

## **SABINSA NEWS RELEASE**

# **SABINSA TO FEATURE DISPERSIBLE CURCUMIN AND FUNCTIONAL GRAS INGREDIENTS AT EXPO WEST**

## **SHAHEEN MAJEED, PRESIDENT WORLDWIDE, TO SPEAK ABOUT SUSTAINABILITY**

**East Windsor, NJ (February 27, 2020)** – Sabinsa will demonstrate a delicious next-generation solution for its #1 clinically studied brand of curcumin, Curcumin C3 Complex® as well as highlighting a number of GRAS-affirmed, science-based ingredients from the company's substantial portfolio at Natural Products Expo West from March 5 – 7, 2020 at the Anaheim Convention Center, Anaheim, CA.

In **booth #4353** visitors will sample a new market-ready, product formulation concept, **Curcumin C3 Power Liquid™**, which was the Tasting Center Award Winner at Vitafoods Asia 2019 in Singapore for Best Functional Beverage. Sabinsa's **Curcumin C3 Dispersible**, a standardized powder extract containing 60% Curcuminoids, effectively and efficiently resolves the solubility challenge of curcumin. Developed specifically for RTD beverages and powdered drink mixes utilizing natural excipients as a base, it can be added to water or juice, or used in chewable/ dispersible tablets. Curcumin C3 Dispersible is the GRAS-affirmed and versatile solution formulators have been looking for – and with no synthetic excipients.

Sabinsa's top scientists will be on hand to discuss the research on additional innovations, including **Starmeric™**, a resistant starch isolated from turmeric that acts like a potent prebiotic and **Tinofolin®**, the clinically-studied nootropic from *Tinospora cordifolia*.

Shaheen Majeed, President Worldwide, will be among the speakers at the session Supplement Champions Stewarding a Sustainable and Transparent Industry on Wednesday, March 4 from 4:00 – 5:00 PM in the Marriott Orange County Ballroom 3.

### **About Sabinsa**

Sabinsa, founded in 1988, is a manufacturer and supplier of herbal extracts, cosmeceuticals, probiotics, minerals, and specialty fine chemicals. The company markets over 100 standardized botanical extracts and employs more than 1000 people worldwide in 12 manufacturing, R&D, sales, and distribution facilities. Process development and product innovation form the focus of the ongoing R&D efforts in the company's research facilities, located in India and the U.S. Products, many of which are both Kosher and Halal, are extensively researched, patented, and supported by hundreds of published clinical studies. Sabinsa's botanical cultivation program totals nearly 40,000 acres to ensure sustainable, fair trade materials are used in these ingredients. For more information, visit [sabinsa.com](http://sabinsa.com).

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