

Supplement Spotlight



Curamin

"I've been in this business for over forty years and I've never seen a product so effective," said Terry Lemerond, President and founder of EuroPharma, regarding his pain-relief miracle pill, Curamin. "The product is very safe, fast-acting, and there are no side effects." Lemerond explained that all products that are used for pain have serious side effects, but Curamin alleviates pain without damaging the stomach, liver, or kidneys.

The core ingredients in Curamin are natural remedies that have been used in Indian medicine for centuries: Curcumin, a derivative of turmeric, is often used in Ayurvedic medicine to treat a wide variety of ailments, and Boswellia, an Indian herb extracted from the tree's resin, is commonly used in Ayurvedic medicine as an anti-inflammatory.

Curamin was released to the market four years ago and has since won the 2009 Vity Award for "Best New Natural Remedy," and Better Nutrition's "Best of Supplements" award for the second year in a row in 2009. Tri-athletes swear by the product, which is effective in alleviating post-workout soreness. "I've worked with a number of tri-athletes," Lemerond said. "If they take two or three capsules before and after their activity, they don't even feel any pain." For the less hardcore athletes among us, Curamin might be just what the (naturopathic) doctor ordered after a hard cardio workout. www.europharmausa.com

—Kristin Vuković



SoCal Cleanse

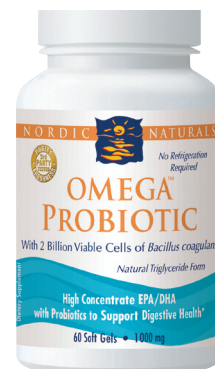
"We don't really do 'quick fixes,' although I know we're all about instant gratification in today's society," says Cynthia Pasquella, co-founder of SoCal Cleanse, a unique company that offers USDA certified organic products meant to target the body both inside and out. Pasquella, a Los Angeles-based nutritionist, and her husband Andrew, a holistic health counselor and top celebrity trainer, designed SoCal to effortlessly blend into a healthy lifestyle.

Take the laxative and stimulant-free Detox Formula. Herbs like cinnamon, basil, oregano, and milk thistle support the body's natural ability to detoxify. "It truly heals and restores the body, and helps eliminate the toxins that form in body fat, tissue, and the blood system," explains Cynthia. "Other harsh and short-term detox programs can release toxins into your system too quickly, giving you unwanted side effects like headaches, inconvenient trips to the bathroom, nervousness, irritability, and skin breakouts."

Incorporate SoCal Cleanse's Organic Hemp Protein Powders (Organic Protein + Fiber and Organic Protein + Detox) for a burst of protein, too. "Hemp is packed with more usable protein per serving than chicken, beef, and soy," says Cynthia. "These powders cleanse the body while supplying it with the nutrients it craves, delivering over 50 percent of our daily recommended dose of fiber."

www.socalcleanse.com

—A.A.



Omega Probiotic

Good news for those suffering from digestive and gastrointestinal issues: Nordic Naturals' new Omega Probiotic. This synergistic blend of fish oil and live probiotic spores brings together two important nutrients that are sadly lacking in most diets today. Unlike most probiotics, this product features *Bacillus coagulans* in unique spore form, delivering 10 times more live cultures than most common probiotic yogurt varieties. Containing purified fish oil from anchovies and sardines sourced from the waters of the South Pacific, it provides all the benefits of taking Omega-3s, while supporting the immune system and promoting a balance of healthy bacteria in the digestive tract. Take it along when you travel—it doesn't even require refrigeration. www.nordicnaturals.com

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