

SABINSA NEWS RELEASE

Sabinsa Secures EFSA Novel Food Approval for C3-Reduct[®], the Reduced Metabolites of Curcuminoids

East Windsor, NJ (February 17, 2022) – Sabinsa, the pioneer of ingredients conceived by modern science drawn from traditional Ayurvedic knowledge, has obtained Novel Food approval from the European Food Safety Authority (EFSA) for the company's patented Curcumin C3 Reduct[®], which contains the curcuminoid metabolites Tetrahydrocurcuminoids (THCs). This may well be the first time a metabolite of a nutrient has been approved as a Novel Food. Once a novel food is authorized and added to the list, it may be sold throughout the EU.

C3 Reduct overcomes the bioavailability limitation of the parent curcuminoids in the most functional way. Curcuminoids exert their effects through gastrointestinal as well as systemic routes. The extensive metabolism of curcuminoids has resulted in the rapid proliferation of many commercial curcuminoid products in the market, often with unsubstantiated or hyperbolic claims of enhanced bioavailability. It has been generally believed that limited systemic bioavailability of curcuminoids might limit the realization of the full potential of curcumin. The knowledge that curcuminoids metabolize readily, especially to the reduced forms -THCs - which confer essentially the same benefits of the parent curcuminoids, propelled Sabinsa to explore these reductive metabolites in greater depth.

Many studies support that THCs confer numerous health benefits. Research has shown that C3 Reduct[®] is a remarkable anti-oxidant, superior even to curcumin itself in this respect. The beneficial impact of THCs on colonic health also has received strong scientific report. THCs are also an excellent anti-inflammatory agent.

"Gut resident bacteria also metabolize curcumin to THC, thus explaining many of the benefits that are ascribable to curcuminoids," said Dr. Muhammed Majeed, Founder and Chairman of Sami-Sabinsa Group. "The benefits are comprehensively described in a recent monograph Sabinsa has published. Incidentally C3 Reduct[®] is a fitting solution to the perceived limited systemic bioavailability of curcumin. I commend our technical and commercial teams that worked hard to reach this milestone."

About Sabinsa

Sabinsa, founded in 1988, is a manufacturer and supplier of herbal extracts, cosmeceuticals, probiotics, minerals, and specialty fine chemicals. The company markets over 100 standardized botanical extracts and employs more than 1000 people worldwide in 12 manufacturing, R&D, sales, and distribution facilities. Process development and product innovation form the focus of the ongoing R&D efforts in the company's research facilities, located in India and the U.S. Products, many of which are both Kosher and Halal, are extensively researched, patented, and supported by hundreds of published clinical studies. Sabinsa's botanical cultivation program totals nearly 40,000 acres to ensure sustainable, fair-trade materials are used in these ingredients. For more information, visit sabinsa.com.

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