

## Sabinsa To Commemorate 20th Anniversary with Reception at Supplside West

**S**abinsa Corporation is celebrating 20 years of supplying science-backed, high-quality herbal extracts, cosmeceuticals, minerals and specialty fine chemicals to the natural products industry by inviting SupplySide West attendees to join them for cake and champagne on Thursday, October 23 and Friday, October 24 from 12 – 2 p.m. at Sabinsa's booth #21051. Sabinsa was founded in 1988 by Muhammed Majeed, Ph.D. and now currently has offices and manufacturing facilities in seven countries.

"Much of Sabinsa's success over the past 20 years can be attributed to our commitment to bringing innovative, efficacious ingredients to market, and doing so with the most strict attention to quality and purity standards," stated Majeed. "We recently expanded our offerings to include full-service contract manufacturing capabilities to meet the growing needs of our clients and will continue to maintain our dedication to having quality systems, facilities and staff in place to provide outstanding service for the next 20 years."

Below are some of Sabinsa's significant milestones and achievements:

- 1988:** Sabinsa Corporation is founded by Muhammed Majeed, Ph.D., incorporated in the state of New Jersey
- 1991:** Sami Chemicals & Extracts (later renamed as Sami Labs) is set-up in Bangalore, India

- 1993:** Sabinsa's first manufacturing plant is operational in India
- 1996:** First patent for BioPerine, a standardized piperine composition derived from black pepper extract, is secured
- 1999:** Sabinsa breaks ground in Payson, Utah; one year later, the new Sabinsa Utah office is operational
- 2000:** Colorless turmeric is introduced for the first time in the natural products industry
- 2000:** Sabinsa Cosmetics division is created
- 2001:** Sabinsa's flagship ingredient ForsLean receives NutraCon's Best New Product of the Year award
- 2001:** National Cancer Institute begins largest prostate cancer prevention trial using Sabinsa's Selenium SeLECT ingredient
- 2003:** Sabinsa opens super-critical fluid extraction unit (solvent free manufacturing) in India
- 2006:** Sabinsa Europe GmbH and Sabinsa Malaysia are opened
- 2008:** New manufacturing facility in Hyderabad, India is opened

Stop by Booth #21051  
Between 12 – 2 p.m.  
October 23 and 24  
for Cake and Champagne



OUR INNOVATION IS  
YOUR ANSWER®  
info@sabinsa.com

### SABINSA SHOWS

**CPHI WorldWide**  
Sep 30 – Oct 2  
Sabinsa EU  
Frankfurt, Germany

**HI Show**  
Oct 15, 16, 17  
Sabinsa Japan  
BigSight, Ariake

**Supply SideWest**  
Oct 22 – 24  
Sabinsa USA  
Las Vegas

**HI Show**  
Nov 4 – 6  
Sabinsa EU  
Paris, France

### Visit Sabinsa's Websites

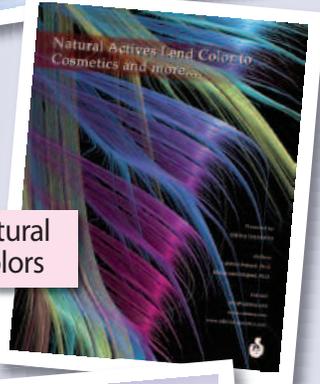
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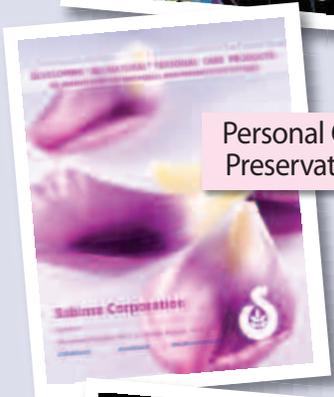
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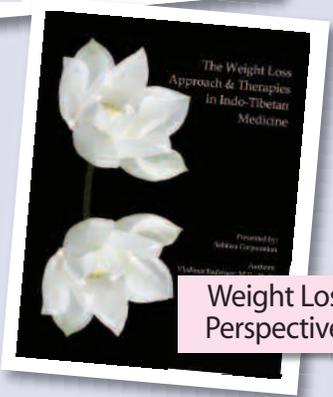
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**Natural Colors**



**Personal Care Preservatives**



**Weight Loss Perspectives**

# Analytical research and develop

In February 2008, our Analytical R & D laboratory was accredited for ISO 17025: 2005 by National Accreditation Board for Testing and Calibration Laboratories (NABL).

