

## Greenspace Herbs Launches Curcumin QA, Claims Breakthrough in Turmeric Absorption

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Bengaluru-based Greenspace Herbs has announced the launch of Curcumin QA, a new turmeric-derived supplement it describes as India's first "quantum-enhanced" curcumin formulation, aimed at addressing long-standing bioavailability challenges in the category.

Curcumin, the active compound found in turmeric, has been widely studied for its anti-inflammatory and antioxidant properties. However, conventional curcumin supplements are known to suffer from extremely low absorption rates, with estimates suggesting bioavailability can be as low as 1 per cent, limiting their effectiveness in the body.

The issue of poor absorption has been a major hurdle for the nutraceutical industry, often resulting in inconsistent outcomes for consumers despite strong scientific backing for curcumin's benefits. Greenspace Herbs' newly introduced Curcumin QA aims to address this gap by focusing on how the compound is delivered and utilised within the body.

According to the company, the product is built on its proprietary "Quantum Ayurveda" platform, which combines elements of artificial intelligence and advanced molecular engineering concepts to enhance the performance of herbal actives.

At the heart of the formulation is a technology called EASI (Energised Active Supplement Ingredients), which the company says uses processes such as resonance loading and lattice locking to improve the biological uptake of curcumin. This approach is intended to deliver therapeutic benefits at lower doses, while enabling faster onset and improved gastrointestinal tolerability.

While such claims represent a novel direction in supplement formulation, independent clinical validation and regulatory scrutiny will likely play a key role in determining broader acceptance within the scientific and medical communities.

Shafiulla Hirehal Nuruddin, Founder and Director of Greenspace Herbs, stated that the innovation is the result of over three years of research and development.

He noted that despite curcumin being one of the most extensively researched plant compounds, consumer outcomes have often fallen short due to delivery limitations. The company's goal, he added, is to ensure that consumers derive measurable benefits from turmeric-based supplements without needing higher dosages.

The launch comes at a time when India's nutraceutical and wellness market is witnessing rapid growth, driven by rising consumer awareness around preventive healthcare and natural ingredients. Products that improve bioavailability and efficacy are increasingly seen as the next frontier in this space.

If validated, innovations like Curcumin QA could reshape how traditional herbal compounds are formulated and consumed, potentially bridging the gap between ancient knowledge and modern scientific application.