BCM-95®

(CURCUGREEN®)

Arjuna Natural

arjunanatural.com

Your Superpower

for Healthy Ageing



Turning the weight of years into wings.

Healthy ageing is more than just living longer—it's about staying vibrant, active, and strong as the years go by. Ageing often brings subtle changes that can impact how we move, think, and feel. But what if we could approach ageing differently? What if, instead of slowing down, we could adapt and grow stronger with time?

Healthy ageing isn't about resisting time—it's about thriving in it.



Ageing Populations & Rising Health Priorities

20%

The world is witnessing a historic shift, by 2050, people over the age of 60 will account for more than 20% of the global population.

For the first time in history, older adults will outnumber younger generations —a demographic turning point that brings both challenges and opportunities.

At the biological level, ageing reflects the accumulation of molecular and cellular damage over time.

Beyond biology, older age often coincides with life transitions such as retirement, relocation, or the loss of loved ones, impacting overall well-being.

Studies show that while people are living longer, many of these extra years are spent in poor health. But if older adults can stay healthy and active during these years, their quality of life could be as good as in their younger days. This is why there's a growing interest in preventive healthcare and natural solutions to support healthy ageing.



What Does Healthy Ageing Really Mean?

According to the World Health Organization (WHO), **healthy ageing is "the process of developing and maintaining the functional ability that enables well-being in older age."**

In simple terms, it means supporting the body and mind to stay strong, active, and resilient—so that growing older doesn't mean giving up on the things you love.

Healthy Ageing doesn't happen by chance – it happens by choice. Acting now can help you stay ahead of age-related changes.

Healthy Ageing as a Global Trend

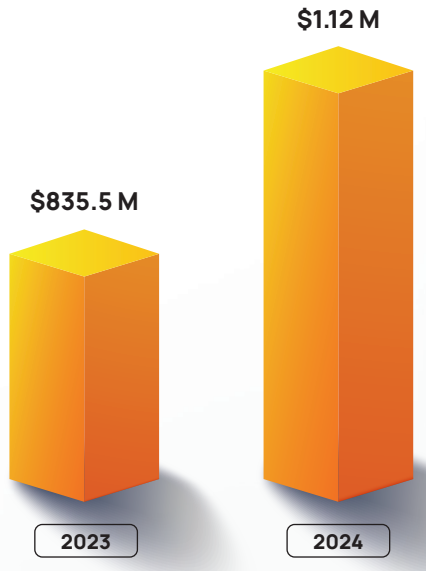
The healthy ageing market is experiencing remarkable growth, driven by a global shift in how people perceive ageing.

This growing demand reflects a powerful mindset change: ageing well is no longer optional—it's essential.

$904.6 The global healthy ageing segment is set to reach $904.6 million in sales by 2024

8.1% Projected CAGR of 8.1% from 2023–2027

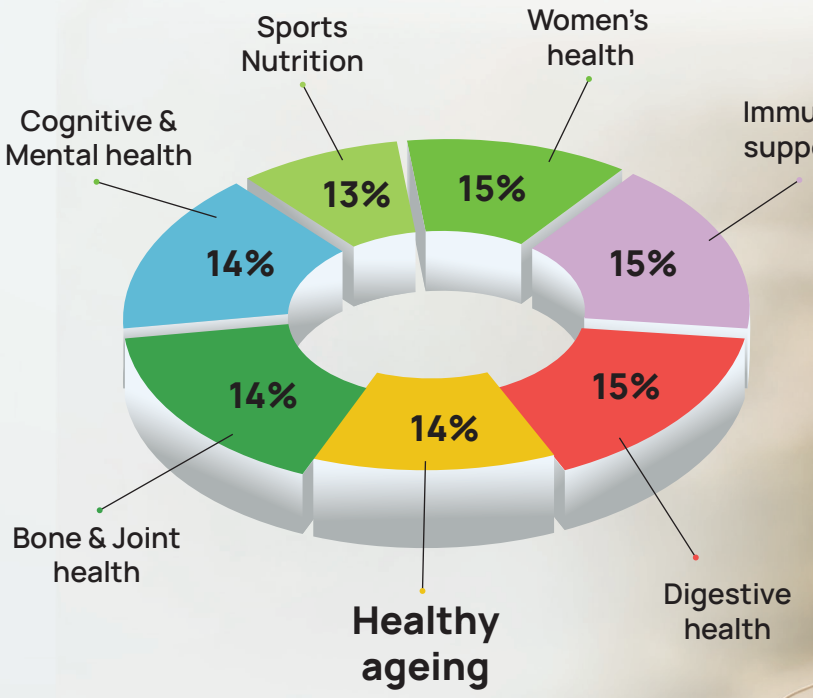
2nd By 2025, healthy ageing is expected to become the second fastest-growing condition worldwide.



