

Sabinsa / SAMI LABS Founder Writes Two Letters To Industry: IP Protection

You've likely noticed that we have been talking a lot about Intellectual Property issues within the dietary supplements industry lately, not just in the United States, but abroad as well. We feel it's an important conversation to keep having, because it directly impacts innovation, which is what drives our industry's growth. For our industry to be sustainable as the market matures, the historical practice of IP infringement must stop. **While we remain committed to this undertaking, we will have no choice except to take legal recourse to those who blatantly infringe.**



Dr. Muhammed Majeed
Founder - Sabinsa Corporation

Dr. Majeed spoke on Curcumin first, and highlighted the following:



By the scientific and clinical evidence that is being received currently, the year 2014 is going to be the year of Curcumin C³

Complex. This is the time to decide how we, as an industry, are going to handle the expansion of consumer demand for Curcumin, which will have a significant impact on how large the market grows and the longevity of that market. Quite simply, we want to ensure that consumers are using products that work, consistently. We believe that requires C³ Complex, and here are some reasons why:

The Most Clinically Studied Curcumin Brand

More than sixty-five scientific publications, including clinical trials, have been published using Curcumin C³ Complex.

The Most Safety Data

Sabinsa's C³ Complex is the only Curcumin in the market that has been reviewed and acknowledged by US FDA for GRAS status, a process which

includes a comprehensive review of safety and toxicology data. Because our process is patented & proprietary, the safety data is not applicable to other Curcumin products.

The Most Patents - IP Protection

Sabinsa holds multiple valid patents covering composition of curcuminoids, method of manufacture, and uses. The US patent 5861415 and EP 0839037 cover a bio-protectant composition consisting of the three curcuminoids in specific ratios. The methods of use of the composition as an anti-oxidant, as well as protection of biological tissues from damage, also form part of the claims. In fact, the solvent ethyl acetate is as an extraction medium covered by our Patent issued back in 1996. Sabinsa will continue to enforce its rightful patent rights whenever possible, which benefits our customers and the consumers at large.

The Most Stable Supply Chain

Sabinsa's cultivation programs ensure a stable supply, providing our farmer partners with technical support and advice, financial help, and incentives to



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info@sabinsa.com

SABINSA SHOWS Ingredients Marketplace

June 02-03
New York, NY

CPhI Shanghai
June 26-28
Shanghai, China

NBJ Summit
July 22-25
Dana Point, CA



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motivate the farmers to grow crops in a sustainable manner using modern technology. In the past years while there was shortage of turmeric in the market, Sabinsa was able to provide an uninterrupted supply of genuine Curcumin C³ Complex to our loyal customer base at competitive prices. Our technical support to farmers also produces a higher quality raw material, so the superiority of C³ Complex begins literally at the ground level.

More Proven Bioavailability

In the recent past there has been a disproportionate emphasis on the role of bioavailability alone, which is not and should not be the sole criterion for judging the therapeutic effect of Curcumin. While one could simply dismiss those claims as marketing hype, we do enjoy demonstrating our superior understanding of Curcumin developed over the past 25 years, so please stay with us while we explain.

Emphasis on increasing bioavailability alone is by no means a substitute for properly designed and conducted clinical trials that examine what happens to a Curcumin product in the body. We don't believe making the assumption that increasing initial bioavailability is valid without doing the work to make sure the resulting substance does what it is supposed to do.



When it comes to bioavailability, the next letter to the industry was on BioPerine®, where Dr. Majeed went on to say that today, black pepper extract is a relatively well known ingredient in nutritional supplement formulas as a

bioavailability enhancement ingredient. Prior to Sabinsa's introduction of BioPerine®, it was unheard of.

The first patent on BioPerine® was issued in 1996, US Patent number 5,536,506 "Use of Piperine To Increase The Bioavailability Of Nutritional Compound." A subsequent US patent, 5,972,382 "Use Of Piperine As A Bioavailability Enhancer" was issued in 1999 and reaffirmed by the US Patent Office's formal review in 2006. This assessment reaffirms that BioPerine® is the only black pepper extract that can legally be used in nutritional supplements for the purpose of enhancing the bioavailability of nutrients.

