



# Why CuraMed?



# Turmeric or Curcumin?



**Turmeric Plants in India**



**Fresh Turmeric Rhizome**



**Curcumin Powder**

**Only 2 to 5% of turmeric is curcumin.  
Turmeric is the healthy food, but  
curcumin is the natural medicine.**

# CuraMed ENHANCED ABSORPTION Curcumin

- MORE than curcumin. Only patented delivery system with turmeric essential oils and ar-turmerone
- 50+ patents world-wide
- Now with 90 published studies including 41 human clinical trials
- Free of harmful solvents
- Sustainably produced and ethically acquired
- **500 mg of full spectrum curcumin in the 750 mg softgel:** (curcumin, demethoxycurcumin, bisdemethoxycurcumin) with superior absorption versus standard curcumin







# ***Terry Naturally Curcumin***

- Grown without pesticides or chemicals
- Most of the work is done by hand
- Purchased from a Cooperative Society to ensure fair prices for local farmers
- Tested for curcumin content, heavy metals, and pathogens
- All turmeric processing powered by the sun!



# Proven Quality



- **No toxic (class 1 and class 2) solvents are used**
  - Our curcumin is extracted with food grade, class 3 solvents – derivatives of acetic acid (vinegar) and alcohol
- **Extensively tested no matter the source**
  - All Terry Naturally products go through extensive testing proving they meet label claim and all requirements for purity, potency, and identity

## Natural or Synthetic?

**Study Published February 2022:** Researchers purchased 14 randomly selected “natural” turmeric products from US stores; when tested, **10 of the products (70% of the sample size) contained synthetic curcumin**, only four of the products were genuine!

# Why not piperine?

- Beware black pepper pretending to be piperine: only 2 to 10% of pepper is piperine
- Piperine proven to boost absorption *but*
  - Many prescription drug interactions (seizure, heart, asthma, BP meds, cancer treatment, etc.)
  - Interacts with other herbs (diminishes rhodiola activity)
  - Enhances dietary toxin absorption
  - Negative implications for leaky gut
  - In an animal study at very high doses, piperine interfered with curcumin's antidiabetic activity

**...caution should be taken in [piperine] consumption during drug treatment...**

Toxicol Appl Pharmacol. 2013;272(1):96-107.



**Oleoresin containing curcuminoids and essential oil extracted from the turmeric rhizome**

## **Curcuminoids and Essential Oil Separated**

**Water removed** from curcuminoids to reduce volume

Essential Oil purified through **steam distillation**

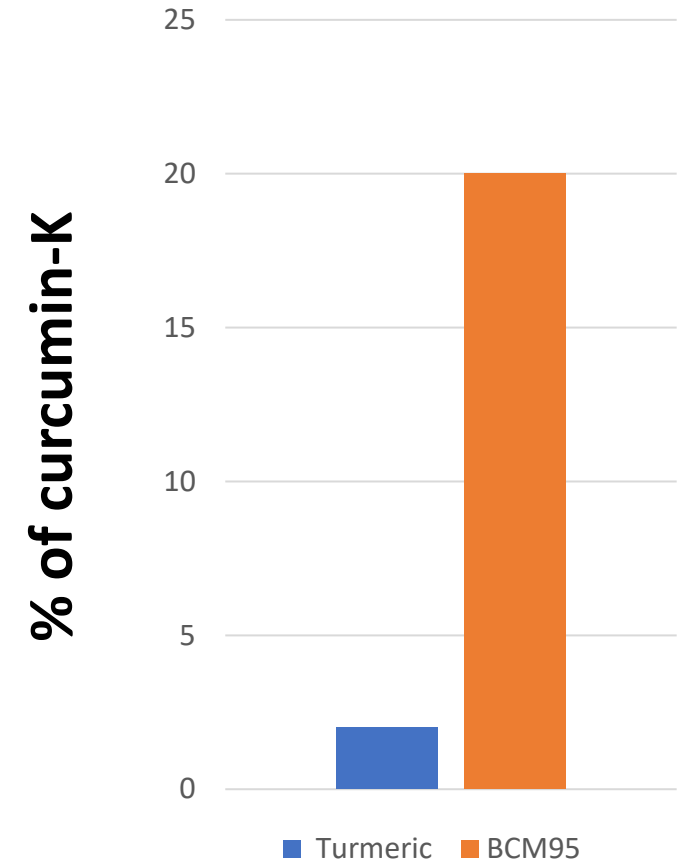
## **Curcuminoids and Essential oil Blended**

