

- FASTER ONSET ACTION • INCREASED ABSORPTION
- INCREASED EFFICACY

The world's most bioavailable curcumin in a single dose

HydroCurc® solves the bioavailability and functional challenges of curcumin by using LipiSpers®[®], Pharmako's patented, award winning dispersion technology developed and made in Australia.

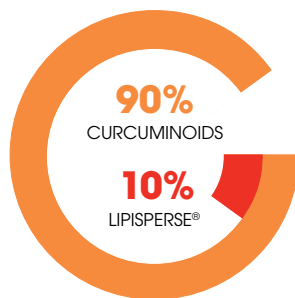
Absorb the highest dose of curcuminoids per mL of blood plasma, with 18 times less powder than the next best bioavailable curcumin.

ENHANCED BIOAVAILABILITY

HydroCurc® is supported by a human pharmacokinetic study showing **807 ng/mL** curcuminoids in blood plasma - an accurate way to measure and compare absorption. The next best only achieves 200ng-250ng/mL.

HIGHER ACTIVE LOAD

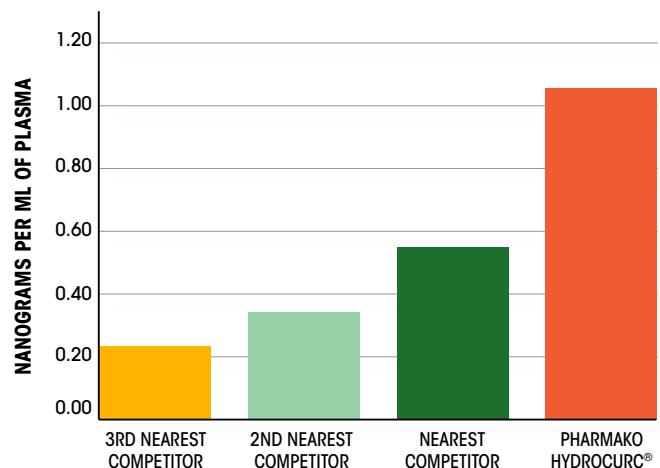
HydroCurc® contains an impressive 90% curcuminoids and only 10% excipients. Other bioavailable curcumin products use up to 80% excipients, which means when formulating with HydroCurc® you will use a lower input of powder per dose!



IMPROVED FUNCTIONALITY

Utilising LipiSpers® dispersion technology allows HydroCurc® to disperse in water, it can now be added to unique format options such as drinks and powders in full clinical dosages.

Comparison of curcuminoid ingestion



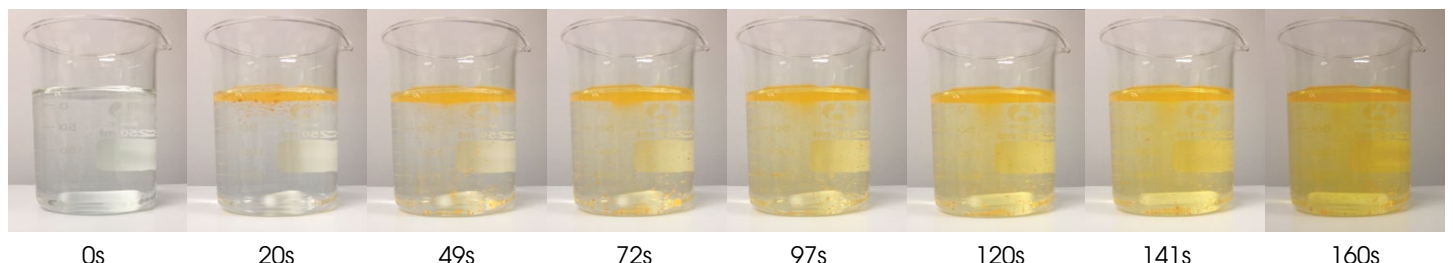
Plasma levels per mg of curcuminoids ingested.

(based on published C_{max}*)(ng/mL). *C_{max} is the maximum (or peak) serum concentration that a drug achieves in a specified compartment or test area of the body after the drug has been administered and before the administration of a second dose.

INCREASED STAND OUT

HydroCurc® will make your product stand out in one of the fastest growing categories of 2023 (Global curcumin market is expected to reach USD 114.34 million by 2025, a 9+% growth rate) by using the most internationally awarded curcumin in the world!