BioPerine's ability to enhance nutrient absorption and bioavailability has been well researched. Published clinical evidence of safety and efficacy further support the use of BioPerine® incorporated in dietary supplements.

Clearly BioPerine® works, which explains all of the patent-infringing 'me too' ingredients on the market today. **The pioneering efforts behind BioPerine's success have created tremendous competitive envy, and unfortunately, this has taught many a lesson when we last pursued legal action. Yet, it is this same action we are willing to take again, for the sake of the industry and for our loyal customers.**

We encourage companies that are utilizing piperine extract in their formulas to execute a licensing agreement with us if they have not done so already. It not only offers total protection to your brand, but is also supported by published science on BioPerine®.



Patents:

Curcumin C³ Complex®:
US 5,861,415
EP0839037

BioPerine®:
US 5,536,506
US 5,744,161
US 5,972,382
US 6,054,58
EP0810868
JP3953513
CA2247467

PRESS RELEASES

Sabinsa / Sami Labs Licence Two Patents from Indian Institute of Integrative Medicine and The Indian Council Of Medical Research

The Indian Institute of Integrative Medicine (IIIM), the Indian Council of Medical Research (ICMR), and Sami Labs Limited, Sabinsa's sister company, have entered into a tripartite agreement whereby Sami and Sabinsa acquired two Indian patents pertaining to pterocarpus marsupium, an existing ingredient in the Sabinsa global product portfolio .



Left to Right: Sh Abdul Rahim, Dr R. K. Raina, Dr R A Vishwakarma, Dr Muhammed Majeed, Dr Sadhana Srivastava, Dr Sarang Bani

IIIM, based in Jammu, India, one of the oldest institutions of the Council of Scientific and Industrial Research (CSIR), was established in 1957 and dedicated to advanced research on the isolation and standardization of drugs from natural products useful against various diseases. Under a sponsored project from ICMR on the isolation of novel compounds from pterocarpus marsupium for blood sugar management, two novel compounds were isolated which showed significant activity in that area.

The intellectual property created and filed for both the compounds by carrying out original research in the field of drug discovery for the past several decades resulted in the two Indian patents Sami / Sabinsa have licensed, which are entitled:

- **“A PROCESS FOR ISOLATION OF NOVEL COMPOUND 2,6-DIHYDROXY-2-(P-HYDORXY BENZYL)-3(2H)-BENZOFURANONE -7-C-β-D-GLUCOPYRANOSIDE FROM PTEROCARPUS MARSUPIUM”**
under Patent No. 192163
- **“A PROCESS FOR EXTRACTION OF ANTIDIABETIC FORMULATION MAINLY CONTAINING FLAVONOID GLYCOSIDES”**
under Patent No. 194292

ICMR published clinical trials on this product using the traditional water extract and found the ancient Ayurvedic claims that it can control blood sugar levels to be valid. The human trial by ICMR has been published, and the license for the patents includes use of the results of the anti-diabetic trial.

The agreement was signed at IIIM by Dr. Ram A. Vishwakarma, Director, IIIM, Dr. Sadhana Srivastava, Scientist ICMR, and Dr. Muhammed Majeed, Founder and Managing Director, Sami Labs Limited. Dr R. K. Raina, consultant to IIIM and Dr. Sarang Bani, Director, Biological Science at Sami Labs and Mr Abdul Rahim Head PME were also present.

Dr. Majeed stated that the signing ceremony marked the beginning of a very close association between his science based company and the prestigious research institutions like IIIM. Dr. Majeed is in discussion with IIIM and ICMR for entering into similar agreements covering few more products of interest to the group. “Given that all three organizations entering into this agreement have a mission of validating traditional Ayurvedic medicines through modern research, for the benefit of mankind, there is much we can do together in future.”

Dr. Vishwakarma, who is a reputed drug discovery scientist in India, said, “IIIM shall be open to collaborative research with Sami Labs and offer the facilities such as the NABL accredited Quality control lab and GMP production facility to be utilized for the benefit of the Pharma industry in the country.”