**A free-flowing curcumin powder is formed – the oil does not leach out**



# Result: Higher ratio of Curcumin-K

- **NEW** research into how curcumin works from a molecular perspective
- Curcumin exists in two isomers (forms) – curcumin-K and curcumin-E
- Both are beneficial, but the primary antioxidant activity of curcumin comes from the **K form**
- Blending curcumin extract and turmeric essential oil increases the amount of curcumin-K up to 10 times higher versus turmeric





# **Result: Whole Body Curcumin Saturation**

**Increased blood levels of curcumin (up to 7x higher versus standard curcumin)**

**Documented in 2006**

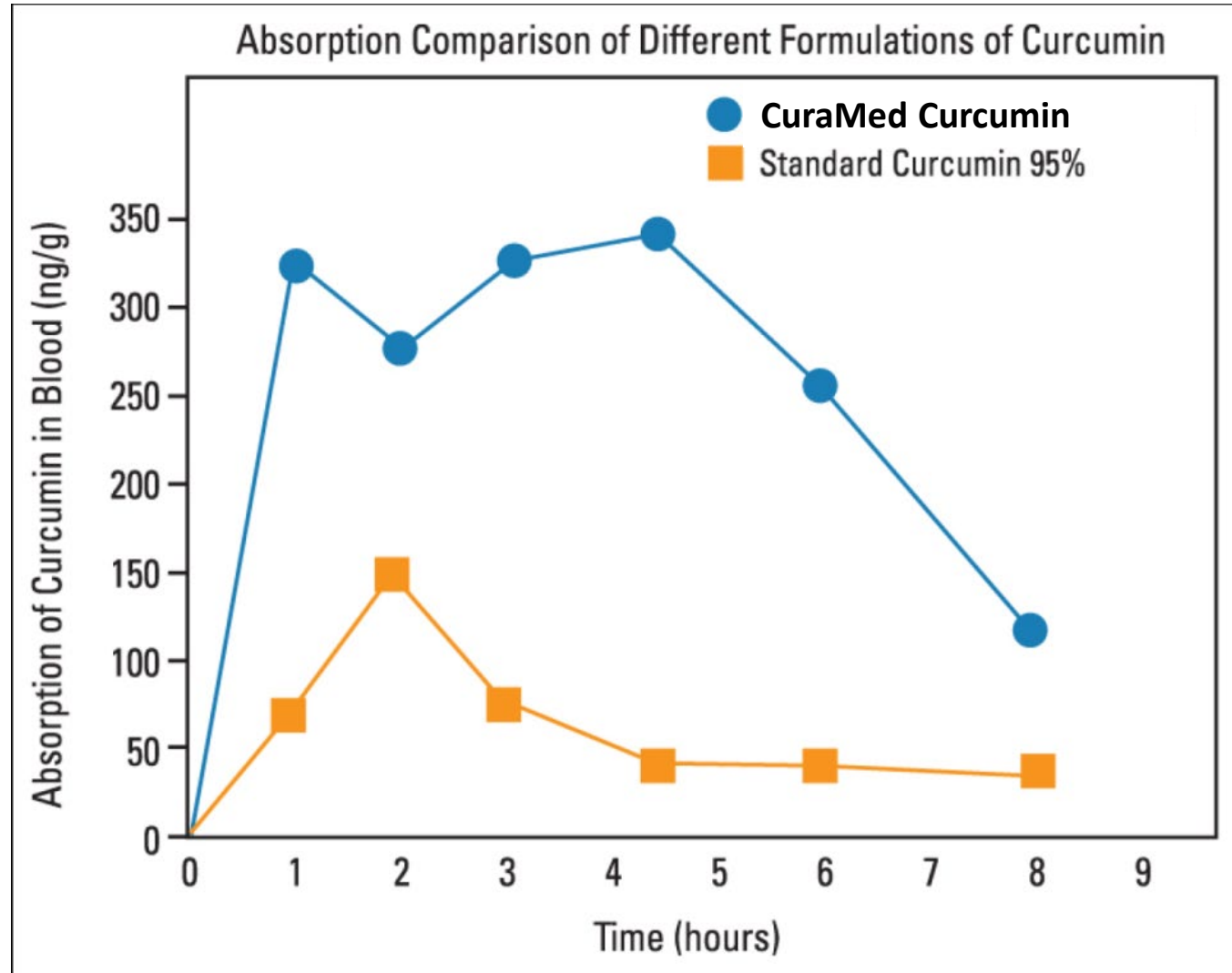
**Crosses the blood/brain barrier (up to 14x higher versus standard curcumin)**

