

# THE PROVEN IMMUNITY BOOSTER.



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Contains Curcumin(Haidra) Rhizome(Std. to 95%/25% Proanthocynadins) and Piperine Fruit. ● One capsule is equivalent to 20-30g of pure turmeric ● Consumption of this capsule does not create excess heat in the body\*.

In the traditional systems of medicine in India and China, turmeric has been used as an anti-inflammatory agent, for treatment of jaundice, menstrual complaints, hematuria, hemorrhage, and colic since time immemorial. However, in the western world serious research on turmeric began only during the early 1920s in Germany. Herbalists consider turmeric as one of the greatest gifts of Mother Nature because of its curative properties and many of the historic uses of turmeric have been scientifically validated with application in modern times. Numerous studies have been carried out with the powder and crude extracts of turmeric for their various biological activities.

## *P-Cure acts as ;*

**ANTI-INFLAMMATORY**

**ANTIOXIDANT**

**ANTI-CARCINOGENIC**

**ANTI-DIABETIC**

**HEPATOPROTECTIVE**

**ANTI-RHEUMATIC**

**ANTI-ARTHRITIC**

**CARDIO VASCULAR**

**ANTI-BACTERIAL**

**ANTI-FUNGAL**

**ANTI-VIRAL**

**ANTI-ASTHAMATIC**

**NEUROPROTECTIVE**

**GASTRO-INTESTINAL**

**WOUND HEALING**



**PRAKSONS**  
EXTRACTS INDIA PVT. LTD.



\* Conditions Apply

*A brief highlight of the effectiveness of this spice found against various health related issues through clinical studies are mentioned below :*

**Anti-inflammatory Property :**

Curcumin, the active and most potent component of turmeric, is able to decrease inflammation by interacting with many inflammatory processes. On clinical trial, it was found that oral administration of curcumin is as effective as cortisone or phenylbutazone in treating acute inflammation.

**Antioxidant Property :**

Turmeric possesses antioxidant property and this property has been implicated through its various pharmacological trials. A study revealed that curcuminoids act as antioxidants which are eight times stronger than Vitamin E. This property of turmeric is very effective in keeping a person in good health condition.

**Anti-carcinogenic Property :**

There has been substantial clinical research on anti-carcinogenic properties of turmeric against various forms of cancers including colorectal, prostate, oral, blood and breast cancers. Curcumin has been found to possess anti-cancer activities via its effect on a variety of biological pathways involved in mutagenesis, oncogene expression, cell cycle regulation, apoptosis, tumorigenesis and metastasis. Clinical trial on animals demonstrates inhibition at all the three stages of carcinogenesis initiation, promotion and progression. During initiation and promotion, curcumin modulates transcription factors controlling phase I and II detoxification of carcinogens: down-regulates pro inflammatory cytokines, free radical-activated transcription factors, arachidonic acid metabolism cyclooxygenase, lipoxygenase pathways and scavenges free radicals. In both in vitro and in vivo studies, it was found that turmeric and curcumin are also capable of suppressing the activities of several common mutagens and carcinogens in a variety of cell types.

**Anti-Diabetic Property :**

Recent research has provided scientific basis for the traditional use of turmeric in prevention and treatment of diabetes and its associated disorders. The result indicates that turmeric may have an effect on insulin secretion by pancreas. The active principles in the rhizome of turmeric plant viz: curcumin could favorably affect most of the leading aspects of diabetes, including insulin resistance, hyperglycemia, hyperlipidemia, and islet apoptosis and necrosis. Curcumin involved in the process of lower lipid peroxidation by maintaining the activities of antioxidant enzymes like superoxide dismutase, catalase, and glutathione peroxidase at higher levels prevents the deleterious complications of diabetes.

**Hepatoprotective Property :**

Turmeric is known to have a hepato (liver) protective characteristics similar to 'silymarin'. Studies have demonstrated turmeric's hepatoprotective properties from a variety of hepatotoxic injuries including carbon tetrachloride (CC) galactosamine and acetaminophen.

**Anti-rheumatic and Anti-arthritis Property :**

Curcumin, as an anti-inflammatory and antioxidant compound, possesses anti-rheumatic and anti-arthritis properties. Turmeric is useful in relieving the symptoms of osteoarthritis. A clinical trial revealed that when curcuminoids are administered orally in various formulations, significant improvements in arthritic symptoms, such as stiffness, walking pain and joint inflammation, were found. In a trial on comparison of efficacy between curcuminoids and positive controls (nonsteroidal anti-inflammatory drugs (NSAIDs)), the potency of NSAID treatment was not superior to (not significantly different than) that of the curcuminoid preparations, which depicts the tremendous potentiality of curcumin as anti-rheumatic and anti-arthritis.

### **Cardiovascular Protective Property :**

Pharmacological trial on cardiovascular protective properties of turmeric revealed its efficacy on lowering the cholesterol and triglyceride levels, decreasing susceptibility of Low-Density Lipoprotein (LDL) to lipid peroxidation and inhibiting platelet aggregation. Turmeric extract's effect on cholesterol levels may be due to decreased cholesterol uptake in the intestines and increased conversion of cholesterol to bile acids in the liver. The antioxidants in turmeric also prevent damage to arteries by lowering cholesterol, thereby helping to protect against atherosclerosis.

