



SABINSA CORPORATION

- Pharmaceuticals
- Phytochemicals
- Fine Chemicals
- Herbal Extracts
- Cosmeceuticals
- Specialty Chemicals

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SABINSA CORPORATION

## Buy One Kg Patented Ingredient, Add Nine Kg Generic "Equivalent" & Claim Patented Product Benefits?

Innovation and science are what drive the Nutraceutical industry worldwide. Today, numerous clinical studies published in peer-reviewed journals for such ancient herbs as curcumin and pepper are putting previously obscure herbs in the mainstream of systemic disease prevention and treatment.



Dr. Muhammed Majeed  
Founder - Sabinsa Corporation

But there is a systemic disease that threatens the future of our industry by undermining investment in science and consumer confidence. There are some companies that think it's smart business to buy one kg of a patented ingredient and nine kgs of a generic "equivalent" but use the patented product claim on their marketing materials and labels. These unscrupulous marketers are exploiting the credibility of the branded ingredient to their advantage, citing clinical studies and quality criteria on the branded ingredient that are not actually applicable to the diluted product.

Manufactured products containing such diluted ingredients which fail to meet quality standards or are proved to be non-efficacious in biological testing, have detrimentally affected the credibility of the branded ingredient.

The fact that this is unethical aside, this practice cheats the consumer and undermines investment in future innovation and clinical studies to grow the industry. Generic "equivalents" are anything but equal in quality and activity, cheating the consumer of the health benefits they expect and deserve. It also robs those companies who invest in good science from the capital to continue doing so.

Sabinsa investment in research and patents, and the pivotal role of these efforts in garnering credibility for scientifically validated ingredients, is a case in point. For example, our BioPerine® patent brought out the concept that it is not what you eat, but what you absorb that is important in the area of nutrition. This formed the basis of a fundamental paradigm shift in how we approach supplementation. Numerous scientific publications in subsequent years validated this concept.

Another example is our C<sup>3</sup> Complex®, the material of choice by researchers documenting the significant health benefits of curcumin because of the consistent quality we guarantee. This is truly a premium product in all sense of the word - the finest curcumin in the marketplace.

Each one of our brands, backed by scientific research, have brought little known traditional phytonutrients to the forefront, generating greater demand for these herbal extracts or nature-identical materials.

For more than two decades, Sabinsa has invested in science and innovation, and has more than 70 patents to show for it. We are committed to continuing on this path, and protecting our intellectual property in order to continue that investment. We look forward to being your partner in providing the highest quality science backed, innovative products available.



OUR INNOVATION IS  
YOUR ANSWER®  
info@sabinsa.com

### SABINSA SHOWS

**Virgo Science Tour**  
August 14  
Chicago, USA

**Natural Products Expo East**  
September 20-22  
Baltimore, U.S.A

**NUCE International**  
September 25-27  
Milan, Italy

**Beauty from Within, Paris, France Health Ingredients**  
October 27  
Tokyo, Japan

**SupplySide West**  
November 05-09  
Las Vegas, NV

**Health Ingredients**  
November 13-15  
Frankfurt, Germany

### Visit Sabinsa's Websites

- www.sabinsa.com
- www.aquasolextracts.com
- www.bacopin.com
- www.bioperine.com
- www.boswellin.com
- www.curcumin3complex.com
- www.forslean.com
- www.gugulipid.com
- www.garcitrin.com
- www.lactospore.com
- www.saberry.net
- www.seleniumselect.com
- www.silbinol.com
- www.tetrahydrocurcuminoids.com
- www.venocin.com

## Sabinsa Receives Award for Best Marketing: Curcumin C3 Complex®

When the editors of Functional Ingredients, with help from editors of Nutrition Business Journal, scoured the show floor the first day at Engredia 2012 to find the best of the best to honor at the show, they chose Sabinsa's Curcumin C<sup>3</sup> Complex to receive the Functional Ingredients Editor's Choice Award in the Marketing category.

"While Sabinsa was in the running for a number of categories, the company has done a great job over the years of marketing their products using the body of science behind them while remaining engaging and interesting," said Functional Ingredients Editor-In-Chief.

