

Turmeric (*Curcuma longa*)



Turmeric is one of the fastest growing ingredients in the Natural Channel reaching almost \$4MM in sales. It is a common spice, known mostly for its use in Indian dishes as a common ingredient in curries and other ethnic meals. Turmeric has also been used for centuries in Ayurvedic medicine, which integrates the medicinal properties of herbs with food. This extraordinary herb has found it's way into the spotlight in the west because of its wide range of medicinal benefits.

Turmeric is a potent antioxidant. Curcumin, it's main active constituent, is as powerful an antioxidant as vitamins C, E and Beta-Carotene, making turmeric usage a consumer choice for cancer prevention, liver protection and premature aging. Several published studies also show that turmeric inhibits the growth of several different types of cancer cells.

In addition, turmeric is a powerful anti-inflammatory, easing conditions such as bursitis, arthritis and back pain. Turmeric's anti-inflammatory action is likely due to a combination of three different properties. First, turmeric lowers the production of inflammation-inducing histamine. Secondly, it increases and prolongs the action of the body's natural anti-inflammatory adrenal hormone, cortisol, and finally, turmeric improves circulation, thereby flushing toxins out of small joints where cellular wastes and inflammatory compounds are frequently trapped.

Research has also confirmed the digestive benefits of turmeric. Turmeric acts as a cholagogue, stimulating bile production, thus, increasing the bodies' ability to digest fats, improving digestion and eliminating toxins from the liver.

Turmeric has also displayed anti-ulcer activity. By reducing the amount of acid secreted, it helps to protect the lining of the stomach where peptic ulcers occur.

With the scientific research supporting it's benefits and a limited number of brands and items competing in this space, there is a potential for retailers and consumers to drive demand and sales. It's no wonder this amazing herb is quickly becoming such a popular addition to medicine cabinets in homes across America.

