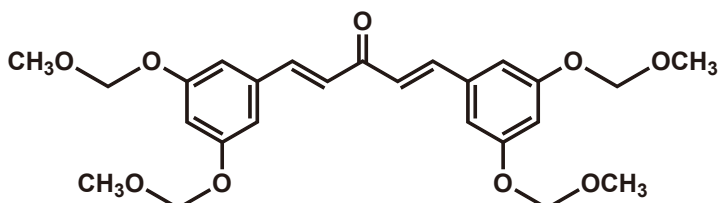
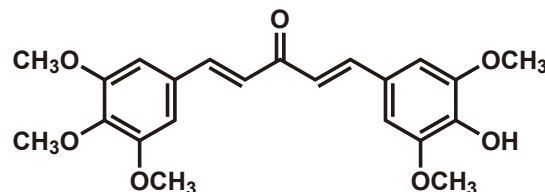


**New**

# Curcumin Analogues with Enhanced Antitumor Activities

**GO-Y030 [B4823]****GO-Y078 [H1525]****Advantages**

- Enhanced Antitumor Activities
- Strong Multi-Target Inhibitory Activities
- Increased Bioavailability
- Improved Water Solubility (GO-Y078; H1525)

Curcumin, a dietary constituent of turmeric, has chemopreventive and chemotherapeutic potentials against various types of cancers, but low bioavailability prevents its use in chemotherapeutic applications. GO-Y030 [B4823] and GO-Y078 [H1525] are new synthetic analogues of curcumin, developed by Shibata, Iwabuchi *et al.* to increase its potential and circumvent its low bioavailability.

According to their reports, B4823 shows a 30-fold greater suppression of tumor cell growth compared with curcumin.<sup>1)</sup> B4823 inhibits signal transducers and activators of transcription 3 (STAT3)<sup>2,3)</sup> and IKK $\beta$  kinase<sup>4)</sup>, and suppresses tumor growth of cancer stem cells.<sup>3)</sup> B4823 and H1525 suppress the growth of myeloma cells, and are 7 to 12 times more effective than curcumin.<sup>5)</sup> B4823 and H1525 are also 6- to 15-fold stronger multi-target inhibitors of NF- $\kappa$ B, PI3K/AKT, JAK/STAT3 and IRF4 pathways than curcumin.<sup>5)</sup> H1525 also potently inhibits interleukin 6 (IL-6) production 14-fold more than curcumin<sup>5)</sup>, and inhibits tumor angiogenesis through actin disorganization.<sup>6)</sup> In addition, H1525 has the additional characteristics of improved water solubility (H1525: 1.07 mg/L, curcumin: 0.54 mg/L) and effectiveness in a mouse model of gastric cancer.<sup>7)</sup> Furthermore, the structure activity relationships of these compounds have been reported.<sup>8)</sup>

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**B4823 GO-Y030**

20mg / 100mg

**H1525 GO-Y078**

20mg / 100mg

**Related Products****C0434****Curcumin (Natural)**

1g / 25g

**C2302****Curcumin (Synthetic)**

5g / 25g

For Laboratory Use, Research Purposes Only.

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