In accepting the award, Sabinsa Marketing Director Shaheen Majeed said "we certainly appreciate this recognition and understand that it is the ongoing science that Sabinsa is committed to on Curcumin that draws interest to this ingredient from its customers worldwide."

Curcuminoids C<sup>3</sup> Complex (95% curcuminoids) has a rich legacy of research and clinical documentation spanning nearly two decades. Curcuminoids plus patented BioPerine® (black pepper extract; piper nigrum) conserves the natural profile of curcumin, and the bioavailability enhancement increases the natural absorption factor. Sabinsa has clinical data to support the efficacy and safety of this composition in inflammatory conditions. Learn more about Sabinsa's curcumin at [www.curcuminoids.com](http://www.curcuminoids.com).



PRESS RELEASES

## Sabinsa Receives Payment From Creative Compounds For ForsLean® Trademark Infringement

An intellectual property battle lasting three years and reaching the US Supreme Court has ended at last with payment to Sabinsa Corporation by Creative Compounds of all profits made through trademark infringement on Sabinsa's ForsLean® together with costs awarded to Sabinsa by the court.



Sabinsa alleged that there was a likelihood of confusion between Sabinsa's registered trademark ForsLean and Creative Compounds' unregistered mark Forsthin, both of which refer to Coleus forskohlii extract. In July 2010 the US Court of Appeals overturned a trial court decision that had found no such confusion. Not only did the appellate court reverse the trial court, but also it ordered judgment to be entered in favor of Sabinsa without a new trial, which is unusual and speaks to the strength of Sabinsa's ForsLean® trademark and the evidence of Creative Compound's infringement of that trademark.

The US District Court of New Jersey then awarded Sabinsa damages, ordering Creative Compounds' profits from its infringement on the ForsLean® trademark to be paid to Sabinsa.

On January 10, 2011, the US Supreme Court denied Creative Compounds' request to review the July 2010 decision of the Third Circuit Court in Sabinsa's favor, after which the Federal Court in New Jersey denied Creative Compounds motion to alter or amend the judgment against it and denied that company a new trial.

In an end to this long battle, Sabinsa has finally collected on the judgment, receiving nearly \$150,000 in disgorged profits from Creative Compounds.



James H. Hulme, Esquire of Arent Fox LLP in Washington, DC, who represented Sabinsa in this matter, said "The outcome of this case should make it clear to any company considering trademark infringement that it can become a very expensive gamble, and ultimately not worth the risk. I am glad that, at the end of the day, the courts recognized both the strength and value of Sabinsa's trademark and the need for the infringer to disgorge its profit to Sabinsa."

Sabinsa has a long history of protecting the company's intellectual property, from an extensive portfolio of patents to a long list of trademarks owned by the company. Sabinsa's patent on BioPerine® (black pepper extract) was recently reaffirmed by the US Patent Office, giving even stronger protection for this innovative bioavailability-enhancing ingredient.

Sabinsa founder Dr. Muhammed Majeed said "We will always protect our intellectual property, not only so we can continue researching new products and to protect the investment our customers make when they choose our products, but because it is simply the right thing to do."

## Sabinsa Hosts Free LactoSpore® Web Seminar

Dr. Reza Kamarei, Sabinsa's Vice President of Science & Technology, discussed features and benefits of LactoSpore® and its matching prebiotic during the webinar titled LactoSpore®, Stable Probiotic. The free online conference, organized by NutraIngredients-USA.com, took place on Wednesday

February 1, 2012 from 11:00 am - 11:45 am (EST America/New York).

It is currently available on-demand at this site: <http://www.nutraingredients.com/smartlead/view/624885/4/LactoSpore-R-Stable-Probiotic>. Or simply visit, [www.lactospore.com](http://www.lactospore.com).

## Sabinsa's Shaheen Majeed Presented Beverage Innovation at Nutracon

Shaheen Majeed, Marketing Director, Sabinsa Corporation, presented a seminar on Beverage Innovation at Nutracon on Wednesday, March 7, 2012 from 4:00PM to 4:45PM at the Anaheim Hilton Hotel, Anaheim, California, USA. The session was moderated by industry beverage guru James Tonkin.

