



# ThorneVet CurcuVET®

## Curcumin phytosome

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**CurcuVET helps maintain a healthy balance of inflammatory chemicals (called cytokines) in the tissues and bloodstream. Therefore, it has a broad range of effects. In addition to promoting healthy joints and muscles, CurcuVET can provide benefit for other organs, including the GI tract, liver, kidneys, and eyes.**

### **An exclusive formula**

ThorneVet has teamed up with Indena S.p.A., the global expert in botanical extract technology, to bring veterinarians an exciting curcumin phytosome called CurcuVET. CurcuVET provides significantly more bioavailability than other curcumin extracts or compounds currently available. CurcuVET is manufactured to the high quality standards you've learned to expect from ThorneVet and Indena.

Numerous studies in dogs, horses, sheep, rodents, and humans demonstrate CurcuVET's potential for maintaining normal inflammatory processes throughout the body. CurcuVET is the most clinically studied curcumin on the market.

### **Key Nutritional Support Features**

- | Supports gastrointestinal health by maintaining healthy intestinal mucosa
- | Provides relief from joint and muscle soreness and overuse
- | Provides hepatic support by increasing the flow and solubility of bile
- | Supports eye health by maintaining the eye's normal inflammatory response

# The Science behind CurcuVET®

## Joint and muscle support

Studies demonstrate **CurcuVET** supports a healthy inflammatory response in small animals. A European study analyzed the bioactivity of **CurcuVET** compared to non-steroidal anti-inflammatory drugs and found their bioactivity was similar. The study's sponsors, who were studying canine arthritis, found **CurcuVET** was effective in down-regulating the pro-inflammatory substances. A similar equine study on the effect of **CurcuVET** on cytokine gene expression found significant down-regulation of pro-inflammatory substances in mares and in foals. Enhanced joint health was reflected in improvements in both clinical and biochemical end points.

## Hepatic support

Several studies have illustrated curcumin's hepatoprotective effects, leading researchers to suggest its use can protect the liver from exogenous insults from environmental toxins. Curcumin also has the capacity to increase both the flow and solubility of bile. Curcumin's hepatoprotective effects are due in part to direct free radical scavenging; but curcumin also enhances the body's natural antioxidant system, which increases glutathione levels, thereby aiding in hepatic detoxification and inhibiting nitrosamine formation. In a 2007 absorption study, liver levels of curcumin were significantly higher after dosing with the curcumin-phospholipid complex found in **CurcuVET** compared to conventional curcumin extracts.

## Gastrointestinal support

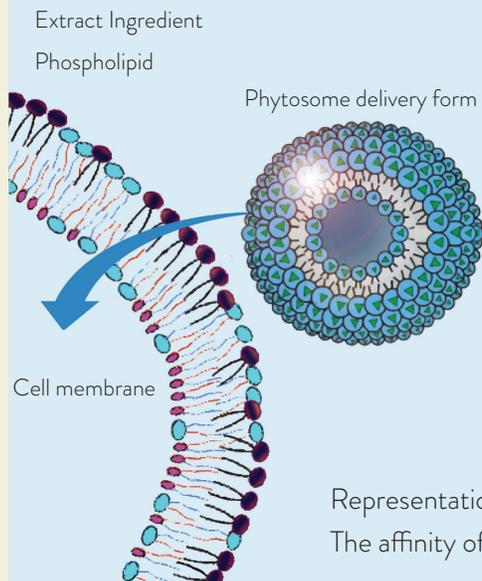
Curcumin has demonstrated its potential to help maintain the body's normal inflammatory response. For example, in numerous animal studies, curcumin has shown the ability to help maintain healthy intestinal mucosa under various adverse conditions. Among the effects noted in the various trials have been decreased nitric oxide and free radicals in the colonic mucosa. In two human studies, patients who had poor gastrointestinal health demonstrated that the administration of curcumin improved overall well-being, maintained the levels of biomarkers generally associated with the body's normal inflammatory response, and served as a non-drug adjunct that did not disrupt the use of conventional medications. In addition, in a study of Indena's curcumin-phospholipid complex in humans for joint health, patients experienced a decrease in gastrointestinal complaints.

## Supports ocular health

In a clinical study of 106 patients with a long-term condition adversely affecting ocular health, **CurcuVET** resulted in alleviation of signs and symptoms of eye discomfort in 80 percent of participants. It was well tolerated, improved overall quality of life, and helped maintain the eye's normal inflammatory response.



# What is phytosome technology and how does it improve absorption?



Phytosomes are created by a patented process that binds a botanical extract to a phospholipid. Phospholipids are a principal element of cell membranes. As a result, this unique phytosome complex easily crosses the gut barrier, unlike common botanical extracts, and results in significantly higher blood levels than standardized curcumin extracts.

Representation of a phytosome approaching a cell membrane.

The affinity of the two structures shuttles the active ingredient into the cell membrane.

## Phytosome technology provides

- marked enhancement of bioavailability
- significantly greater clinical benefits
- assured delivery to the tissues
- no compromise of nutrient safety

## Superior Absorption Supported by Research

A 2007 study in rodents and published in the journal *Cancer Chemotherapy and Pharmacology* demonstrated **CurcuVET's** superior bioavailability, compared to ordinary curcumin. Liver levels of curcumin were also higher with **CurcuVET** supplementation.

In a 2011 randomized, single-blind, crossover study in nine humans, total curcuminoid bioavailability, as evaluated by the plasma area under the curve (AUC), was about 29-fold higher for Meriva® (**CurcuVET**) than for the conventional turmeric extract.

# Unique & patented curcumin extract



## CurcuVET-SA150

For use in dogs and cats

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Dogs: 1 scoop per 25 pounds  
body weight daily.



Cats: 1/2 scoop daily

V939-P / 90 Scoops



GLUTEN FREE

## PRODUCT FACTS

### Active Ingredients per 1-cc Scoop:

Curcumin Phytosome (*Curcuma longa* extract (root) /

Phospholipid complex from Sunflower) (CurcuVET®)

150 mg

### Inactive ingredients:

flaxseed, silicon dioxide.

†CurcuVET® is a registered trademark of Indena S.p.A.



## CurcuVET®

Curcumin complexed with phospholipids for optimal bioavailability

**CurcuVET** is a unique, patented curcumin product available exclusively from ThorneVET. For centuries, people throughout Asia have benefited from the healthful effects of curcumin. Curcumin is the orange pigment in turmeric (the primary ingredient in curry) and is an antioxidant that offers numerous health benefits including joint health, hepatic support, gastrointestinal health, and cardiovascular function – by helping to maintain the animal's cytokine balance.

**CurcuVET** is a unique curcumin extract that is significantly better absorbed than other curcumin extracts. Whether taken as a supplement or from food, curcumin is generally poorly absorbed into the bloodstream. Scientists at Indena S.p.A., the worldwide experts in botanical extract technology, have uncovered the key to curcumin absorption – phytosome technology. Phytosomes are plant extracts bound to phospholipids – essential components of cell membranes. When taken orally, phospholipids are very well absorbed. By attaching a curcumin molecule to a phospholipid molecule, the phospholipid ushers the curcumin across the cell membrane for optimal absorption.

# THORNEVET

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