

Arjuna rebrands its all-natural turmeric extract

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Arjuna Natural Ltd., India's leading manufacturer and exporter of standardized botanical extracts for pharmaceutical and nutraceutical industries has announced that it has established a direct supply chain in the US for its leading high-potency turmeric extract, Curcugreen, ensuring safe, pure product. Curcugreen has the same, market-leading patented bio-available composition that was sold previously through an exclusive agreement with Dolcas Biotech under the brand name, "BCM-95®". This composition experienced record growth levels compared to all other curcumin supplements.



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"Our priority is to ensure our customers and consumers that our patented composition — the safety and therapeutic benefits of which have been validated by more than 50 scientific studies — will continue to be available without any change in the composition," explains P.J. Kunjachan, Chairman and Managing Director for Arjuna. "Arjuna Natural will market the same patented composition under its own trademark, Curcugreen."

Arjuna, the manufacturer and owner of 29 patents on product composition, process and application will no longer supply the clinically proven composition to Dolcas Biotech. The change to new brand name will not affect the composition and quality of this unique curcumin.

The growing importance of traceability, and maintaining complete control of the supply chain from farm-to-fork, and commitment to highest standards of quality encouraged Arjuna to move closer to serving customers globally. The Arjuna sales office in Dallas, Texas, will serve its North American customers and guarantee the highest level of service. Arjuna will exhibit Curcugreen alongside its portfolio of natural ingredients, natural colors, and natural preservatives, at the SSW Expo, in Las Vegas, November 8 and 9, booth 2378.

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“Our flagship curcumin has been at the forefront of turmeric science for the past 15 years,” says Benny Antony, PhD, Joint Managing Director for Arjuna. “It now has been rebranded as Curcugreen to reflect the spirit of a safe, high-bioavailability ingredient, backed with an eco-friendly approach through the use of solar energy and sustainable farming practices. Arjuna has taken full control of its supply chain.”

“We will continue to invest in new science for Curcugreen to expand the use of this innovative curcumin in the bioavailable space,” adds Antony.

“Our brand is consistently evolving — we are at the forefront of science and innovation not just for the sake of innovation but to create a difference in consumers’ lifestyle,” concluded Antony. “We will continue to work closely with our customers to identify and create the products that consumers need.”