



NOW Reports Curcumin/Turmeric Extract Testing from Amazon August 3, 2021

Recently NOW tested a large group of unfamiliar brands of Turmeric/Curcumin capsules found on Amazon. NOW has previously tested other categories of supplements found on Amazon that were suspect for low potency and quality control. In 2020 NOW tested both internally and externally categories of products such as Phosphatidyl Serine, SAME, CoQ10 and Alpha Lipoic Acid with fairly poor results. NOW determined to test Turmeric Extracts for potency, heavy metals, labeling accuracy and potential addition of synthetic curcumin. Below are the results of this series of tests:

- We assayed 23 outside product samples plus two NOW products, all purchased from Amazon in June 2020. Initially it appeared that the unknown brands tested much better than expected. Only one product clearly failed potency testing and four others tested very low, but without any specific label claim. This was a surprise, but not the end of the story.
 - Virtually all of the products label such as “Turmeric Curcumin 1650mg” on the front panel, yet the side panel would list 1,500mg as Turmeric Root, 300mg Ginger Root, 150mg Turmeric Extract and 15mg Bioperine PER THREE CAPSULES. That equals to 655mg per capsule and less than 10% of the product is Turmeric 95% Standardized Extract. This can be perceived as deceptive since many customers do not know the difference between Turmeric, Turmeric Extract, Curcumin Extract and Standardized 95% Extract.
 - NOW suspected that some of these products may be mislabeled as Vegetarian Capsules. Of the 23 samples below, two tested to be in animal gelatin capsules and were not in Vegetarian Capsules. These are Bioganix and Nutriflair brands with below lot numbers.
 - NOW also tested heavy metals (Arsenic, Cadmium, Lead and Mercury) to compare each product. Only one product out of 23 had less heavy metals than NOW. The average total heavy metals, by product, were 525% higher than NOW’s two sample average. Two products, B’Leaf Nature and Eagle brands, were more than 20 times higher than NOW and above California’s Prop 65 limits for Lead. Two others, Farm Haven and BioEmblem brands, were both above 100ppb in Cadmium, a toxic heavy metal.
 - Curcumin (Turmeric Extract) is known to be spiked with synthetic Curcumin in order to meet potency testing. The American Botanical Council highlighted this adulteration problem and quality brands have made sure to avoid this problem. Synthetic Curcumin is derived from petrochemicals in place of natural Turmeric at a much lower cost. NOW sent all samples to the University of Georgia’s Center for Applied Isotope Studies for independent testing. This lab found that four out of 23 unfamiliar brands were spiked, with “fossil fuel derived organic carbon.” These four brands are: Vitpro, Me First Living, Eagle and Primal Harvest
 - NOW tested below for potency both internally and at Eurofins Labs. The assay method is RP-HPLC with UV detection and potencies are determined based on total cucuminoids per capsule.
 - In total, 12 out of 23 outside products tested failed either for potency, contained synthetic curcuminoids, were contaminated with heavy metals or used gelatin caps instead of veggie caps. Somewhat surprisingly, 11 out of 23 did pass all tests, though with slightly misleading labeling.
 - NOW is the only brand to list both total and net weights of 95% extract on labels. NOW’s # 4638 is labeled showing 665mg Turmeric Extract providing 630mg or 95% Curcuminoids as the primary active potency.



Curcumin/Turmeric 95% Tests by NOW July 2021	Size	Lot #	Expir Date	Label Claim 95% Extract	NOW Results # 1 Test	Eurofins Results	Avg % Result
NOW Turmeric Curcumin # 4638	60 Vcaps	3187526	12/2024	665mg	Pass	Pass	107%
NOW Turmeric Curcumin Softgels # 4936	60 Gels	3206552	04/2024	475mg	Pass	Pass	102%
Ace Nutrition NJ Turmeric Curcumin	90 Vcaps	2020-07476	06/2023	200mg	Pass	Pass	102%
BioEmblem/ANZA NY Turmeric Curcumin	90 Vcaps	12629-B	02/2022	50mg	Pass	Pass	145%
Bioganix FL Turmeric Curcumin	120 Vcaps	1B2201	JAN/23	No claim	13mg	10mg	
Bio Schwartz NY Turmeric Curcumin	90 Vcaps	T20C163	12/2022	50mg	Pass	Pass	141%
B'Leaf FL Turmeric Curcumin	180 Vcaps	20L0251	10/22	50mg	Pass	Pass	140%
Doctor Recommended Turmeric Curcumin	180 Vcaps	TC5151	None	208mg	Fail	Fail	3%
Eagle Supplements PA Turmeric Complex	60 Vcaps	2001007	01/2022	50mg	Pass	Pass	98%
Farm Haven CA Turmeric Curcumin	90 Vcaps	12988	07/2022	50mg	Pass	Pass	140%
FineVine NJ Turmeric Curcumin	120 Vcaps	None	1.20.2024	Not clear	21mg	21mg	
Me First Living AZ Turmeric Curcumin	60 Vcaps	007068	11/22	500mg	OK	OK	96%
MedChoice CA Turmeric Bioperine Garlic	120 Vcaps	21C042	04/2023	50mg	Pass	Pass	117%
Nature's Base TX Turmeric & Ginger	60 Vcaps	20L044	12/2022	50mg	Pass	Pass	99%
Natures Nutrition UT Turmeric Curcumin	120 Vcaps	11747-120	09/2023	50mg	Pass	Pass	150%
Natures Wellness FL Turmeric Curcumin	120 Vcaps	A1B006	02/2024	50mg	Pass	Pass	139%
Naturewise CA Turmeric Curcumin	180 Vcaps	T20H075	02/2024	167mg	Pass	Pass	105%
New Age Turmeric Curcumin (no address)	90 Vcaps	11904	02 2024	50mg	Pass	Pass	162%
NutriFlair WA Turmeric	180 Vcaps	TC59034	02/28/2024	Not clear	8mg	8mg	
Primal Harvest NY Turmeric Complex	60 Vcaps	012221107	03/2023	200mg	Pass	Pass	119
Pure by Nature GA Turmeric Curcumin	180 Vcaps	T58657	12/28/2023	Not clear	18mg	16mg	
Vimerson Health IL Turmeric Curcumin	60 Vcaps	2021-11199	03/2023	50mg	Pass	Pass	141%
Vita Breeze FL Turmeric Curcumin	180 Vcaps	TC59145	03/28/2024	Not clear	91mg	97mg	
VitPro NJ Turmeric Curcumin	90 Vcaps	STTCBLK321	03/23	150mg	Pass	Pass	113%
Viva Naturals NY Organic Turmeric	90 Tabs	0540B9	09/21	50mg	Pass	Pass	137%

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