NABL is an autonomous body under the aegis of Department of Science & Technology, Government of India. NABL is a signatory to MRA (Mutual Recognition Arrangement) of APLAC (the Asia Pacific Laboratory Accreditation Cooperation) and ILAC (International Laboratory Accreditation Cooperation). The MRAs supports international trade by promoting international confidence and acceptance of accredited laboratory data. Technical barriers to trade, such as the retesting of products, each time they enter a new economy would be reduced. The objective of these MRAs is the increased use and acceptance by industry and regulators, of the results from accredited laboratories and inspection bodies, including results from laboratories in other countries. In this way, the free-trade goal of 'product tested once and accepted everywhere' is being realised.

A team of 6 assessors over a period of two days, audited the quality systems, laboratory operations, calibration and testing capabilities of our analytical

personnel in the areas of chemical, bioresearch and microbiology. The auditors were satisfied with our competence and analytical facilities. Based on the audit report, NABL gave accreditation to our analytical laboratories

Accreditation by these independent organizations, allows people to make an informed decision, as it demonstrates competence, impartiality and capability. It helps to underpin the credibility and performance of goods and services.

This accreditation of our Analytical R & D provides us recognition of our competency in testing, thus providing assurance to the customers on our testing capabilities. It enhances customer confidence in accepting testing / calibration reports. The accreditation certifies that the laboratory has better control of operations and guarantee to customers that the laboratory has sound Quality Assurance System and is technically competent.

## About NABL Laboratory Accreditation

### Why Laboratory Accreditation?

The concept of Laboratory Accreditation was developed to provide a means for third-party certification of the competence of laboratories to perform specific type(s) of testing and calibration.

Laboratory Accreditation provides formal recognition of competent laboratories, thus providing a ready means for customers to find reliable testing and calibration services in order to meet their demands.

Laboratory Accreditation enhances customer confidence in accepting testing/calibration reports issued by accredited laboratories.

The globalization of Indian economy



# ment laboratory gets ISO accreditation.

and the liberalization policies initiated by the Government in reducing trade barriers and providing greater thrust to exports makes it imperative for Accredited Laboratories to be at international level of competence.

## Benefits of Accreditation

Formal recognition of competence of a laboratory by an Accreditation body in accordance with international criteria has many advantages:

1. Potential increase in business due to enhanced customer confidence and satisfaction.
2. Savings in terms of time and money due to reduction or elimination of the need for re-testing of products.
3. Better control of laboratory operations and feedback

to laboratories as to whether they have sound Quality Assurance System and are technically competent.

4. Increase of confidence in Testing / Calibration data and personnel performing work.
5. Customers can search and identify the laboratories accredited by NABL for their specific requirements from the Directory of Accredited Laboratories.
6. Users of accredited laboratories will enjoy greater access for their products, in both domestic and international markets, when tested by accredited laboratories.

Source: <http://www.nabl-india.org/nabl/html/about-lab-acc.asp>

## Sabinsa Corporation Receives GRAS Status For Its Branded Ingredient Cococin™

### Freeze dried, coconut water solids deemed safe for use in foods and beverages

**S**abinsa Corporation received Generally Recognized As Safe (GRAS) status for its branded ingredient Cococin™ – coconut water solids, after an intensive review of safety and toxicology data by an independent panel of respected scientists assembled by Soni & Associates, Inc.

This GRAS status allows Cococin™ to be used as a nutrient in a variety of foods and beverages such as non-alcoholic and alcoholic beverages, frozen dairy, dairy product analogs, milk products, snack foods, imitation dairy products, chewing gum, instant tea and coffee, and soups.

“Achieving GRAS notification within the target timeframe fulfills one more milestone in Sabinsa’s development program to better serve our partners in the food industry,” stated Muhammed Majeed, Ph.D., Founder and Chairman, Sabinsa Corporation. “By obtaining GRAS status, not only does the assessment demonstrate the safety of our product, but it also opens other doors for our company.”

Cococin™, patented in USA and Europe for its use,

is a standardized composition of freeze-dried coconut water solids obtained from tender green (immature) coconut fruit. When added as a nutrient to specific foods, Cococin™ can be beneficial for individuals who wish to increase their daily intake nutrients including potassium and magnesium. Long considered a refreshing beverage and even a natural sports drink in Southeast Asia, Central America and other tropical regions, green coconut water has long been valued for its regenerative benefits.