In markets like the US, healthy ageing supplements are outperforming the overall supplement market, with sales climbing from $838.5 million in 2023 to an estimated $1.12 billion by 2027, reflecting a robust CAGR of 7.8%—well above the total supplement market's 5.4% growth (NBJ report)

Vitafoods Europe 2025: Focus on Healthy Ageing

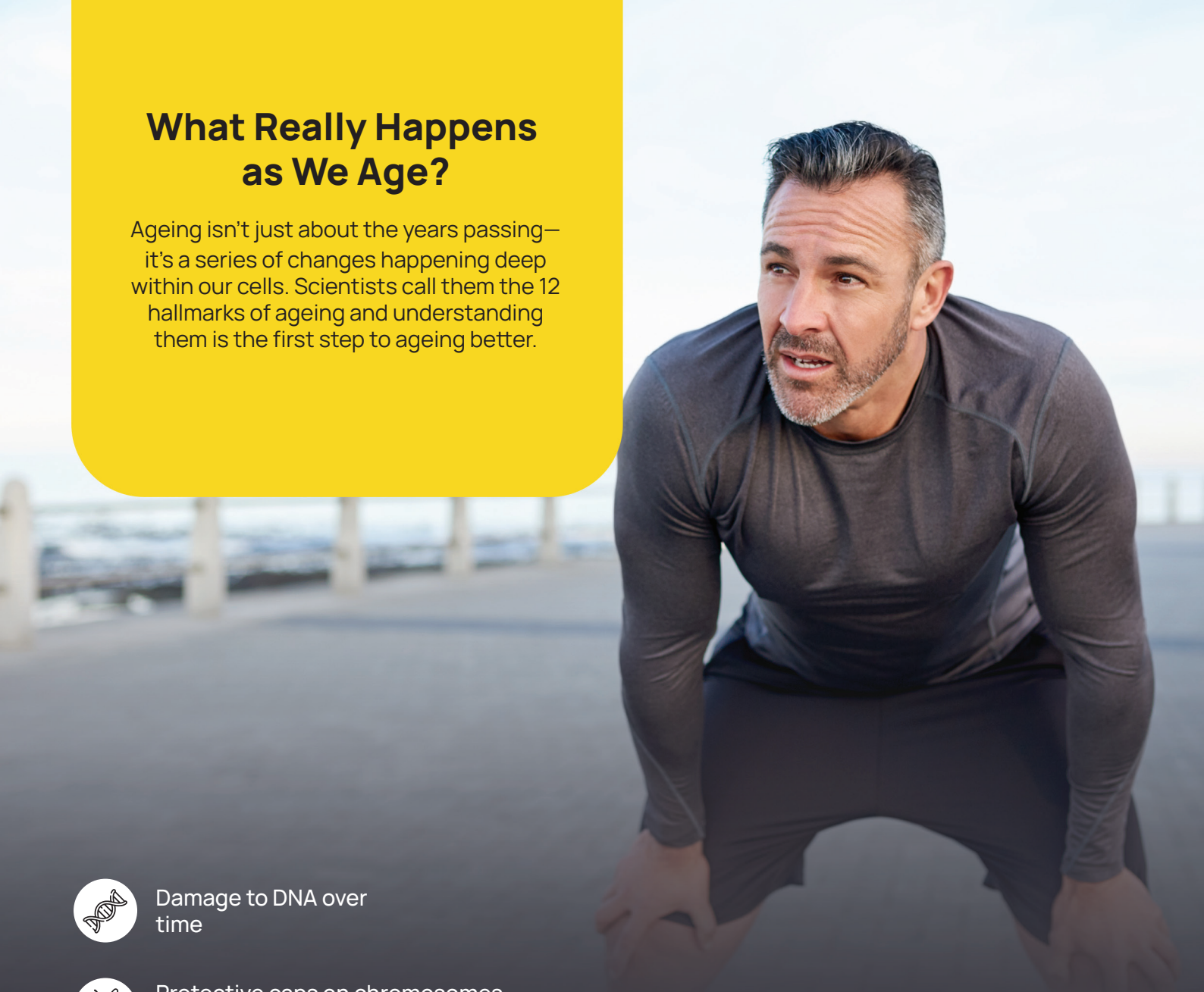
Healthy Ageing ranked among the top five priorities at Vitafoods Europe 2025, capturing the interest of 42.8% of visitors.