**Documented in 2021**

**Increased lymph levels of curcumin – peak absorption up to 10 times higher over standard curcumin**

**Documented in 2025**

# Significantly Increased Curcumin Absorption



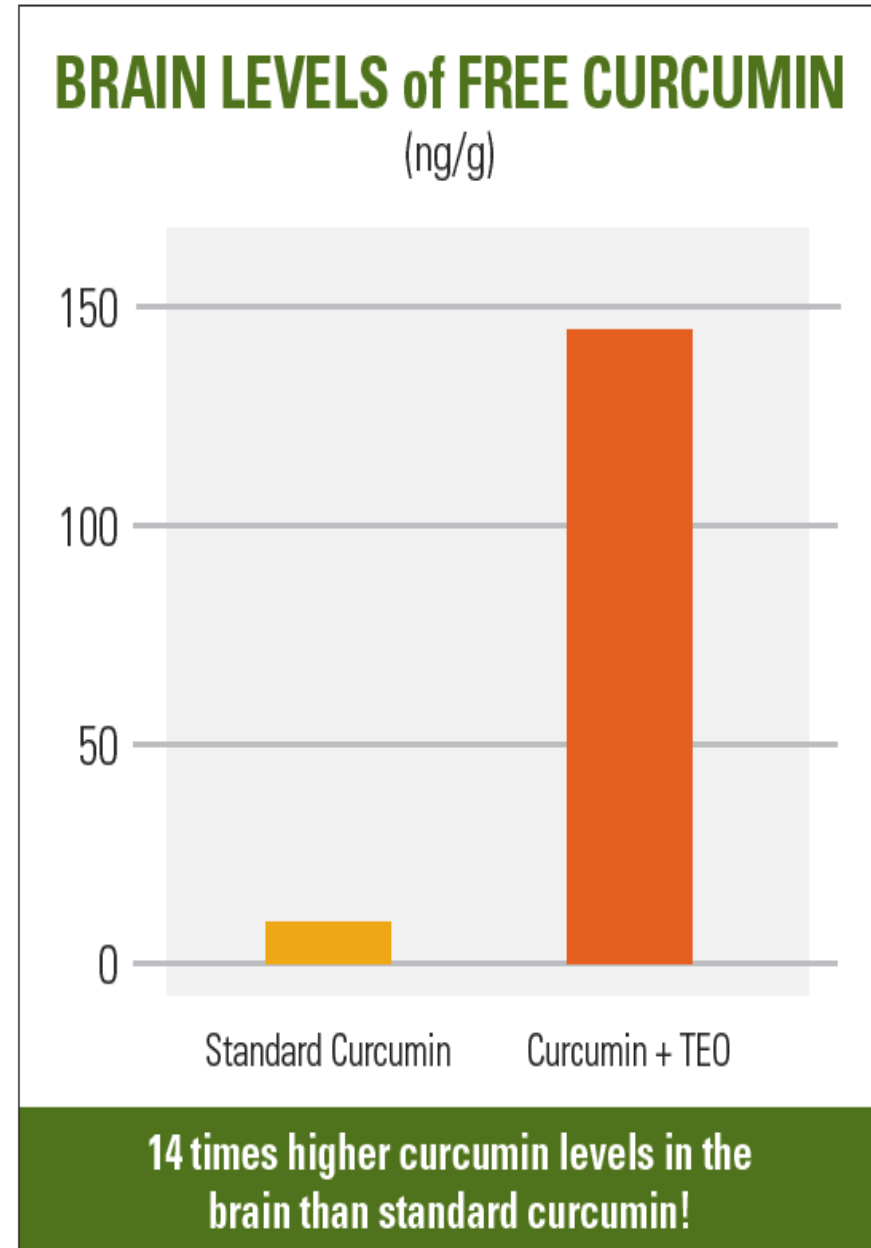
**700% Better  
Than Standard  
Curcumin**

