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Turmeric (Curcuma Longa) and its Therapeutic and Cosmetic Potential

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Abstract: *Turmeric (Curcuma longa L.) is a widely researched medicinal and cosmetic herb valued for its rich phytochemical profile, especially curcuminoids and essential oils.These bioactive constituents demonstrate potent. anti-inflammatory, antioxidant,antimicrobial, anticancer, and neuroprotective activities through the modulation of key cellular pathways such as NF-κB, Nrf2, and MAPKs. In dermatological and cosmetic applications, turmeric exhibits strong anti-aging effects, UV protection,skin-brightening activity, antimicrobial action against acne-causing organisms, and enhanced wound healing, making it a prominent natural ingredient in modern cosmetics. Extensive global research highlights its therapeutic promise in managing chronic diseases, while advancements in novel delivery systems such asNanoformulations have improved its bioavailability. With rising consumer demand for natural health and cosmetic products, turmeric holds significant market potential and continues to be a focus of scientific and commercial interest.*

Keywords: Turmeric; Curcuma longa; Curcumin; Curcuminoids; Therapeutic potential; Cosmetic potential; Anti-inflammatory; Antioxidant; Essential oils; Cosmeceuticals; Herbal medicine; Phytochemistry

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