What Really Happens as We Age?

Ageing isn't just about the years passing—it's a series of changes happening deep within our cells. Scientists call them the 12 hallmarks of ageing and understanding them is the first step to ageing better.



- Damage to DNA over time
- Protective caps on chromosomes shrink, causing cell death
- Cells stop communicating clearly, causing imbalance.
- Accumulation of misfolded or damaged proteins
- A constant immune response that harms healthy cells over time.
- Stem cells lose their ability to renew and repair tissues.
- Imbalances in energy metabolism
- Imbalance or alteration in the composition of the body's microbiota
- Genetic modifications that impact gene activity without changing the DNA sequence
- Disabled cellular process that helps maintain cellular health and function.
- Mitochondria lose strength, decreased energy availability
- Accumulation of damaged cells can contribute to ageing and age-related diseases

TURMERIC:

Rewriting the Rules of Ageing

Curcumin, the active compound in turmeric, is gaining recognition for its powerful effects on ageing and longevity. As a dietary phenolic compound, it supports healthy ageing in multiple ways:

Helps manage **oxidative stress**

Helps reduce **oxidative** damage in **mitochondria**

Supports healthy **immune function**

Helps **enhance antioxidant** activities

Supports **cognitive health**

Supports **cardiovascular** health

Helps maintain **joint comfort and mobility**

Supports healthy **brain function** over time

Anti-cancer properties