The session, entitled From Protein to ForsLean: New Ingredients Explode for Beverages, looked deeply into ingredients and ingredient combinations that give a beverage a competitive edge, which is gained by not just delivering a tasteful drink but also incorporating functional ingredients and more health claims. Majeed explained why he believes that Customized Functional Beverages are going to be the future of the industry. The session will also discuss why science is important when it comes to beverage fortification in terms of solubility, bio-availability, shelf-life, end product taste and appearance.

Majeed also discussed how GRAS ingredients have opened a new avenue in functional beverages with widespread appeal, as more and more beverage manufacturers look to increase the functional ingredient load in their beverages. For more information on this talk, please contact Sabinsa.

## Sabinsa On Wheels, South Korea

Seoul, South Korea Sabinsa Korea held Sabinsa On Wheels, a science-intensive seminar on the company's premier patented ingredients, on Friday April 6, 2012 at the JW Marriott Hotel Seoul, South Korea.



Presenters included Dr. Nagabhushanam Kalyanam, Sabinsa's President of R&D, Dr. Reza Kamarei, Sabinsa's Vice President of Science & Technology, Dr. Anurag Pande, Sabinsa's Vice President, Scientific Affairs, Dr. Anjali Pandey, Sami Labs Senior Scientist, Biological Research, R&D, and Dr. Pritee Paliwal, Sami Labs Senior Manager, Technical Support.

Speakers also included Hyo-Kyung Han PhD, Chair/Associate Professor, College of Pharmacy, Dongguk University, Gyeonggi-do, Korea. Dr. Hyo-Kyung Han holds both a Master's degree in Medicinal Chemistry and a Bachelor's degree in pharmacy from Seoul National University. She went to University of Michigan U.S. to get her Ph.D, and also did her Post-doctoral there. In 1999, she began a five-year stint at the Pfizer Global R&D center in the USA. Upon returning to Korea, she was assistant professor at the College of Pharmacy, Chosun University. To date, she has published more than 60 popular scientific articles.



Sabinsa on Wheels topics included some of the company's most novel ingredients in the following categories: weight management, inflammation, joint support, functional foods, cosmetics, formulation concepts and research capabilities.

"South Korea is a growing and important market for Sabinsa, and interest in the concrete scientific aspects of our products warrants bringing in some of our top science staff to provide in depth information," said Sabinsa founder Dr. Muhammed Majeed.

For more information:



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## Sabinsa's Shaheen Majeed Speaks on Natural Preservatives at HBA Global Expo

Shaheen Majeed, Marketing Director, Sabinsa Corp. was a panelist discussing Green BioActives: New Technology Trends for Ingredients on Tuesday June 19, 2012 from 1 - 2 PM as part of the HBA Global Expo held at the Javits Center In New York city. He specifically spoke on the use of and need for preservatives in cosmetics, how natural preservatives work, and finally touching on Sabinsa's natural preservative SabiLize® - New.



SabiLize® - New .5%, a blend of natural active fractions of various essential oils and phytoextracts, in cream was found to be significantly effective against gram positive bacteria *Staphylococcus aureus*, *Pseudomonas aeruginosa* and *Escherichia coli*, as well as *Candida albicans* and *Aspergillus niger*.



For a copy of this presentation, please contact Sabinsa. info@sabinsa.com

## Science Tour: Salt Lake City, Utah, USA: Sabinsa's VP Scientific Affairs Spoke on Nilitis® to Manage Inflammatory Conditions

Dr. Anurag Pande, Vice President, Scientific Affairs, Sabinsa Corporation, gave a presentation on NiLitis®: A Multipronged Approach To Management Of Arthritic Conditions on June 12, 2012 as part of the SupplySide Science Tour held at the Salt Lake City Marriott Downtown, Salt Lake City, Utah.

