

## SABINSA CORPORATION RECEIVES GRAS STATUS FOR AWARD WINNING BRANDED INGREDIENT CURCUMIN C<sup>3</sup> COMPLEX<sup>®</sup>

*Patented "Bioprotectant" Antioxidant Composition from Turmeric Deemed Safe for use in foods and beverages*

**PISCATAWAY, N.J., August 4, 2009** – Sabinsa Corporation received Generally Recognized As Safe (GRAS) status for its branded and patented antioxidant ingredient Curcumin C<sup>3</sup> Complex<sup>®</sup> – *curcuma longa* (turmeric), after a comprehensive review of safety and toxicology data by an independent panel of scientists with international repute assembled by Soni & Associates, Inc.

Curcumin C<sup>3</sup> Complex<sup>®</sup> received the coveted Nutrition Business Journal Product Merit award at the Newport Summit this past July.

Self-affirmed GRAS status allows manufacturers additional freedom to add Curcumin C<sup>3</sup> Complex<sup>®</sup> in a variety of foods and beverages ranging from baked goods to milk products, fats & oils, jams & jellies, gelatins & puddings, soups, snacks, candy, frozen dairy, imitation dairy, non-alcoholic beverages and even seasonings & flavors.



“We are excited to introduce Curcumin C<sup>3</sup> Complex<sup>®</sup> to the expanding world market as a functional food ingredient. This branded turmeric root extract, popular in the dietary supplement industry as a clinically validated “bioprotectant” composition, is now available to manufacturers of food products as well” stated Shaheen Majeed, Sabinsa’s Marketing Director.

The self affirmed GRAS monograph suggests maximum use levels of Curcumin C<sup>3</sup> Complex<sup>®</sup> of up to 0.125% w/w in specific foods, with the 90<sup>th</sup> percentile all-user estimated intake of 1.755 g Curcumin C<sup>3</sup> Complex<sup>®</sup> per person per day, as the safe level.

A common spice used in South Asian cooking, turmeric and more appropriately, the component curcuminoids, have been preclinically and/or clinically validated for their beneficial role in maintaining health and wellness. At the molecular level, the curcuminoids have been shown to inhibit nuclear factor NF kappaB (NFκB) a transcription factor that triggers inflammatory mediators. NFκB is implicated in a variety of chronic disease conditions ranging from cardiovascular diseases to cancer. Curcuminoids offer antioxidant support, antiinflammatory support, support a healthy immune system, and potentially prevent connective tissue break down through inhibiting destructive enzymes, with benefits in healthy aging. The patented, well-characterized Curcumin C<sup>3</sup> Complex<sup>®</sup> is the turmeric ingredient selected by numerous scientists in the United States and internationally, as the most desirable material to facilitate cutting edge research on curcuminoids. For the latest updates, visit [www.curcuminc3complex.com](http://www.curcuminc3complex.com) or [www.curcuminoids.com](http://www.curcuminoids.com).

Sabinsa's mission is to provide alternative and complementary natural products for human nutrition and well-being. Over the past 20 years, Sabinsa has brought to market more than 100 standardized botanical extracts and privately funded several clinical studies in conjunction with prestigious institutions in support of these products. With more than 100 full time scientists conducting ongoing research in India and the United States, Sabinsa continues to develop and patent phytonutrients for the world market. All products intended for human consumption are certified Kosher, with many certified Halal. For more information, visit [www.sabinsa.com](http://www.sabinsa.com) & [www.sabinsacosmetics.com](http://www.sabinsacosmetics.com).

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