Helps with everyday **muscle recovery**

Supports a healthy **inflammatory response**

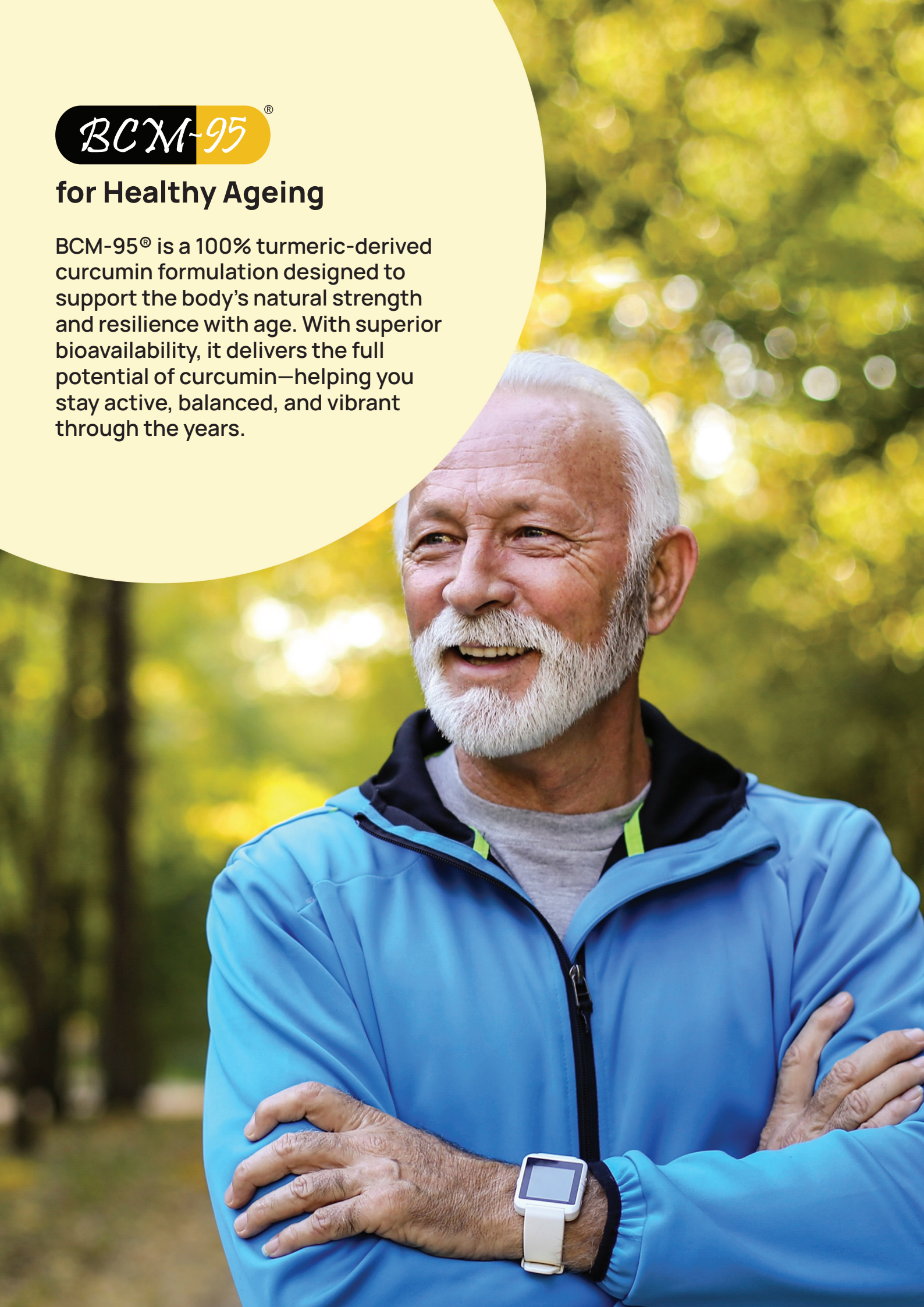
Helps ease occasional **joint pain**



BCM-95®

for Healthy Ageing

BCM-95® is a 100% turmeric-derived curcumin formulation designed to support the body's natural strength and resilience with age. With superior bioavailability, it delivers the full potential of curcumin—helping you stay active, balanced, and vibrant through the years.





BCM-95®: Scientifically Superior Curcumin

BCM-95® sets a new standard in curcumin innovation, delivering unmatched potency and bioavailability. This advanced formulation combines curcumin with turmeric essential oil, standardized to 45% Ar-turmerone, to create a patented synergy that's approximately 700% more absorbable than conventional curcumin extracts.

At the heart of BCM-95®'s superior performance is its unique mechanism.

Inhibition of P-glycoprotein (Pgp): Turmerones in BCM-95® block Pgp, a protein that restricts curcumin absorption at the cellular level, ensuring more curcumin reaches where it's needed.

With this unique approach, BCM-95® makes the full potential of turmeric's golden compound truly accessible to the body—supporting strength, balance, and vitality with age.

Enhanced Stability: The Power of Keto Form in BCM-95

Curcumin exists in **two tautomeric forms:**

- Keto Form
- Enol Form

The keto form is more stable and is considered responsible for many of curcumin's therapeutic effects.

BCM-95® stands out with a higher keto: enol ratio compared to regular turmeric extracts.

