HydroCurc®

POWERED BY LIPISPERSE® TECHNOLOGY

• FASTER ONSET ACTION • INCREASED ABSORPTION
• INCREASED EFFICACY

The world's most **bioavailable curcumin** in a single dose

HydroCurc® solves the bioavailability and functional challenges of curcumin by using LipiSperse®, Pharmako's patented, award winning dispersion technology developed and made in Australia.

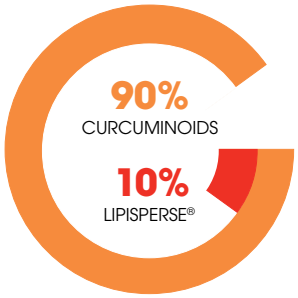
Absorb the highest dose of curcuminoids per ml of blood plasma, with 18 times less powder than the next best bioavailable curcumin.

CURCUMINOIDS IN BLOOD PLASMA

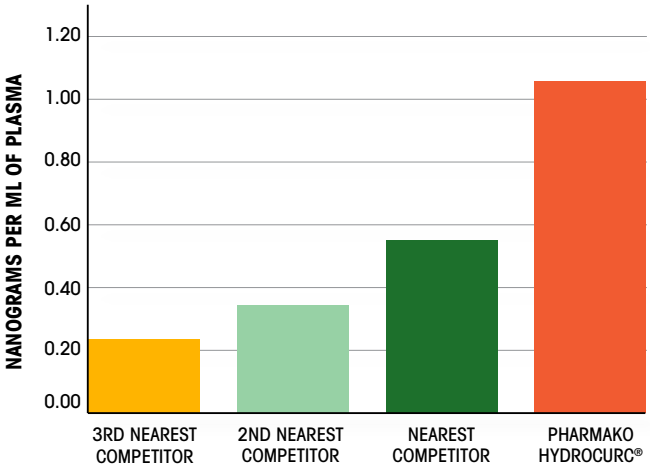
HydroCurc® is supported by a human pharmacokinetic study showing **807 ng/ml** curcuminoids in blood plasma – an accurate way to measure and compare absorption. The next best only achieves 200ng-250ng/ml.

HIGHER DOSE OF CURCUMIN WITH LESS POWDER

HydroCurc® contains 90% curcuminoids and only 10% excipients. Other bioavailable curcumin products use up to 80% excipients, which means when using HydroCurc® in your formulation you will use a lower input of powder per dose!

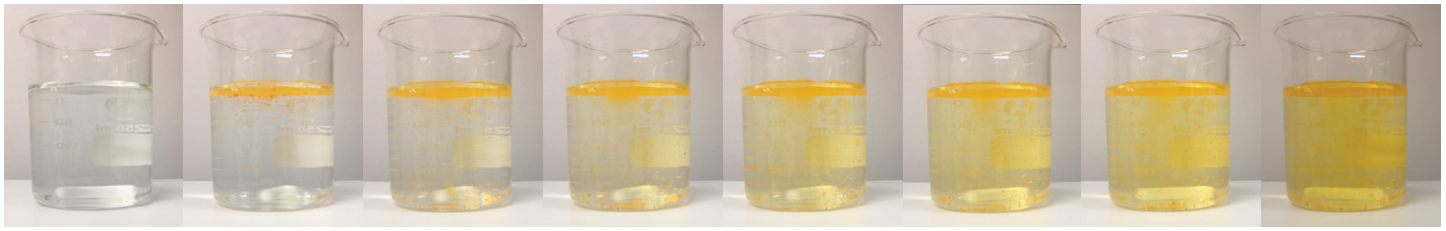


Comparison of curcuminoid ingestion



Plasma levels per mg of curcuminoids ingested.
(based on published Cmax)(ng/ml)*. *Cmax is the maximum (or peak) serum concentration that a drug achieves in a specified compartment or test area of the body after the drug has been administered and before the administration of a second dose.

Time lapse photography of HydroCurc®'s dispersion in water.



0s 20s 49s 72s 97s 120s 141s 160s

HydroCurc® will make your product stand out in one of the fastest growing categories of 2021 (Global curcumin market is expected to reach USD 114.34 million by 2025, a 9+% growth rate) by using the most internationally awarded curcumin in the world!

HydroCurc® gives your formulations

- Boosted bioavailability
- Increased absorption
- Improved functionality
- Faster onset action
- Improved consumer compliance
- Increased efficacy

HydroCurc® is powered by LipiSperse® dispersion technology which allows it to freely disperse in water, opening new product formats. You can now create:

- Powdered drinks
- Effervescent tablets
- Direct in mouth powder sachets
- Drinks / liquids / shots
- Functional foods
- Gels

Multi-award winning, supported by pharmacokinetic and clinical studies published in high impact journals, with a raft of continuing clinical studies under way.

1. **PK Study: Increased bioavailability of curcumin using a novel dispersion technology system (LipiSperse®).** Eur J Nutr. 2019 Aug;58(5): 2087-2097: Briskey D., Sax A., Mallard AR., Rao A. https://doi.org/10.1007/s00394-018-1766-2
2. **DOMS Study: Curcumin improves delayed onset muscle soreness and post exercise lactate** Accumulation, Journal of Dietary Supplements (2020): Alistair R. Mallard, David Briskey, Andrew Richards, BExSSc and Amanda Rao. https://doi.org/10.1080/19390211.2020.1796885
3. **BDNF Study: Co-Administration of Iron and a Bioavailable Curcumin Supplement Increases Serum BDNF Levels in Healthy Adults.** Antioxidants 2020, 9(8), 645: Tiekou Lorinczova, H., Fitzsimons, O., Mursaleen, L., Renshaw, D., Begum, G., Zariwala, M.G. https://doi.org/10.3390/antiox9080645

AWARDS

WINNER NUTRA INGREDIENTS® AWARDS 2018

ASIA

HydroCurc®
Botanical Product of the Year

MOST INNOVATIVE IDEA WINNER - PHARMAKO
EUROPEAN SPECIALIST SPORTS NUTRITION AWARDS 2019

LipiSperse®
Most Innovative Idea

WINNER NUTRA INGREDIENTS® AWARDS 2019

ASIA

LipiSperse®
Research Project of the Year

EUROPE

LipiSperse®
Innovation of the Year

EUROPEAN SPECIALIST SPORTS NUTRITION AWARDS | 2020 BEST SPORTS NUTRITION INGREDIENT

HydroCurc®
Best Sports Nutrition Ingredient

WINNER NUTRA INGREDIENTS® AWARDS 2020

ASIA

HydroCurc®
Ingredient of the Year for Cognitive Function



AUSTRALIA
Quality Raw Material Supplier of the Year 2018



AUSTRALIA
Quality Raw Material Supplier of the Year 2021

Applying HydroCurc® and LipiSperse® trademarks on your product pack tells your customers you are offering a product of quality, proven efficacy, clinical validation and innovation.

FOR FURTHER INFORMATION ABOUT HYDROCURC®
OR TO DISCUSS HOW HYDROCURC® CAN BENEFIT YOU, CONTACT:

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PK055/HC/SS/A4/0421