Sabinsa's Sister Company Sami Labs Enters Into Memorandum of Understanding With Arya Vaidya Sala to Further Ayurvedic Interests and Products

Sabinsa's sister company Sami Labs entered into a Memorandum of Understanding with India's premier Ayurvedic practice and research organization, Arya Vaidya Sala, Kottakkal (AVS), to further the use of modern scientific methods and technology in exploring more deeply the knowledge base of Ayurveda, with the ultimate goal of improving the health of mankind.

Muhammed Majeed, PhD founded Sabinsa & Sami Labs based upon his long-held belief that aspects of his native country's traditional medical system, Ayurveda, could address many of the health issues plaguing society. Because Dr. Majeed and his robust R&D team have found specific benefits that are not always traditional, the company today holds 90 patents world wide. Sabinsa's branded ingredients are natural extracts and phytonutrients derived from botanicals with a long history of traditional food, medicinal and cosmetic use, validated by modern scientific studies.

"We are honored by this recognition for the validity of the pioneering work that we have been relentlessly pursuing for the past 26 years in manufacturing and marketing standardized medicinal plant preparations in a manner acceptable to the developed world," said Dr. Majeed.



Left to Right: Dr. PM Varrier, Trustee and Chief Superintendent, AVS, Shri P Raghava Varrier, Trustee, AVS, Shri K S Money, General Manager, AVS, Padmabhooshan Dr P K Varrier, Managing Trustee, AVS, Dr Muhammed Majeed, Founder and Managing Director, Sami Labs Limited, Bangalore and V G Nair, CEO, Sami Labs Limited.

AVS Managing Trustee and Chief Physician Dr. P.K. Warrier stressed the value in incorporating modern scientific methods and technology with the knowledge of Ayurveda in order to provide affordable health care to those members of humanity suffering from ill health.

After several months of discussion between senior management teams at AVS and Sami, the major areas of cooperation have been identified as:

- Marketing of AVS products by Sabinsa - Sami throughout the world
- Co-development of new products
- Development of standardized herbal extracts
- Exploring feasibility of large scale cultivation of essential medicinal plants through contract farming
- Create public awareness and seek Governmental support for efforts to conserve and cultivate endangered medicinal plant species

About Arya Vaidya Sala, Kottakkal

Vaidyaratnam P.S. Varier's Arya Vaidyasala, Kottakkal is a century old charitable institution recognized as the premier center of Ayurveda in India, carrying forward traditional principles and practices of classical Ayurveda while utilizing modern technology.



AVS was founded in 1902 as a village clinic in the Kerala State of India by visionary physician, philanthropist, entrepreneur and Ayurvedic scholar Vaidyaratnam P.S. Varier. Today, AVS facilities offer Ayurvedic medicines, therapies and expert medical advice via multi-unit Ayurvedic Hospitals and research centers catering to patients from India and abroad. The organization has modern medicine manufacturing facilities, well-equipped labs, and a pioneering program to preserve classical Indian medicinal plants from over harvesting.

PATENT'S CORNER

Sabinsa Awarded Four New International Patents

Sabinsa has received several new patents this year thus far, bringing the company's portfolio of patents to 91 internationally. Here are some patent highlights:

Australian patent for the proprietary process technology behind the Ocufores[®] formulation and ophthalmic applications thereof. The process steps delineate a method of solubilizing diterpenes using Randomly Methylated Beta Cyclodextrins (RAMEBCD)



New Zealand patent for a unique formulation incorporating proprietary ingredients Saberry[®], Cococin[™] and PeptiSelene[®]/PeptiSelect[®]. This formulation has been proven to enhance the tolerance of dermal papilla cells to stress signals. The patented technology enhances the tolerance of dermal papilla cells to stress signals. It is a useful way of ensuring the survival of dermal papilla, which are critical assets in regeneration

Taiwan patent for the proprietary ingredient Polysal[®] and its ability to modulate the expression of the pro-inflammatory cytokines network. Polysal[®] comprises of boswellic acids and polysaccharide components obtained from *Boswellia serrata*

Eurasian patent for a dermal papilla protective formulation blending ingredients Saberry[®] and Cococin[™]. The formulation enhances the tolerance of dermal papilla cells to stress signals like UV and maintains the morphology and health of dermal papilla cells. This formula was previously awarded a patent in New Zealand

- Ocufores[®] was also the subject of the Canadian Patent 2537820. This patent discusses a unique proprietary methodology to solubilize diterpenes like forskolin using randomly methylated β -cyclodextrins. The patented solubilization method enhances the application of diterpenes in ophthalmic therapy.

