

Curcumin Potency Guide

How Much Curcumin is TRULY in each Capsule/Softgel?
milligrams x potency (%) = standardized curcuminoids



Curcumin 750
Ambiguous label—
Read small print in
Supplement Facts

500mg capsule = **475 mg** total curcuminoids

Potency: 95% (stated in Supplement Facts label)

750mg* softgel = **475 mg** total curcuminoids
*750 mg “proprietary complex” contains 500 mg curcumin

Potency: 95% (not in Sup. Facts, but branded ingredient is 95%)

Curcumin
with piperine
See health warning
about piperine

500mg capsule = **475 mg** total curcuminoids

Potency: 95% (stated in Supplement Facts label)

Longvida®
Solid Lipid Curcumin
Particle Technology
Low dose, expensive

500mg capsule = **100 mg** total curcuminoids

Potency: 20% (according to website—not in many Sup. Facts)

Meriva®
Curcumin-Lecithin
Phytosome Complex
Low dose, expensive

500mg capsule = **100 mg** total curcuminoids

Potency: 18-20% (according to website—not in many Sup. Facts)

Curcuwin® UltraSol®
Water Dispersion
Nano Curcumin
Low dose, very expensive

250mg capsule = **50 mg** total curcuminoids

Potency: 20% (according to website—not in many Sup. Facts)

Solgar® NovaSol®
Curcumin Micelles
Nanoemulsion Liquid
Very, very low dose and
very, very expensive

88mg softgel = **48 mg** total curcuminoids

Potency: 95% (total amount stated in Supplement Facts label)

Theracurmin®
Water Dispersible
Nano Curcumin
Very, very low dose and
very, very expensive

300mg capsule = **30 mg** total curcuminoids

Potency: 10% (on some labels, but—not in many Sup. Facts)

Turmeric with
Native Curcumin

500mg capsule = **10 mg** total curcuminoids

Potency: about 2% (unstandardized—not in Supplement Facts)

Milligrams

0 100 200 300 400 500

Curcumin Potency

2% Turmeric Extract

20% Standardized Curcumin

45% Standardized Curcumin

95% Standardized Curcumin

4,750%
more Potent
than Turmeric