NiLitis is a sustained release composition developed by Sabinsa containing phyto-actives which studies have indicated aid inflammation and pain management. It

contains three of the most trusted herbal ingredients: Boswellin® (from *Boswellia serrata* gum), Curcumin C<sup>3</sup> Complex® (from turmeric rhizomes) and gingerol from Ginger rhizomes.

A recent clinical trial evaluating the efficacy and safety of NiLitis found measurable end points of for a healthier and better joint function. Speak to your Sabinsa representative to learn more.

## Science Tour: Irvine, California, USA: Sabinsa's R&D President Spoke on Bioperine®

Dr. N. Kalyanam, President of Sabinsa's New Jersey R&D, gave a presentation on BioPerine® on June 19, 2012 as part of the SupplySide Science Tour held at the Hyatt Regency Irvine, Irvine, California.

Dr. Kalyanam's presentation described BioPerine®, a patented natural extract from *Piper nigrum*, is a PgP modulator for enhancing bioavailability of nutrients. The presentation focused on the safety, mechanisms of bioavailability enhancement and will review the results of clinical and other biological studies on this nutrient. For more information on BioPerine, please visit www.bioperine.com.



Dr. Kalyanam is the president of Sabinsa's New Jersey R&D. His research interests are synthetic methodology and chiral chemistry. He obtained his master's of science in Chemistry at the University of Madras and doctorate in Organic Chemistry from Baylor University (Texas). Upon completing his Ph.D., Dr. Kalyanam completed two years of postdoctoral studies focusing on organic synthesis procedures before returning to India. In India he worked for a number of reputable companies including IPCL, Ciba Geigy and SPIC Pharma, to which he made major scientific contributions. Dr. Kalyanam's primary responsibilities at Sabinsa include the development of efficient and novel scientific routes for xenobiotics and intermediates as well as the exploration of new business areas.

## Sabinsa's VP Scientific Affairs Spoke on Novel Actives at Sustainable Cosmetics Summit

Dr. Anurag Pande, Vice President, Scientific Affairs, Sabinsa Corporation, discussed Novel Actives from Developing Countries at the Sustainable Cosmetics Summit in New York, NY May 17-19, 2012.

Dr. Pande shared Sabinsa's experiences in developing novel actives from Asian countries, discussing:

- The importance finding new sources for active ingredients
- The biodiversity of Asian plants / botanicals

- Natural actives from Asian botanicals
- Challenges of sourcing actives from developing countries

The Sustainable Cosmetics Summit is a series of international summits that focuses on the leading issues the beauty industry faces concerning sustainability, natural, organic, fair trade and ecological products. The aim of the summit is to encourage sustainability in the beauty industry by bringing together key stakeholders and debate these major issues in a high-level forum.

### PEOPLE'S CORNER

#### Anurag Pande, Ph.D.

Dr. Anurag Pande has been named Vice President, Scientific Affairs of Sabinsa Corp.



Dr. Pande has been with Sabinsa's parent company, Sami Labs, since 2004 in a research capacity, and since 2008 has been based in Sabinsa Japan's Tokyo office as Senior Technical Manager.

Dr. Pande holds a Ph.D. in Phytochemistry from RML Awadh University. He has both a Masters degree in Science and a Bachelor's degree in Science from Lucknow University.

"We are very pleased to have Dr. Pande as part of our U.S. team given his deep background in the technical aspects of Sabinsa's product portfolio," said Dr. Muhammed Majeed, Founder of Sabinsa. "He is very well suited to convey the science and regulatory aspects of Sabinsa's products to our customers as VP Scientific Affairs."

Dr. Pande is based in Sabinsa's corporate headquarters in East Windsor, NJ.

Email: anurag@sabinsa.com

#### Asfaq M. Kareem



Asfaq M Kareem graduated with the degree of Engineering in Life Science from Vishveshwaraya Technological University, India. His thesis work, the time spent in the biotechnology labs and management oriented curriculum made him a perfect

fit to begin his carrier as Management Trainee at Sabinsa's Indian Business operations, Sami Labs in 2006.

For the first two years, being part of Sami Labs he was specialized and put under extensive training on the products manufactured by Sami labs Ltd and marketed by Sabinsa globally.