- New Zealand issued patent NZ598630 for the proprietary Saberry[®] and Cococin[™] synergistic formulation and its protective effect on the dermal papilla cells. It is note worthy that this invention earlier had been awarded the US Patent (US8247003).

- PteroWhite[®] was awarded the DPR Korea Patent 1011504. The patent discusses the ability of pterostilbene to modulate melanogenesis and skin hyper pigmentation.



- US patent (US8394852) for the inotilone derivatives (composition of matter). The invention delves into the synthetic routes for derivatives of 5-methyl-3(2H)-furanone compounds, compositions of matter and biological applications thereof.

- US patent (US8383594) for OLEPENT[®]. The invention titled "Peptides modified with triterpenoids and small organic molecules: synthesis and use in cosmeceuticals" is specifically directed to a unique pentapeptide linked chemically to the plant derived Oleanolic acid and cosmetic compositions thereof. With a proven potential for regenerating the dermal matrix OLEPENT[®] is considered a technological breakthrough in the cosmeceutical sector, more specifically in the Anti-aging range of ingredients.

- European Patent EP1791423 for BOSWELLIN[®]. The patent discusses the unique therapeutic potential of boswellic acids in combination with selenium amino acids to effectively manage inflammatory conditions of immunological origin like psoriasis.



- Hong Kong patent (HK1098450) for the proprietary process technology behind the Ocufores[®] formulation and ophthalmic applications thereof. The process steps delineate a method of solubilising diterpenes using Randomly Methylated Beta Cyclodextrins (RAMEBCD).

PEOPLE'S CORNER

Ashish Sehgal

Ashish Sehgal has joined Sabinsa Europe GmbH as President of Sabinsa Europe, based in the Sabinsa Europe office in Langen, Germany. Mr. Sehgal, a pharmaceutical professional with over 20 years experience in the generic pharmaceutical industry, has worked with large Indian companies such as Ranbaxy, Dabur and Matrix and successfully set up International operations in Africa, South America and Europe for these companies. "Sabinsa's innovative products and significant patent portfolio assures them a sound position in the European markets," said Mr. Sehgal. "I'm pleased to have joined this team and look forward to growing the business."



Jon Tilyard

Sabinsa Australia is pleased to announce that Jon Tilyard has joined the company as General Manager. Jon is responsible for reorganising the business unit so commercial activities are well placed to leverage stakeholders across the desired marketing segments for Sabinsa. "I'm extremely enthusiastic about leading the Sabinsa ANZ team into a significant period of sales and profit growth," Jon said. "Showcasing Sabinsa's portfolio of science-backed, patented products, I'm networking industry association and influencers to raise the Sabinsa's profile as a preferred "go to supplier."



Akawat Krittanai

Mr. Akawat Krittanai has joined Sabinsa as the Business Development Manager, South East Asia Team. A native of Bangkok, he will be based here and work closely with the team to consolidate and enhance Sabinsa's sales in Thailand and emerging markets such as Myanmar, Cambodia and Laos.



AWARD'S CORNER

Sabinsa was honored to receive Engredea's Functional Ingredients Editors' Choice Award recognizing the company's patented Curcumin C³ Reduct for Best Science. The award was presented to Sabinsa at Expo West / Engredea trade show in Anaheim, California on Saturday March 8, 2014. Learn more at www.c3reduct.com.



Sabinsa Corporation and its sister company Sami Labs have received the Panacea-Natural Product Expo India Best New Product Excellence Award in the Raw Material - Beauty and Cosmetics category for the proprietary ingredient Saberry®.

Sabinsa / Sami was selected out of 18 different nominees at the Expo, which brings together the world's leading manufacturers, buyers, R&D professionals, marketing & production experts, showcasing interesting and innovative range of natural ingredients, products and services. Learn more at www.saberry.net.