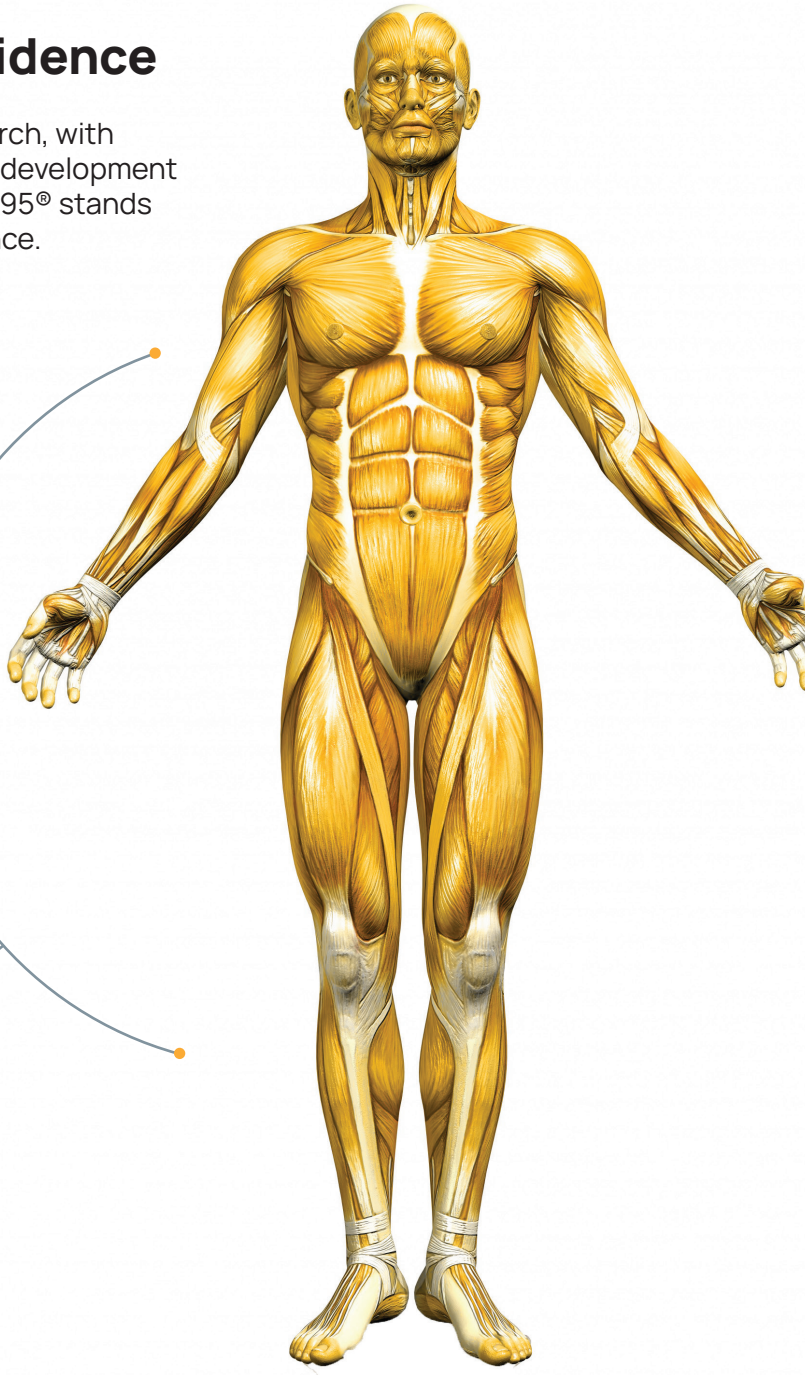
High concentration of curcumin in the stable keto-enol form supports potent antioxidant and anti-inflammatory effects, which are critical in managing oxidative stress and chronic inflammation commonly associated with Ageing.

BCM-95® in Action: Evidence That Inspires Confidence

Over 4 years of rigorous scientific and clinical research, with more than $2 million invested in R&D, has led to the development of BCM-95®. Supported by 42 global patents, BCM-95® stands as a testament to innovation and scientific excellence.

93 Publications - 46 human Studies

- Osteoarthritis 14
- 10 Metabolic Syndrome Nafld
- Cognitive Health 7
- 2 Inflammatory Response
- Prostate Health 2
- 2 Rheumatoid Arthritis
- Cancer & Radiation 7
- 2 Others



BCM-95®, Your Trusted Companion for Healthy Ageing

Every day offers new opportunities, to move, think, and experience life fully. Healthy ageing is about embracing these moments with confidence. It's not about defying time, but about making each year better than the last.

BCM-95® is crafted to support your wellness journey, helping you feel empowered to live life on your terms. By optimizing the potential of curcumin, it provides a gentle, natural way to stay supported, so you can focus on the activities, relationships, and experiences that make life meaningful.

Because ageing well is your greatest superpower.



What's Next for BCM-95?

New Clinical Study on Healthy Ageing:
Exploring bio markers for Healthy Ageing.

New Clinical Study with Low-Dose Efficacy:
Proving efficacy at a low dosage of 200 mg.

WHY BCM-95®

Legacy of **20+ years** in the market, still growing 10-15% CAGR

Present in **70 countries**, more than 200 million doses annually

One of the few molecules proven to **cross blood brain barrier**



True Potency – No Metabolite Distortion

BCM 95 has **92 Publications** and **42 Patents**

BCM 95 has **3.5 times better** ORAC value than regular curcumin

Largest study populations for Nutra products – **1500** (ongoing)

First Organisation in the world to manufacture curcumin using **solar energy**

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