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# Sabinsa joins Global Curcumin Association as founding board member

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**Sabinsa Corporation has become a Founding Board Member of the Global Curcumin Association (GCA), established through Trust Transparency’s incubator program of single ingredient trade associations. Sabinsa is a global ingredient supplier with a broad scientific and intellectual property platform to support its products, including Curcumin C3 Complex, C3 Reduct, and Uc3 Clear.   “With Sabinsa’s leadership role in advocating best practices, their decision to be a Founding Board Member of GCA validates our conviction that visionary companies see value in banding together with like-minded businesses to promote and protect a significant category,” said Trust Transparency co-managing partner Len Monheit. “We are eager to begin executing the programs we have developed to support the rapidly growing curcumin category, even as we build out the rest of the membership with other companies committed to solid science, adherence to intellectual property law and quality systems.”   As part of Trust Transparency’s single ingredient trade association incubator program, the GCA will work to establish a best practice recognized third-party baseline for ingredient quality, identity and appropriate category definitions and standards. The association will also serve as a voice and supporter of science and education through all supply chain levels and customer, consumer and influencer communities.**



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