Sami Labs, sister company to Sabinsa Corp, has been recognized for export excellence by the Visvesvaraya Trade Promotion Centre (VTPC). Sami received the Gold Award in the Agricultural and Horticultural category for Medium to Large Enterprises for both 2011 – 2012 and 2012 - 2013. Sami also won the District Gold Awards for both years for the Tumkar district.



Ms. Neeraja Shetty, Director & President of Strategy & Business Development accepts award by the Government of Karnataka

"Pioneering efforts by Sabinsa have led to patented ingredients coming from curcumin, black pepper, garcinia cambogia, coleus, commiphora mukul, selenium, amla, boswellia serrata, coconut, and many more. We are committed to enforcing our patent rights on those who blatantly violate."

- Dr. Muhammed Majeed, Founder (Sabinsa/Sami Group of Companies)



INTELLECTUAL INFRINGEMENT REQUIRES CLEAN UP

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

For over 25 years, we find working together and upholding intellectual property in the best interest of our customers and consumers alike. We are, more than ever, globally committed to our patents and this requires some major cleanup activity against those who decide to infringe.

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Cococin

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SelenoForce



ForsLean®

GarCitrin®

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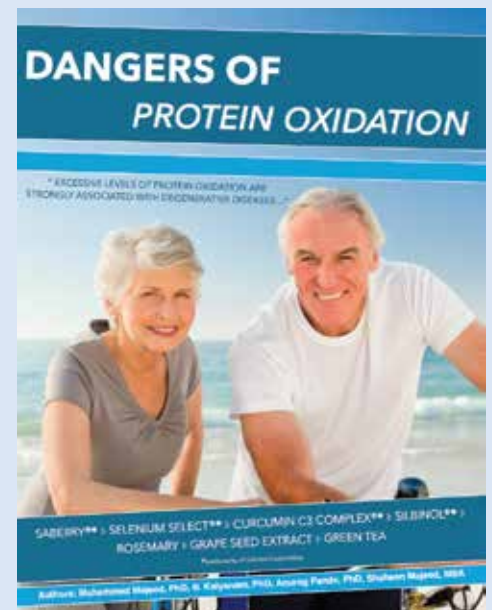
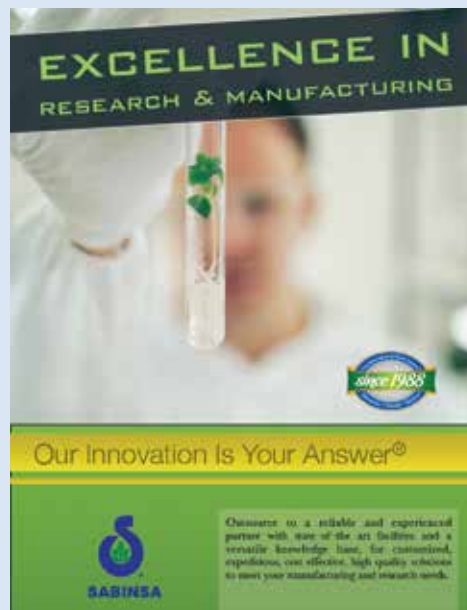
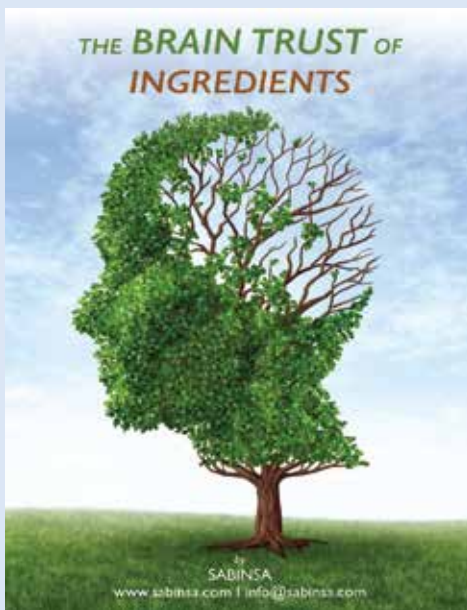
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