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About curcumin & Tumeric.

Health benefits of this powerful herb just reached a whole new level.

If you've never heard of the herb turmeric, you are in for quite a treat. A special form of this commonly used herb has potent bioactive compounds that **can** support your dog's health **in many different ways**. The secret behind turmeric lies in **curcumin**, the most important of all the curcuminoids.

But, as wonderful as it may be, the curcumin content of pure turmeric powder **is very low** – approximately 3% by weight.

Then know this! So, turmeric powder by itself (not really beneficial) **is not really a reliable source of curcumin for your dog.**

Using advanced technology, we took curcumin to a whole new level.

How your dog can potentially benefit from curcumin.

Curcumin may offer many potential benefits for dogs.

Even though studies with dogs are limited, based on experience and that of other holistic veterinarians, breeder and dog owners - curcumin may potentially benefit your dog similarly to the way it helps humans. Breeders and dog owners used curcumin for many years. It's become one of the "go-to" herbs.

With *your* dog, the special type of curcumin to use today may help:

Support a normal immune response

Reduce the negative effects of stress

Reduce oxidative damage from free radicals

Support normal healthy digestion and gut defense

Support a normal inflammatory response

Support comfortable, flexible movement

Provide antioxidant support

Support normal detoxification processes

Maintain normal DNA

Plus, there's one other very important feature about this herb.

Most substances, including many vitamins, cannot cross the blood-brain barrier. This is the protective lining of endothelial cells that guard your dog's brain.

Curcumin is one of those rare nutrients that can cross the blood-brain barrier. This opens up all kinds of possibilities for your dog's brain health.

Why your dog may not benefit from Turmeric or regular curcumin?



Turmeric has been used in India for thousands of years. Curcumin is the beneficial component of turmeric.

With all the forms available, what type of turmeric or curcumin should you pick for your dog?

Most curcumin studies involve the use of the active ingredient itself, and not turmeric. So giving your dog turmeric, even the organic variety, isn't likely to make much of a difference.

And of course if it's not organic, it may contain pesticides and herbicides – something you *don't* want to give your dog!

So, you may be thinking... Real curcumin is what counts, right?

Unfortunately, it's not that simple. There are issues with curcumin that few people realize.

Curcumin's shortcomings — and one way to overcome them;

To understand why regular curcumin may not provide the benefits you desire for your dog, there are a few crucial things you need to know about this compound.

Curcumin has some serious shortcomings.

Curcumin is poorly absorbed by your dog's body.

Tends to be unstable at intestinal pH levels.

Is poorly absorbed.

Is rapidly eliminated from your dog's body.

In other words, curcumin is not easily absorbed into your dog's blood.

And because of that, much just passes through the body unabsorbed and gets eliminated.

Further, the liver may quickly metabolize even the small amount that does get absorbed.

To compensate for these shortcomings, some vets advise making an emulsion by mixing curcumin with fats or lecithin to make it more absorbable.

This does help with absorption somewhat, but the extra step takes time and can be messy.

What to Look for in a High-Quality Curcumin

The NASC, or the National Animal Supplement Council, was formed in 2002 in response to an uncertain future for animal health supplements. To help keep these popular products on market shelves, the NASC was created to work jointly with state and federal regulatory officials to ensure that manufacturers:

Successfully complete a quality audit

Follow proper and accurate labeling guidelines

Conduct random product testing

Provide warnings and report any potential adverse effects

Our active membership in NASC is a positive move for your dog's well-being. While we're working to help ensure the future health of all companion animals, you're assured quality products that pass the test.

4-Point Quality Test. Make sure it:

Utilizes advanced technology to increase bioavailability.

This is number one on my list because of how challenging it is to absorb curcumin.

Provides all three of the curcuminoids found in turmeric.

Curcumin is the main curcuminoid in turmeric, but it's not the only one. The other two are valuable for your dog's health: demethoxycurcumin and bisdemethoxycurcumin. Having all three curcuminoids is critical, as new research shows that bisdemethoxycurcumin is only activated when the levels of the other two curcuminoids (demethoxycurcumin and curcumin) are high.

Is sourced from raw turmeric material containing at least 95% curcuminoids.

Always look for a minimum of 95% curcuminoids.

Avoids unnecessary fillers, additives and risky excipients.

A supplement specially made more bioavailable and highly absorbable through an amazing technology called "**MicroActive®**."

Curcumin for Pets.

The end product a self-emulsifying system forming micro-particles of curcumin, making it water-soluble and more bioavailable for your dog's body

Helps enhance protection of active nutrients during transport to the absorption site

Reduces bioavailable variation to help enhance total benefit potential

Helps reduce variation between dogs. Some dogs are good absorbers, but others, because of high levels of adipose tissue or certain medical conditions, are poor absorbers. The MicroActive® helps increase absorption where absorption is low.

Separately released micro-particles of curcumin in your dog's digestive tract along with sustained release translate into a high-quality curcumin that your dog's body can use!

Sustained release saves you time.

The end product have a **sustained-release** feature...

Provides **controlled release of nutrients** over time

Helps **enhance the bioavailability** of nutrients

Requires **fewer doses** for the same potential benefits

Makes it **easier to remember** since you only give it once a day

Includes all three curcuminoids found in turmeric?

Yes! This formula provides curcumin, demethoxycurcumin, and bisdemethoxycurcumin.

Avoids unnecessary fillers, additives, and excipients?

Yes! I don't use common questionable ingredients like magnesium stearate and Polysorbate 80 that your pet doesn't need.

Is sourced from raw turmeric material at least 95% curcuminoids?

Yes! My formula contains 95% curcuminoids from turmeric.

Uses advanced


Yes! From its innovative sustained release and

technology to increase bioavailability?


cutting edge MicroActive® technologies, its bioavailability potential has been boosted to a whole new level.

Turmeric Paste


The Recipe



1



2




3


Mix the turmeric with the water in a pan. Stir the liquid on medium/low heat for 7 to 10 minutes.

Once thickened, add the pepper & oil. Stir very well.


Place in a jar with a lid & store in fridge. Add ¼ tsp of paste per 10 lbs of body weight to your pet's diet.




1/2 cup organic
Turmeric Powder



1 cup
Filtered Water



1/4 cup organic
Coconut Oil



1 1/2 tsp
freshly
ground
Black
Pepper

Pet Nutrition Blogger
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