



NovaSOL[®]



NovaSOL[®] technology

The NovaSOL[®] solubilisation technology provides unique properties which result in rapid absorption and increased bioavailability. Herbal extract powders are included in micelles of a liquid carrier, as optimal transport vehicle through our digestive system.

Standard curcumin and boswellia extracts usually have poor bioavailability and concentrations in vivo are often far below what is proven to be effective.

With the NovaSOL[®] solubilisation technology, high quality curcumin and boswellia extracts become fully soluble and highly bioavailable, strongly increasing their effect even at low dose.

NovaSOL[®] Curcumin - LIQUID SOLUBLE CURCUMIN

The dried, powdered root of the turmeric plant has a long history of use as an Ayurvedic, a natural system of medicine, for the support of various inflammatory conditions. Curcumin is well known for its potent antioxidant properties, and has been linked to the promotion of anti-inflammatory

Product category | MOBILITY



PRODUCT ATTRIBUTES

- Unique liquid micelle carrier system for Curcumin, Boswellia and Curcumin+Boswellia extracts
- Liquid proprietary technology
- Increased bioavailability and bioactivity
- Complementary ingredients
- Supported by clinical studies

conditions in tissues that can play a vital role in joint health, brain health, gut, eye and cardiovascular health and wellness.

While the biological effects of curcumin and its mechanism of action have been well documented in the scientific literature, its limited bioavailability is a major issue with respect to its use in an oral dose form. Because of low absorption and rapid metabolism, very high intake levels of a standard extract are needed to be biologically effective. This unique technology (as liquid curcumin micelles) strongly improves these physical properties and makes these compounds highly soluble and bioavailable.

The superior bioavailability of Novasol Curcumin, without altering key safety parameters, is demonstrated in a human clinical trial¹.

This stable, highly bioavailable solution offers the key benefits of curcumin in a unique, low dose format.

NovaSOL® Boswellia - LIQUID SOLUBLE BOSWELLIA

Boswellia serrata extracts derived from the gum of Indian Frankincense are used in traditional medicine and are clinically studied, and well documented..

Boswellic acids are the main constituents responsible for the desired effects of boswellia in joint, gastrointestinal, respiratory health and wellness.

Standard boswellia extracts usually have very limited bioavailability due to their poor water solubility. When used in food supplements, boswellic acid concentrations in vivo are often far below the levels needed for biologic activity. Improving the bioavailability of these compounds is key to assuring full bioactivity of the boswellic acids.

A published scientific study shows the enhanced absorption of boswellic acids from NovaSOL® Boswellia in comparison with a native extract¹. This study demonstrated the increased bioavailability of boswellic acids in this liquid, micelle formula. solubilisate resulted in higher levels of the active ingredients in the blood.

COMBINING CURCUMIN AND BOSWELLIA

The combination of curcumin and boswellia provides a complementary effect due to the diversity in the mechanism of action of these actives. This type of formula can provide a multi-target anti-inflammatory activity.

This innovative NovaSOL® Curcumin & Boswellia combined micellar formula in liquid form strongly increases the bioavailability of each of its extracts. In this form, a low dose results in effective concentrations, further supporting their complementary outcome.

¹ Schiborr et al., *Molecular Nutrition & Food Research* 2014, 58

² Meins et al., *NFS Journal* 2018, 11

© 2023 by International Flavors & Fragrances Inc. IFF is a Registered Trademark. The information contained herein is based on data known to IFF or its affiliates at the time of preparation of the information and believed by them to be reliable. This is business-to-business information intended for food, beverage and supplement producers, and is not intended for the final consumer of a finished food, beverage or supplement product. The information is provided "as is" and its use is at the recipient's sole discretion and risk. It is the recipient's sole responsibility to determine the suitability and legality of its proposed use of IFF products for its specific purposes. Information and statements herein shall not be construed as licenses to practice, or recommendations to infringe, any patents or other intellectual property rights of IFF or others. IFF HEREBY EXPRESSLY DISCLAIMS (I) ANY AND ALL LIABILITY IN CONNECTION WITH SUCH INFORMATION, INCLUDING, BUT NOT LIMITED TO, ANY LIABILITY RELATING TO THE ACCURACY, COMPLETENESS, OR USEFULNESS OF SUCH INFORMATION, AND (II) ANY AND ALL REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO SUCH INFORMATION, OR ANY PART THEREOF, INCLUDING ALL REPRESENTATIONS AND WARRANTIES OF TITLE, NONINFRINGEMENT OF COPYRIGHT OR PATENT RIGHTS OF OTHERS, MERCHANTABILITY, FITNESS OR SUITABILITY FOR ANY PURPOSE, AND WARRANTIES ARISING BY LAW, STATUTE, USAGE OF TRADE OR COURSE OF DEALING.

PRODUCT INFORMATION:

NOVASOL® CURCUMIN

Standardized on	Curcuminoids ≥ 6%
Type of extract	Liquid micellar formula of curcumin extract
Recommended dosage	500 mg/day
Properties	Water soluble Unrivaled bioavailability

PRODUCT INFORMATION:

NOVASOL® BOSWELLIA

Standardized on	Boswellic acids ≥ 12%
Type of extract	Liquid micellar formulation of boswellia extract
Recommended dosage	250 – 500 mg/day
Properties	Water soluble Increased bioavailability

PRODUCT INFORMATION:

NOVASOL® CURCUMIN + BOSWELLIA

Standardized on	Curcuminoids ≥ 3%, Boswellic acids ≥ 6%
Type of extract	Liquid solubilisate of Curcumin + Boswellia extracts
Recommended dosage	500 mg/day
Properties	Water soluble Increased bioavailability