### **Antibacterial Property :**

Bacterial infections are infectious diseases. Clinical studies have revealed that turmeric rhizomes have antibacterial effects. Inhibitory property is due to the curcuminoid and oil. Turmeric suppresses the growth of several bacteria like *Staphylococcus aureus* (causing both community and hospital acquired infections and most important causative agent of bloodstream bacterial infections worldwide), *Streptococcus pneumoniae* (causing pneumonia and meningitis and also causes sepsis. among children), *Klebsiella pneumoniae* (causes wounds or surgical site infections, pneumonia and meningitis). *Pseudomonas aeruginosa* (causes infections of urinary tract, respiratory system, bone and joints as well as dermatitis) and *Escherichia coli* (causes urinary tract infection and cholecystitis). It also acts against *Helicobacter pylori*, which nowadays emerge as drug resistant and possesses ability to establish infections in the human stomach and persist there for several years causing peptic ulcer disease, gastritis and gastric cancer. Researchers revealed that more than half the people worldwide are carrying *H. pylori*; and curcumin is found to be highly effective in complete eradication of *H. pylori* in mice and it also restores *H. pylori* induced gastric damage. Curcumin also exhibited a synergistic effect in combination with some antibiotics, including ampicillin, oxacillin, norfloxacin and ciprofloxacin against Methicillin Resistant *S. aureus* strain (MRSA).

### **Anti-fungal Property :**

Millions of fungal species can be found worldwide, but only a few are human pathogens. A clinical trial revealed that curcumin has been shown to block the adhesion of *Candida* spp. (adhere to epithelial cell mostly on skin, mucosa of the gastrointestinal tract and mouth. It causes Candidiasis and can become invasive leading to systemic infections of the blood and candidemia) to buccal epithelial cells and thus suppresses its growth. In clinical trial, it was found that curcumin alone or with fluconazole significantly reduce pulmonary damage and fungal burden of *Cryptococcus gatti*.

### **Antiviral Property :**

Several studies have reported that turmeric exhibits antiviral properties. A clinical study on use of curcumin against HIV, commonly known as AIDS, revealed that it acts in several ways against HIV, which include inhibition of HIV-1 and HIV-2 proteases, directly targeting the viral protein, inhibition of Tat protein acetylation, and inhibition of HIV-1 Integrase. Curcumin showed anti-influenza activity against influenza viruses PR8, H1N1, and H6N1. In H1N1 and H6N1 sub types, the inhibition of haemagglutinin interaction reflected the direct effect of curcumin on infectivity of viral particles. In case of arbovirus viz., Dengue Virus (DENV) and Japanese Encephalitis Virus (JEV), in addition to inhibiting virus entry. curcumin treatment of cells already infected with DENV or JEV resulted in the reduction of intracellular accumulation of viral proteins and reduction of viral. particle production. It also exhibited conspicuous inhibition potential for the main protease of COVID-19 at a level comparable to ritonavir medication.

### **Anti-asthmatic Property :**

Asthma is a chronic inflammatory disease identified by a reversible airflow obstruction and bronchospasm with variable intensity. Curcumin has been widely used in ancient Indian medicine for allergy and asthma treatment. Presently, several studies have found that curcumin has a powerful activity both in vitro and in vivo against asthma by enhancing upregulation of the epithelial barrier function and without cytotoxicity. It is proved to treat lower respiratory tract diseases in young children and infants.

### Neuroprotective Property :

Neurological disorders are the disorders of central and peripheral nervous system. It produces epilepsy, Alzheimer' disease, Parkinson's disease, depression, and traumatic disorders of the nervous system. Several studies conducted on neuroprotective properties of turmeric and the ability of turmeric to prevent the development of neurodegenerative diseases such as Alzheimer's and Parkinson's are specifically due to its anti-inflammatory and antioxidant properties. The development of Alzheimer's is mainly attributed to environmental factors, in particular: diet, smoking, cardiovascular diseases, type 2 diabetes, and serious cranio-cerebral injuries. Depression is another neurological disorder mostly faced by people in this fast moving and competitive world. Clinical studies showed that treatment with curcumin altered the biomarkers of depression and improved the mood of the patients.

**Gastrointestinal Disorders :** Turmeric is used for treating upset stomach, abdominal cramps, and flatulence. In clinical study, it was found that extracts of turmeric reduced secretion of acid from the stomach and protected against injuries such as inflammation along the stomach or intestinal walls. and ulcers caused from certain medications, stress, or alcohol. In another study to assess the effects of turmeric extract on irritable bowel syndrome (IBS) in healthy adults, it was found that the IBS prevalence decreased remarkably

### Protection from Eye Disorders :

Age-related cataractogenesis is a significant health problem worldwide, Oxidative stress has been suggested to be the common underlying mechanism of cataractogenesis. The superoxidase dismutase and catalase enzyme activities of curcumin seems to prevent oxidative damage and found to delay the development of cataract. These studies suggest that curcumin may be an effective protective agent against cataractogenesis induced by Light Perception Only (LPO).

### Wound Healing Property :

Tissue repair and wound healing are complex processes that involve inflammation, granulation, and remodeling of the tissue. Clinical trials exhibit that curcumin significantly accelerated healing of wounds. Biopsies of the wound showed re-epithelialization of the epidermis and increased migration of various cells including myofibroblasts, fibroblasts, and macrophages in the wound bed. Multiple areas within the dermis showed extensive neovascularization and Masson's trichrome staining showed greater collagen deposition in curcumin-treated wounds.

### Sources :

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