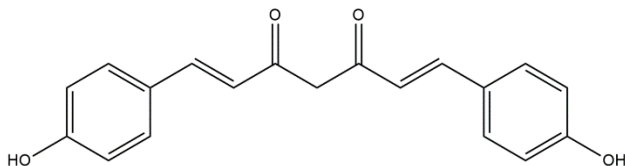


Bisdemethoxycurcumin

ALTERNATE NAMES: (1E,6E)-1,7-bis(4-hydroxyphenyl)hepta-1,6-diene-3,5-dione; Didemethoxycurcumin; Curcumin III; Bis(4-hydroxycinnamoyl)methane; Bis(p-hydroxycinnamoyl)methane; Curcuminoid A; Curcumin LII; Didemethoxycurcumil; di-p-coumaroylmethane; 1,3-Di(4-hydroxystyryl)propanedial; 1,7-bis(4-hydroxyphenyl)-3-hydroxy-1,3,6-heptatrien-5-one; BDMC

CATALOG #: B2944-50 50 mg
B2944-250 250 mg

STRUCTURE:



MOLECULAR FORMULA: C₁₉H₁₆O₄

MOLECULAR WEIGHT: 308.33

CAS NUMBER: 24939-16-0, 33171-05-0

APPEARANCE: A crystalline solid

PURITY: >98.0%

SOLUBILITY: ~5 mg/ml in Ethanol
~14 mg/ml in DMF
~10 mg/ml in DMSO

DESCRIPTION: Bisdemethoxycurcumin is a curcumin analogue with anti-inflammatory and anti-proliferative properties. It suppresses tumor necrosis factor (TNF)-induced nuclear factor-kappaB (NF-kappaB) activation in KBM-5 cells and inhibits proliferation of different cell lines at 25 µM. Bisdemethoxycurcumin enhances phagocytosis of amyloid-beta and transcription of MGAT3 and TLR. It down-regulates the transcriptional coactivator p300 and thereby inhibits the Wnt/beta-catenin pathway. It inhibits inducible nitric oxide synthase protein expression and accelerates healing of gastric ulcer in a rat model.

STORAGE TEMPERATURE: -20°C. Store in the dark. Product is light sensitive. Protect from air. Store under desiccating conditions.

HANDLING: Do not take internally. Wear gloves and mask when handling the product! Avoid contact by all modes of exposure.

REFERENCES:

1. Sandur, S.K., Pandley, M.K., Ahn, K.S., et al. Curcumin, demethoxycurcumin, bisdemethoxycurcumin, tetrahydrocurcumin and turmerones differentially regulate anti-inflammatory and anti-proliferative responses through a ROS-independent mechanism. *Carcinogenesis* 28(8), 1765-1773 (2007).
2. Ryu, M.J., Cho, M., Song, J.Y., et al. Natural derivatives of curcumin attenuate the Wnt/β-catenin pathway through down-regulation of the transcriptional coactivator p300. *Biochemical and Biophysical Research Communications* 377(4), 1304-1308 (2008).
3. Fiala, M., Liu, P.T., Espinosa-Jeffrey, A., et al. Innate immunity and transcription of MGAT-III and Toll-like receptors in Alzheimer's disease patients are improved by bisdemethoxycurcumin. *Proceedings of the National Academy of Sciences of the United States of America* 104(31), 12849-12854 (2007).
4. Mahattanadul, S., Nakamura, T., Panichayupakaranant, P., et al. Comparative antiulcer effect of bisdemethoxycurcumin and curcumin in a gastric ulcer model system. *Phytomedicine* 16(4), 342-351 (2009).

RELATED PRODUCTS:

Curcumin, *Curcuma longa* (High Purity) (Cat. No. 1850)
 Delphinidin (chloride) (Cat. No. B2807)
 Piperine (Cat. No. B2086)
 Sulforaphane (Cat. No. B2801)
 Apigenin (Cat. No. 2508)

DISCLAIMER: **FOR RESEARCH USE ONLY! Not to be used on humans.**