An overview of this and other GRAS ingredients from Sabinsa can be found here:

[www.sabinsa.com/gras](http://www.sabinsa.com/gras)



# What Are Aquasol Extracts?

**A**quaSols, “Inspired by Ayurveda – Defined by Modern Science” are a range of Water Soluble Extracts of various herbal materials from Sabinsa. Ayurveda is the traditional practice of medicine in India with a history dating back to 3000 BC. In Ayurvedic tradition of healing, water is the main solvent which is recognized and generally used. In AquaSols, we use water as the major solvent to produce completely water-soluble extracts.

## ABOUT AQUASOLS

### Why AquaSols?

If there is one solvent that is used commonly and widely in most of the foods and beverages it is the Universal Solvent – WATER. What better solvent can one prefer to add the potent natural extracts into other than WATER?

Also, water is one of the main transport systems for the various nutrients within the system.

Sabinsa’s global marketing teams felt there was a tremendous scope for this range of Natural water soluble extracts. The research team at Sabinsa Labs, India, recognized this NEED and developed the AquaSol range on a priority basis. We at Sabinsa envisage a great opportunity for the AquaSols Range in the Food and Beverage Industry where fortification and functionality are the buzzwords.

### Are AquaSols standardized extracts?

Yes, Standardization is the distinguishing feature for Sabinsa’s phytoextracts. AquaSols are also standardized to specific actives, to ensure that the quality of the extract is consistent, batch after batch.

### Do you only standardize water soluble extracts in the AquaSols range?

We at Sabinsa strongly believe in customer convenience and customer support. Under the AquaSol umbrella, we can also offer AquaSol Nutritional Blends.

### What are AquaSol Nutritional Blends?

The Food technology division at Sami Labs has developed a number of Nutritional formulations that can be conveniently used in various applications.

These blends are useful as support systems in Respiratory, Digestive, Immune, Memory, Wellness, Liver health etc.

### What are the main areas in which AquaSols can be used?

Depending on the intended health support, AquaSols can be used in various applications such as Ice creams, Fruit juices, Ice tea, Soups, Yogurt, Instant premixes, flavor packs in Tea bags, Smoothies, Flavor packs in spaghetitis and noodles, Candies, Chocolates, Flavored milk, Fruit cocktails, Red sauce or Ketchups, Salad dressings, etc.

*These are just a few examples. The possibilities are infinite.*

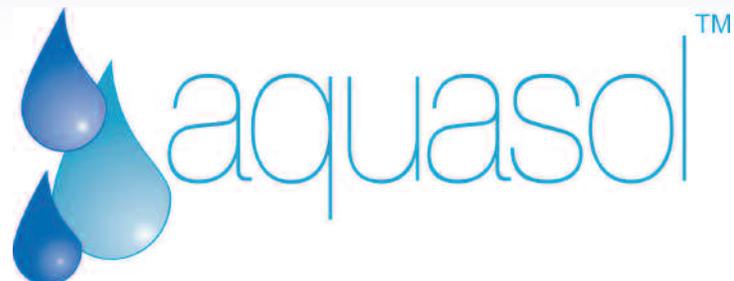
### Are AquaSol applications supported by scientific data?

The herbs used in the processing of AquaSols are well-known, traditionally and scientifically. Wherever possible, data will be provided to help the client appreciate and evaluate the importance of the bio-active in the intended application. In vitro assay data can also be provided wherever possible.

For more information, visit: [www.aquasolextracts.com](http://www.aquasolextracts.com)

## BENEFITS OF AQUASOL EXTRACTS

- ✓ Easily soluble in water
- ✓ Free from harmful residual solvents
- ✓ Traditionally and scientifically recognized phytoextracts
- ✓ Conveniently formulated into various Beverage & Food formulations
- ✓ Available in powder forms



## PATENT NEWS:

## SABINSA SECURES PATENT ON PSORIASIS FROM REPUBLIC OF SOUTH AFRICA

Sabinsa Corporation has announced that it has secured a patent from the Republic of South Africa for its natural proprietary composition with clinically proven efficacy and safety in the treatment of psoriasis. The South African Patent #2007/0694, titled “Compositions And Methods For The Management Of Hyperproliferative Dermatological Conditions,” describes the composition and its method of use in treating psoriasis. Sabinsa also has other worldwide patents pending on this composition.

