

**NORFLO<sup>®</sup> ORO is a dietary supplement based on iphityoone<sup>®</sup>, a patented formula of Curcumin Phospholipid with a natural sweetener.** Curcumin is the pharmacologically active substance and it is extracted from the root of the plant *Curcuma longa*. *Curcuma longa* (commonly known as turmeric) is an herbaceous plant, which originates in Southeast Asia and is widely used as a spice. Over 17,000 studies published in major international scientific journals have demonstrated the anti-inflammatory and antioxidant properties of curcumin.<sup>1</sup> The main limitation associated with the curcumin is its high instability and poor solubility in water; once ingested, in fact, it is rapidly degraded in the stomach and only a small proportion is absorbed at the intestinal level (low bioavailability). This low curcumin bioavailability therefore requires a high dosage to achieve a therapeutic effect, restricting its use in the clinical setting. The Curcumin Phospholipid contained in NORFLO<sup>®</sup> ORO is composed of molecules of vegetable origin (phospholipids from non-GMO sunflower) that act as a shield to package the curcumin and protect it from gastric degradation. The phospholipids contained in the iphityoone<sup>®</sup> formulation, phosphatidylcholine and phosphatidylserine, allow the curcumin to be distributed in the body with a greater selectivity and specificity the central and ocular nervous tissues. The phospholipids as formulated allow the curcumin to quickly cross the gastric barrier with an intestinal absorption that is about 30 times higher than the curcumin extract or the standard formulation.<sup>2</sup> The innovative and patented formula of NORFLO<sup>®</sup> ORO allows to fully exploit the therapeutic properties of curcumin. The efficacy of high bioavailability curcumin has been validated in over 40 clinical studies targeting chronic inflammation, now considered the basis of many diseases such as age-related macular degeneration, osteoarthritis, central serous chorioretinitis, uveitis, psoriasis.<sup>3-9</sup>

**INDICATION** Curcumin formulated at high bioavailability and contained in NORFLO<sup>®</sup> ORO is indicated to counteract oxidative stress, which is the cause of degenerative physiological or pathological processes related to aging.<sup>3-9</sup>

**DIRECTIONS** 1-2 stick packs daily with meals or according to your medical provider's directions. Dissolve the content of a stick pack into a glass of water (150 ml), mix well until the powder has completely dissolved and drink immediately.

**WARNINGS** Keep out of reach of children. If you are pregnant, nursing or taking medications, consult your doctor before use. Do not use if packet seal is torn or broken. Store at room temperature. Protect from moisture. Do not exceed recommended dose.

**PACKAGING** 20 stick pack.

\* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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