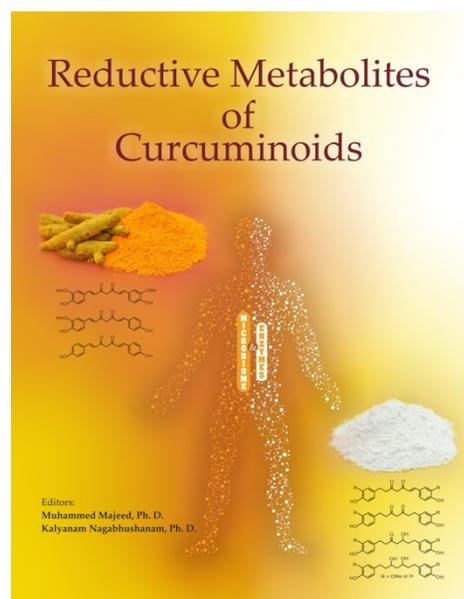
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SABINSA FOUNDER DR. MUHAMMED MAJEED PUBLISHES BOOK ON REDUCTIVE METABOLITES OF CURCUMINOIDS

East Windsor, NJ (October 14, 2019) – Sabinsa’s founder, Chairman, and Managing Director Dr. Muhammed Majeed announced the publication of a new book; this latest is entitled “Reductive Metabolites of Curcuminoids.” Over the last two decades curcuminoids have been the most intensively studied herbal constituents, and Sabinsa has been at the forefront of much of the research.

“The central theme of the book is to emphasize that the effects of curcumin observed in animal models and in human trials are the aggregate benefits of curcumin and the reductive metabolites of curcuminoids,” said Dr. Majeed.

Authored by Dr. Majeed with N. Kalyanam, Ph.D., President, R&D, and other members of the Sami-Sabinsa Group’s technical staff, this book details the transformation of curcumin into its metabolites inside the body, and the significance of major metabolites. The book is a compilation of the pharmacological activities of four reduced curcuminoids. The book also reviews the scientific evidence on the effects of microbiota on what has been called “poor bioavailability,” and discusses the unmistakable role of microbiota in transforming curcumin into its major pharmacologically-potent reductive metabolite, Tetrahydrocurcumin.



Curcuminoids have pleiotropic pharmacological effects and they are also known to be extensively metabolized. One class of metabolites includes the phase I metabolites of curcumin arising out of reductive metabolism of the double bonds and carbonyl groups in curcumin. In addition, gut microbiota also reduces curcumin to the reductive metabolites.

The Sabinsa staff will have copies of the book at their booth #4131 at SupplySide West in Las Vegas, NV October 17 – 18, 2019.

About Sabinsa Corporation:



Sabinsa, founded in 1988, is a manufacturer and supplier of herbal extracts, cosmeceuticals, probiotics, minerals, and specialty fine chemicals. The company markets over 100 standardized botanical extracts and employs more than 1000 people worldwide in 11 manufacturing, R&D, sales, and distribution facilities. Process development and product innovation form the focus of the ongoing R&D efforts in the company’s research facilities, located in India and the U.S. Products, many of which are both Kosher and Halal, are extensively researched, patented, and supported by hundreds of published clinical

studies. Sabinsa's botanical cultivation program totals nearly 40,000 acres to ensure sustainable, fair trade materials are used in these ingredients. For more information, visit sabinsa.com.



From left, Shri Deepak Goyal, CEO, Tirupathi Group of companies; Shri Pratap Chandra, Hon. Minister of State for Micro, Small and Medium Enterprises and Animal Husbandry, Government of India; Dr. Muhammed Majeed, Chairman and Managing Director, Sami-Sabinsa Group; Padmashri Dr. D. S. Rana, Chirman, Sir Gangaram Hospital, Delhi; Dr. Pushpa Vijayaraghavan, Director, Sathguru Management Consultants; Dr. Sudhir Kalhan, Chairman, Institute of Minimal Access, Metabolic and Bariatric Surgery, Sir Gangaram Hospital Delhi hold copies of the book Reductive Metabolites of Curcuminoids at its launch at the 5th ASSOCHAM National Symposium on Nutraceuticals, in New Delhi, India.

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