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**Bioactives American Introduces Curcuzen®
A Proprietary Natural Curcumin at SupplySide West 2016**

Highland Park, NJ (September 2016) — A leader in water-extracted botanical ingredients, Bioactives American Corporation is introducing a new proprietary natural curcumin ingredient Curcuzen® that has been prepared with top-to-bottom control and verified with the state-of-the-art 14 carbon dating method to ensure identity and purity.

With expanding evidence of curcumin's health benefits, the popularity of this ingredient is unparalleled. But the growing demand for curcumin has prompted increasing adulteration of raw material with synthetic curcuminoid ingredient that mimics the natural curcumin. The synthetic ingredient, made from petroleum-based toxic chemicals and residual impurities, has not been tested for safety or pharmacological activity. It is also difficult to identify with common HPLC testing, and it is now recommended that all raw material be verified with the 14 carbon test developed at the University of Georgia's Center for Applied Isotope Studies.

“Curcumin is becoming one of the most exciting botanical ingredients for use in functional foods, beverages and supplements,” said company co-founder and CEO Mohammed M. Rafi, Ph.D. “However, product manufacturers need to be wary of any raw material priced below market levels and establish trusted relationships with suppliers who have control of their material across the supply chain to ensure the identity and purity of their curcumin supply.”

Cucuzen contains 95% curcuminoids drawn from raw turmeric and is processed with no unnecessary additives or risky excipients. It is available in three forms: Curcuzen 95% (for capsules); Micronized Cucuzen 95% (for soft gels); and Granulated Curcuzen 95% (for tablets). Bioactives American also offers a full curcumin portfolio, including Granulated Curcumin 95%, Organic Curcumin 95% and the first Micronized Curcumin 95% on the market, offering superior bioavailability and absorption.

Bioactives American will be showcasing all of its water-soluble ingredients at Booth #171 at the SupplySide West trade show on Oct. 6-7. They include:

- *Garcinia cambogia* with 65% HCA, also called Malabar Tamarind, a plant native to India, Southeast Asia and Polynesia, known as an effective natural appetite suppressant.

- Green Coffee bean extract with 18% chlorogenic acid from pure, unroasted green coffee beans for healthy weight management.
- Salsulin™, a self-affirmed GRAS ingredient for healthy blood sugar metabolism.
- AMLAAC™, a self-affirmed GRAS ingredient for general health, made from the super fruit Amla and extracted with water.

Bioactives American's offers a full portfolio of highly specialized and standalone ingredients with superior nutritional value and bioavailability.

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Bioactives American Corporation is a science-based specialty ingredient company whose mission is to support the health and wellness industry, with a wide range of services including contract manufacturing and specialized ingredients with proven efficacy.