**Rapid  
Absorption!**

**Detectable in  
the Bloodstream  
for a Minimum  
8 Hours**

# Crosses the Blood-Brain Barrier

Significantly increased levels of free curcumin in the brain versus standard curcumin extract



# Did You Know?

- Terry Naturally is the **#1 brand** in our category (SPINs data)
  - CuraMed 750, 120 count is the **#1 selling** CuraMed product by \$ AND by units
- **High repurchase rate of 77%** - nearly 8 out of 10 consumers buy again, well above the standard product repurchase rate of 29%
  - As of 11/24 SPINS data: Individual store average annual sales are over \$100,000/year; the leading turmeric product average annual store sale rate is \$29K
- **Value:**
  - 500 mg of curcuminoids **plus** boosted absorption in every 750 mg softgel
  - Curcumin benefits every body system – hundreds of applications
- **Results**
  - 90 published studies
- **Money-back Guarantee**
  - Note: the overall Terry Naturally product return rate is not even 1% (about ¼ of a percent!)





**NO COMPARISON TO TURMERIC!**

# CuraMed Family

## Softgels



**Best-Sellers**

## Capsule



**Vegan**

## Chewable & Syrup (vegan)



**Alternate delivery (pill fatigue!);  
Great for kids**

# For You: Why CuraMed

(brochure C147; 8.5x11)

Everything you need to know about CuraMed's product features in one quick-reference brochure!

**why CuraMed®...**

Curcumin has been a top-selling botanical for the last 15 years, which is undoubtedly due to increasing recognition of its astounding benefits for health. And I'm proud to say that for over a decade, Terry Naturally's CuraMed curcumin formulas have been ranked among the best-sellers in their product category (according to SPINS sales data). With more than 20 health benefits, our premium curcumin products are delivering results people can count on!

However, in an attempt to cash in on curcumin sales, products of questionable quality, low curcuminoid content, and little to no scientific validation have flooded the market. As outlined in this brochure, we looked at competing products and found many fell short in curcuminoid content and scientific evidence, including products with high price tags. (Some cost four times the amount of a CuraMed 750 mg softgel!)

With CuraMed, you can confidently offer your customers a high-quality product they can trust, supported by a money-back guarantee. Whether they're looking for a chewable option (did you know one CuraMed chewable tablet contains the curcuminoid equivalent of four leading curcumin gummies!), prefer vegan or kosher products, or simply want the highest quality curcumin for their investment, CuraMed has a formula to meet every need.

My wish is for you to leave inferior, low-curcuminoid-content products off your shelves and make CuraMed formulas your brand of choice.

I encourage you to contact your sales representative today—they are eager to share exciting new promotional savings and discuss how to feature CuraMed formulas in your store. We also have award-winning educational materials to help you better help your customers!