“For several years now, we have been on a quest to find a remedy for this disease [psoriasis] with a natural complex; we’re proud to have finally achieved this,” stated Muhammed Majeed, Ph.D, founder and owner of Sabinsa Corporation. “Unlike many of the drugs available for psoriasis, our product did not show any untoward side effects in any of our clinical trials.”

Psoriasis is a non-contagious, lifelong skin disease that causes red, scaly patches called lesions to appear on any area of the skin. According to the National Institutes of Health, as many as 7.5 million Americans suffer from psoriasis. Psoriasis affects nearly three percent of the world's population. It can develop in males or females of any race or age. It often appears between the ages of 15 and 35, although it can strike at any age, including infants and the elderly. Psoriasis can range from mild or moderate to very severe and disabling.

According to the National Psoriasis Foundation, about 56 million hours of work are lost each year by people who suffer from psoriasis, and between \$1.6 billion and \$3.2 billion is spent per year to treat psoriasis.



## FORSKOLIN PATENT: GRANTED IN REPUBLIC OF SOUTH AFRICA &amp; SINGAPORE

Sabinsa has been granted a patent in South Africa and Singapore as part of its PCT application on “Process of preparing water soluble diterpenes and their applications”. In particular the patent covers applications of Forskololol solubilized in water using the Sabinsa’s platform technology. High insolubility of Forskololol in water (<0.001% w/w) remained a major obstacle for developing stable aqueous solution. Sabinsa’s technical innovation has increased this solubility by about 6000 times in water making a range of applications possible especially eyedrops for controlling intraocular pressure in patients with glaucoma, a leading cause of blindness.

Dr. Muhammed Majeed said, “This product has gone through clinical trials successfully in India and approved by Drugs controller of India for clinical use in glaucoma patients. Our international patents will help us scouting for a partner for this product to realize its full potential in a global scenario. The novel mechanism of action of this product different from existing drugs for this condition will differentiate our product with additional benefits and reduced side effects.”



# Environment sustainability Sabinsa—Innovating novel and responsible ways of farming



Sabinsa is committed to sustainable farming practices for medicinal plants used to make several of its key ingredients, most notably ForsLean®. ForsLean, one of Sabinsa's flagship offerings, is a standardized extract from *Coleus forskohlii* roots. Sabinsa has an extensive contract farming program for *Coleus forskohlii* in place which started in 1999 with just 100 acres of land. Today, more than 5,000 farmers are engaged in cultivating 40,000 acres dedicated exclusively to growing *Coleus forskohlii* throughout India.

Contract farming is a system of farming wherein *Coleus* is grown by the farmers under a buy-back agreement with Sabinsa. This ensures that Sabinsa has a consistent, seasonal supply of raw material that meets its stringent quality standards and allows the company to continually fulfill its customers' quantity requirements. It also allows the company to optimize the cultivation, collection and standardization of *Coleus* right from selection of planting material to root collection, and finally to the preparation of the standardized extract.

Sabinsa provides the farmers with free technical training and bank finance assistance. Crop insurance is also provided in certain areas. In case of crop damage/loss, Sabinsa pays the farmers incentives. Logistic support is also given in form of transportation. Price stability and fair returns through prices is decided in advance of the crop season.

Sabinsa additionally guarantees buy-back of the material with no middlemen involved. Interest free credit facility in kind by means of advance supply of seeds, fertilizers, pesticides, imparting new technological assistance and safer source of income for the farmers is provided. Farmers follow the package of practice as recommended and provided by Sabinsa and



ensure high yield quality.

As Corporate social responsibility and with strong R&D, Sabinsa has strived to add value, share knowledge and work closely with the farming community by coming to an understanding for medicinal plant cultivation. Many programs in different parts of the country have been rolled out.

The company also encourages farmers to meet and participate in various related exhibitions and fairs in order to educate the farming community, evaluate interest levels and enthusiasm, as well as strengthen the company's relationship with their farmers. Sabinsa chooses to work with farmers who have suitable soil, proper terrain, good water resources and clean farming practices like weed and water management.

Sabinsa has also paid tribute to the farming community engaged in the cultivation of *Coleus* by celebrating "Coleus Day". As part of the celebration, Sabinsa honored more than 5,000 farmers from the district of Salem, India, and adjoining districts for their cultivation efforts. The company awarded the farmers with 25 motorbikes and more than 300 sovereigns.

