

Now, for brain, joint and immune health:
Solgar unlocks the power of curcumin like never before.*

More active.
185 times
better
bioavailability.
Faster
absorbed.®*



That's the difference with New Solgar® Full Spectrum Curcumin.

- Immediately body-ready for better absorption^{®*}
- Stays in your system for a full 24-hours^{®*}
- Just 40 mg of curcumin in one softgel equals nearly 75 (100 mg) capsules of standardized curcumin extract
- Non-GMO plus gluten, wheat and dairy free

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

®Compared to native curcumin extract.

Starting now, taking a curcumin



For the first time, Solgar transforms poorly absorbed curcumin, from a fat-soluble to a water-soluble phytonutrient...

... making it immediately body-ready, faster absorbed, more active, and more bioavailable than ever before.[◊] It's so advanced, just 40 mg of curcumin in one softgel delivers the equivalency of nearly 75 (100 mg) capsules of standardized curcumin extract. Even more, in a recent clinical study, Solgar[®] Full Spectrum Curcumin was shown to be longer lasting so it stays in your system for a full 24 hours.^{◊*}

The importance of bioavailability.

Bioavailability is defined as the ability of a nutrient to be absorbed and utilized by your body. It doesn't matter how much of a nutrient is delivered into your body... if it isn't bioavailable – it simply won't be absorbed. That's why so much of the research in the field of nutritional science involves increasing bioavailability.*

Everyone knows that oil and water don't mix. It's no different in your body.

And that's especially true when it comes to absorbing curcumin. Because curcumin naturally resists absorption, there's a limit to how much your body can take in and actually use. If absorption goes up, greater levels of active curcumin can be released across multiple pathways to support joint, brain and immune health. Now, Solgar takes absorption and bioavailability to a whole new level.^{◊*}

Micelles make the difference in absorption.

Unlike regular curcumin powder, Solgar starts with a 95% curcumin extract... the standardized active form, purified and concentrated from native turmeric root (*Curcuma longa*). For the first time, Solgar surrounds and encapsulates standardized curcumin extract with microscopic, "water-loving" spheres called micelles.

supplement will never be the same.



Unlike traditional curcumin powder that lacks the aqueous compatibility your body needs to optimize absorption... micelles are so microscopically small that they allow curcumin to be readily passed into the bloodstream.



At this size, micelles are virtually invisible and have the ability to transform a dense and opaque powder into a crystal clear, body-ready liquid.*

The difference is clear... only Solgar® Full Spectrum Curcumin gives you 185x greater bioavailability.†

The clearer the liquid... the greater the bioavailability. The greater the bioavailability... the greater the absorption. And, the greater the absorption... the greater the power of curcumin.‡



Native Curcumin
Extract Powder

Solgar®
Full Spectrum
Curcumin Extract



Native Curcumin
Extract Powder

Solgar®
Full Spectrum
Fully Solubilized
Curcumin Extract

Now, for brain, joint, and immune health – Solgar changes what you believed was possible from curcumin... forever. Solgar® Full Spectrum Curcumin... one softgel, once a day—185x better.‡

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NovaSOL® is a registered trademark of AQUANOVA AG., U.S. patent #7,094,804.

† Compared to native curcumin extract.



Live Vibrantly.



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