In Good Health,  
Terry Lemerond  
Founder and President



**Top-selling botanical—past 15 years**

**Proven 8 hrs minimum in the bloodstream**

**90 published studies and counting**

**More than 20 health benefits\* for around \$1 a day\***

**Terry Naturally.**

(Based on 2019 sales data for CuraMed. For more information, please contact your sales representative.)

**Proven the most clinically studied, enhanced absorption curcumin in the world**

With over 90 published studies to date, the curcumin in CuraMed® has been utilized in groundbreaking scientific research, and reflects our ongoing commitment to unique, effective, scientifically proven ingredients.

**90 PUBLISHED STUDIES**

**0 BRAND A** leading response

**0 BRAND B** leading response

**0 BRAND C** leading response

**CuraMed**  
Over 90 published studies, including 42 human clinical trials

**Turmeric/Curcumin market continues to grow**

Nearly 20 years ago, Terry Lemerond brought CuraMed to the US market. Since then, the curcumin/turmeric market continues to break ground and lead in consumer sales. According to the latest 2023 HerbalGram report, turmeric/curcumin still ranks the #1 selling herbal botanical in the natural channel.

**Our products win, because they work!**

**over 20 awards**

CuraMed has won over 20 awards, including Favorite Healthy Aging Product of 2024.



# For Your Customer

(brochure CC31; 4x8)

Product highlights plus testimonials

**CuraMed®**  
Features the Most Clinically Studied, Enhanced Absorption Curcumin in the World

**Terry Naturally.**

**Clinically Studied BCM-95® Curcumin with Turmerones**

**CuraMed®**  
Superior Absorption Curcumin

**750 mg**  
Curcumin Complex

**Up to 500 Times Stronger than Turmeric\***

**Healthy Inflammation Response\*\***

**60 SOFTGELS**  
DIETARY SUPPLEMENT

**Over 90 groundbreaking, scientific studies**  
**Up to 500 times stronger than turmeric\***

**Terry Naturally.**

\*Based on enhanced absorption CuraMed curcumin versus equivalent weight capsule of unstandardized turmeric containing 2% curcumin. \*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Free  
Today!

NEW LOOK,  
SAME FORMULA

Clinically Studied  
BCM-95® Curcumin  
with Turmerones

**CuraMed®**  
Superior  
Absorption  
Curcumin

**750 mg**  
Curcumin  
Complex

Up to **500 Times**  
Stronger than Turmeric\*

Healthy Inflammation Response\*\*

**120 SOFTGELS**  
DIETARY SUPPLEMENT

NEW LOOK,  
SAME FORMULA

Clinically Studied  
BCM-95® Curcumin  
with Turmerones

**CuraMed®**  
Superior  
Absorption  
Curcumin

**375 mg**  
Curcumin  
Complex

Up to **500 Times**  
Stronger than Turmeric\*

Healthy Inflammation Response\*\*

**60 SOFTGELS**  
2 Month Supply  
DIETARY SUPPLEMENT

NEW LOOK,  
SAME FORMULA

Clinically Studied  
BCM-95® Curcumin  
with Turmerones

**CuraMed®**  
Superior  
Absorption  
Curcumin

**100 mg**  
Curcumin  
Complex

Up to **500 Times**  
Stronger than Turmeric\*

Healthy Inflammation Response\*\*

**60 CHEWABLE TABLETS**  
2 Month Supply  
DIETARY SUPPLEMENT | VEGAN

NEW LOOK,  
SAME FORMULA

Clinically Studied  
BCM-95® Curcumin  
with Turmerones

**CuraMed®**  
Superior  
Absorption  
Curcumin

**250 mg**  
Curcumin  
Complex

Up to **500 Times**  
Stronger than Turmeric\*

Healthy Inflammation Response\*\*

**8 FL OZ (240 ml) SYRUP**  
DIETARY SUPPLEMENT | VEGAN



Roll call  
&  
questions