


# Sabinsa Releases Water-Soluble Curcumin

 Kate Lloyd- Blog

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**Sabinsa Corp.** launched a new curcumin ingredient and announced that its sister company Sami Labs received the Gold Award in the Agricultural.

Sabinsa introduced uC3 CLEAR™, a new form of curcumin that is completely water soluble. Sabinsa noted the GRAS (generally recognized as safe) status of Curcumin C3 Complex extends to uC3 CLEAR, so the product is legal to use in U.S. functional foods and beverages. "Curcumin health drinks are very popular in countries like Japan, which consume it for managing joint health, liver health, antioxidant/oxidative stress and even hangovers," said Anurag Pande PhD, Sabinsa vice president of scientific affairs, Sabinsa. "However poor curcumin solubility and resulting sedimentation in these beverage make it visually unappealing. While nano technology has been able to overcome some of the limitations, many people just aren't comfortable ingesting nanos. Our R&D scientists have created uC3 CLEAR to make curcumin visually appealing without adding a science fictional element to it."

Learn more about research behind curcumin's health benefits, pitfalls of formulation and market data in INSIDER's "[Curcumin Considerations](#)" Digital Issue. And get the scoop on the differences in branded curcumin ingredients—including Sabinsa's C3 Complex—in INSIDER's "[Digital Summit: Curcumin Battleground](#)."

Sabinsa also announced its sister company, **Sami Labs** was again recognized for export excellence by the Visvesvaraya Trade Promotion Centre (VTPC). Sami received the Gold Award in the Agricultural and Horticultural category for Medium to Large Enterprises for 2013 to 2014, for **the third year in a row**. Sami also again received the District Gold Awards from the Tumkar district.

"We are honored to be recognized for our export success," said Neeraja Shetty, Sami director and president of strategy and business development. "The Karnataka Government's policies have contributed to our ability to send fine extracts made from herbs grown in India, to all over the world."

Sami Labs Limited is a research oriented transnational health science company, and a leading producer of nutraceuticals, cosmeceuticals, standardized herbal extracts, fine chemicals, specialty chemicals and probiotics.