Time lapse photography of HydroCurc®'s dispersion in water.



0s

20s

49s

72s

97s

120s

141s

160s

HydroCurc® gives your formulations

- Boosted bioavailability
- Increased absorption
- Improved functionality
- Faster onset action
- Improved consumer compliance
- Increased efficacy

HydroCurc® is powered by LipiSperse® dispersion technology which opens new product format possibilities. You can now create:

- Powdered drinks
- Effervescent tablets
- Direct in mouth powder sachets
- Drinks / liquids / shots
- Functional foods
- Gels

Multi-award winning, supported by pharmacokinetic and clinical studies published in high impact journals, with a raft of continuing clinical studies under way.

- 1 PK Study - LipiSperse®: Increased bioavailability of curcumin using a novel dispersion technology system.** Briskey D, Sax A, Mallard AR, Rao A. Eur J Nutr. 2019 Aug;58(5): 2087-2097. doi.org/10.1007/s00394-018-1766-2
- 2 DOMS Study: Curcumin improves delayed onset muscle soreness and post exercise lactate.** Alistair R. Mallard, David Briskey, Andrew Richards, BExSSc and Amanda Rao. Accumulation, Journal of Dietary Supplements (2020). doi.org/10.1080/19390211.2020.1796885
- 3 BDNF Study - HydroCurc® + Iron: Co-administration of iron and a bioavailable curcumin supplement increases serum BDNF levels in healthy adults.** Tiekou Lorinczova H, Fitzsimons O, Mursaleen L, Renshaw D, Begum G, Zariwala MG. Antioxidants 2020, 9(8), 645. doi.org/10.3390/antiox9080645
- 4 Iron Study - HydroCurc® + Iron: Acute administration of bioavailable curcumin alongside ferrous sulphate supplements does not impair iron absorption in healthy adults in a randomised trial.** Lorinczova HT, Begum G, Renshaw D, Zariwala MG. Nutrients 2021, 13 (7), 2300. doi.org/10.3390/nu13072300
- 5 Inflammation Study - HydroCurc® + Iron: Co-administration of iron and bioavailable curcumin reduces levels of systemic markers of inflammation and oxidative stress in a placebo-controlled randomised study.** Tiekou Lorinczova H, Begum G, Temouri L, Renshaw D, Zariwala MG. Nutrients. 2022; 14(3):712. doi.org/10.3390/nu14030712
- 6. Joint Study HydroCurc®: The effect of a dispersible curcumin (HydroCurc®) compared to a placebo for reducing joint pain in an adult population – a randomised, double-blind study.** Briskey D, Roche G, Rao A. Complement Med Res. 2022;29(6):429-436. doi.org/10.1159/000524689
- 7. Covid-19 Study HydroCurc®: Curcumin confers anti-inflammatory effects in adults who recovered from COVID-19 and were subsequently vaccinated: a randomized controlled trial.** Fessler SN, Chang Y, Liu L, Johnston CS. Nutrients. 2023; 15(7):1548. doi.org/10.3390/nu15071548

AWARDS



2022 Europe
HydroCurc®
Ingredient of the Year
for Sports Nutrition

2022 USA
HydroCurc®
Ingredient of the Year
for Sports Nutrition

2021 Asia
HydroCurc®
Sporting Ingredient
of the Year

2020 Asia
HydroCurc®
Ingredient of the Year
for Cognitive Function

2019 Asia
LipiSperse®
Research Project of the Year

2019 Asia
LipiSperse®
Innovation of the Year

2018 Asia
HydroCurc®
Botanical Product of the Year



2022 Australia
International Health Winner



2020 HydroCurc®
Best Sports Nutrition Ingredient

2019 LipiSperse®
Most Innovative Idea



2022 Australia
Wholesale Distributor of the Year

2021 Australia
Quality Raw Material Supplier
of the Year

2018 Australia
Quality Raw Material Supplier
of the Year

Applying HydroCurc® and LipiSperse® trademarks on your product pack tells your customers you are offering a product of quality, proven efficacy, clinical validation and innovation.

FOR FURTHER INFORMATION ABOUT HYDROCURC® OR TO DISCUSS HOW HYDROCURC® CAN BENEFIT YOU CONTACT:



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