



### Boost your immunity portfolio

Our body has a powerful army called the immune system which protects us from a huge number of organisms that may try to infect our body. Every day that we spend being healthy is all thanks to your formidable immune system. Due to a fast paced and stressful lifestyle we may not consume enough

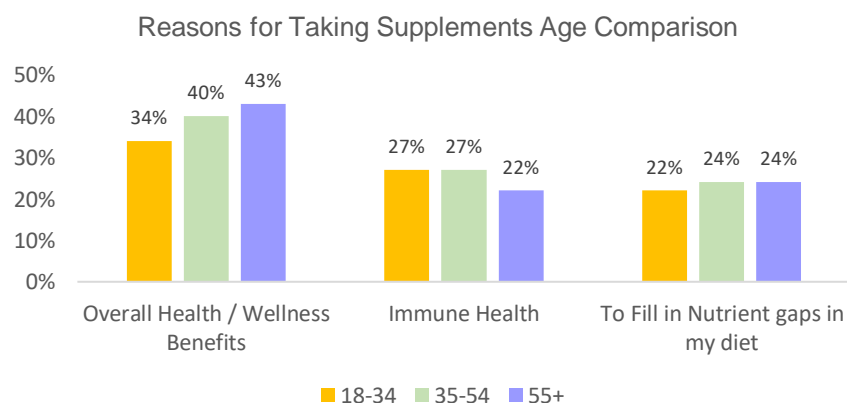
antioxidants which boost the immune system. Instead we follow unbalance diet which leads to excess free radical formation in the body. Antioxidants may have natural characteristic to neutralize the oxidative stress by blocking free radicals.

### A global move towards immunity

Immunity is the buzzword in today's scenario; something the entire world is talking about. Consumers are looking for energy boosting ingredients in most of the products they consume. According to a recent study conducted among US adults; immunity remains a top priority in today's consumer across all age groups. Looking at forecasts, the immunity dietary supplement market

is poised for a steady growth in the upcoming years.

The immunity segment is extremely important for manufacturers to build their brand image. However the market is flooded with numerous immunity products. How will the manufacturers differentiate themselves from the competition?



Source: 2019 CRN Customers Survey on Dietary Supplements

## TurmXtra™ 60N - Single dose turmeric extract

Turmeric is the fastest growing ingredient in the dietary & food supplement space. Used across multiple Therapeutic categories; most manufacturers today carry product with a turmeric product for joint health. Curcumin boosts the functionality of Cathelicidin Antimicrobial Peptide – (CAMP); a component that eradicates bacteria and other harmful agents from the body. Curcumin also modulates both the production and activation of T-cells & the proliferation of B cells boosting immunity.

Unfortunately most available turmeric products in today's market don't yield all the benefits of turmeric. Curcumin is poorly absorbed by the human body and its low bioavailability has limited its application to effectively manage immunity

It's time to upgrade with Inventia's Immunity boosting ingredient - TurmXtra 60N

## TurmXtra™ 60N Advantage

- Highest Curcuminoid Content
- Water Dispersible
- All Natural

## Opens up a world of possibilities to the manufacturer

TurmXtra™ 60N; (Inventia's novel and proprietary patent pending ingredient) delivers 6 times more turmeric curcuminoids in plasma from a single dose.

- Convenient consumption of daily turmeric curcuminoids needs, with a single dose.
- With a stronger product and reduced requirement, additional space in the end capsule to further enhance the product.



## References

1. Curcumin- The 21st Century Cure, Jan McBarron, M.D., N.D.
2. "Spicing Up" of the Immune System by Curcumin GANESH CHANDRA JAGETIA<sup>1</sup> and BHARAT B. AGGARWAL. Journal of Clinical Immunology, Vol. 27, No. 1, January 2007 (C \_ 2007) DOI: 10.1007/s10875-006-9066-7.
3. Curcumin induces human cathelicidin antimicrobial peptide gene expression through a vitamin D receptor-independent pathway. Chunxiao Guoa,b, Elena Rosohaa,b, Malcolm B. Lowrya, c, Niels Borregaardd, Adrian F. Gombarta, b

## Disclaimer

Please note, there are no known studies at this time demonstrating the effectiveness of TurmXtra 60N, for Coronavirus (COVID-19).