The company has also domesticated *Coleus* to ensure sustainability of the wild resources. The scientists at Sabinsa were able to select a genotype from the wild *Coleus forskohlii* after extensive testing. This was made

possible by using the technique of tissue culture by faster multiplication. Propagation time taken to multiply 100,000 plants by normal methods takes about one to one and a half years, however, Sabinsa was able to grow more than 100,000 plants in about three months by tissue culture.

## Curcumin C3 Complex® — Research Updates

Sabinsa's Curcumin C3 Complex® enjoys a special place among curcumin extracts. Over the years, Sabinsa has developed a reputation for being a trusted and valued resource to academic and medical communities in providing C3 Complex for a variety of research initiatives. Often times the scope of this research falls outside the present regulatory framework for claims allowed on foods and dietary supplements. However, the fact that much of this work is being funded by the National Institutes of Health (NIH), with researchers and institutions requesting Sabinsa's C3 Complex for their studies, shows a high level of confidence in the consistency, quality and integrity of our material.

Here are some of the indications for which Curcumin C3 Complex has completed clinicals and/or has on-going clinicals:

- Aging
- Alzheimer's Disease
- Colon cancer
- COPD [Lung inflammation]
- Cystic fibrosis
- Diabetic Nephropathy
- Head and Neck Cancer
- Lichen planus
- MDS (myelodysplastic syndrome)
- Melanoma
- MGUS (monoclonal gammopathy of undetermined significance)
- Multiple myeloma
- Oral cancer
- Pancreatic cancer
- Prostate cancer
- Psoriasis vulgaris
- Rheumatoid arthritis

For more information, see [www.curcuminc3complex.com](http://www.curcuminc3complex.com) or [www.curcuminoids.com](http://www.curcuminoids.com).



## Sabinsa Receives Halal Certification For Several Ingredient Offerings

Sabinsa Corporation announces that several of its dietary supplement ingredient offerings including a broad range of standardized botanical extracts, probiotics, enzymes and minerals have been Halal certified by the Islamic Foods and Nutritional Council of America (IFANCA). Halal certification ensures that these ingredients are acceptable for individuals who follow the dietary restrictions of the Muslim faith. As part of the Halal certification process, the IFANCA also inspected Sabinsa's manufacturing sites in Bangalore and Karnataka, India.

"The addition of Halal certified products will not only allow us to enter different world markets, but also help our customers meet regulatory requirements and demand from the Muslim community," noted Shaheen Majeed, Director of Marketing, Sabinsa Corporation.

Several of the company's branded ingredients were certified including: BioPerine®, a standardized piperine composition derived from black pepper extract that has been shown in clinical research to increase the absorption of nutrients in nutritional supplement formulations; ForsLean®, an extract derived from *Coleus forskohlii* roots, and the only known plant source of forskolin, a natural compound that has been shown to increase lean body mass and help optimize body composition; Fabenol®, a standardized extract from the seeds of the kidney bean that is used to support weight management; Curcumin C3 Complex®, an extract of turmeric standardized to 95 percent curcuminoids; Cococin®, a freeze-dried powder form of green coconut water; Boswellin®, an extract of *Boswellia serrata* that has been shown to have anti-inflammatory properties; Lactospore®, a lactic acid bacillus preparation; Digezyme®, a multi-enzyme complex derived from fermented grain composition; and Selenium SeLECT®, an L-(+)-Selenomethionine compound and the most bioavailable, pure and safe form of selenium. Additional product certifications are underway.

IFANCA is a non-profit Islamic organization dedicated to promoting Halal food and the institution of Halal. Headquartered in Chicago, Ill., the organization also maintains offices on the West Coast, Toronto, Canada and Brussels, Belgium. IFANCA certified products are sold in nearly every country in the world. For more information visit [www.ifanca.org](http://www.ifanca.org).

# SABINSA CORPORATION

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Tel: +1-801-465-8400

[www.sabinsa.com](http://www.sabinsa.com)

Hey, we've turned 20! Come celebrate with us at the SupplySide West Show this year in Las Vegas. Cake and Champagne will be served both days of the show, October 23rd & 24th from 12pm – 2pm at our booth.

**Booth # 21051**

See you there!

Venue : SSW Show, Las Vegas  
Date : Oct. 23-24  
Time : 12pm-2pm  
Booth : 21051

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