In the year 2009, he was posted in South Africa, to run the operations as Marketing Manager wherein he successfully set the base for Sabinsa in the Southern part of the African Continent.

Asfaq is based in Sabinsa's corporate headquarters in East Windsor, NJ, as Manager for Technical Services.

Email: asfaq@sabinsa.com

## PATENT'S CORNER

## Sabinsa Granted Patent on Tetrapure®

Sabinsa has been granted the company's 70th patent on February 21, 2012. This US patent, # US8119696 is entitled Treatment of superficial and cutaneous mycoses with a pure form of 1,7-bis(4-hydroxy-3-methoxyphenyl)-3,5-heptanedione. The patent covers the company's TetraPure® ingredient for hair, skin and nails.

Protected inventive features include:

- A method of treating superficial and cutaneous mycoses in humans
- The superficial and cutaneous mycoses conditions are Pityriasis versicolor, Seborrheic dermatitis, Dandruff, Follicular pityriasis, Tinea nigra, White piedra, Black piedra and onychomycosis.

Approximately 90% of fungal skin infections are caused by 'dermatophytes', which are parasitic fungi affecting the skin, hair and nails out of which fungal infection of nails is the most common. Skin is affected by fungus because it feeds on keratin. Hair fungus invasion occurs on the hair shaft. It is manifested as itchy, scaly flakes of the scalp (dandruff) or inflammatory abscess that may result in permanent hair loss. People on strong antibiotics are also at risk of fungal infections as antibiotics kill not only damaging bacteria, but healthy bacteria as well. This alters the balance of microorganisms and results in an overgrowth of fungus.

Tetrapure is highly effective against a wide range of fungi and therefore a natural replacement for anti fungal agents and topical steroids with significant side effects. It can be used in cream, shampoo, ointment, lotion, spray, or powder form for topical application in hair care, skin care and nail care formulations. Tetrapure effectively relieves skin discomforts due to fungal infections and offers a soothing solution to relieve redness, irritation, scaling, itching, and burning associated with fungal infections. Tetrapure can be used in all ranges of healthcare and cosmetic products for maintaining healthy skin, hair and nails.

## Sabinsa's SelenoForce® Ingredient Granted European Patent

Sabinsa Corporation's SelenoForce® has been granted a European patent (EP 1968620).

SelenoForce® is a selenium-enriched garlic product manufactured by a soil less culture process. Garlic bulbs are naturally enriched with a unique composition of organic selenium compounds for nutritional supplementation, using a proprietary hydroponics method. The selenium enriched bulbs are dried, powdered and standardized, to yield SelenoForce® containing 1000 ppm selenium, in bioavailable organic form, in a base of natural garlic powder.



The proven benefits of selenium in the management of cancer and metabolic syndromes including diabetes, cardiovascular disease, inflammation and aging, and to improve cognitive functions and immunity well establish SelenoForce® as an ideal nutritional supplement for maintaining good health in human beings and animals.

"This truly is the best of both worlds, as Sabinsa addresses the need for garlic and selenium, especially in the aging population," said Dr. Nagabhushanam Kalyanam, Sabinsa's President of R&D. "We're delighted to see such a unique form of selenium supplementation recognized by the European Patent office."

In 2010 Sabinsa Corporation's New Dietary Ingredient notification for SelenoForce® to the US FDA was accepted and filed by that agency. The company also holds a US patent on SelenoForce. For more information please visit: [www.selenoforce.com](http://www.selenoforce.com)



## SABILIZE®. PRESERVES. NATURALLY.

SabiLize® – NEW is a patent pending proprietary blend of natural extracts imparting efficacious antimicrobial and antioxidant protection to cosmetic creams and other compositions containing fats or oils. With proven broad spectrum activity against bacteria, yeast and mold, plus significant antioxidant benefits at a level of 0.5% w/w in cosmetic creams. SabiLize® – NEW is gentle on the skin and efficiently enhances the shelf life of cosmetic and personal care products.



**SABINSA COSMETICS**

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