

# ASHWAGANDHA: A Balanced Approach to Stress Management

## Stress: A Condition on the Rise

**Around 25%** 

of the population every year is affected by mental disorders and is one of the top public health challenges in the region as noted by the WHO Regional Office for Europe.

**U.S. ↑↑↑**  
**\$18.9 Billion**

Amount the Global Anxiety Disorder and Depression Treatment Market is forecast to reach by 2026, according to reports & data. While North America is the largest market, significant rises are seen across Asia Pacific and Europe.



Stress hormones affect the respiratory, cardiovascular and digestive systems; chronic exposure can adversely affect blood vessels, heart function and the insulin/glucose response. People under chronic stress are more susceptible to viral illnesses and infections. It also manifests in a range of brain and mood conditions, including anxiety and insomnia.

## Exploring the 'Prince of Herbs'



Known in Ayurveda as a rasayana—life extender—ashwagandha (*Withania somnifera*) has an impressively broad range of therapeutic effects.

Ashwagandha is one of the more complex herbs with many phytochemical constituents in it, and operates at the level of the overall body system by helping maintain balance in the substances and processes running in the human body.

## Ashwagandha for Stress Support: Tradition Meets Clinical Research

Clinically supported KSM-66 Ashwagandha full-spectrum root extract has been studied in multiple trials focused on stress.

Ashwagandha root extract (as KSM-66 Ashwagandha) significantly reduced cortisol levels and stress on all measures in one randomised, placebo-controlled study. Healthy adults (n=64) with a history of chronic stress took 600 mg/d of root extract or placebo, and were assessed with a battery of psychometric scales.

**27.9%** 

reduction in serum cortisol levels

**44%** 

reduction in Perceived Stress Scale score



**“High-concentration full-spectrum Ashwagandha root extract improves an individual's resistance toward stress and thereby improves self-assessed quality of life.”**

*Indian J Psychol Med.* 2012;34(3)255-262.



Ashwagandha's potential to enhance sleep quality by increasing resistance to stress was further investigated in a recent study. The double blind, placebo-controlled study involved 60 patients with insomnia, randomised to a 2:1 ratio, who received 600 mg/d ashwagandha root extract (KSM-66 Ashwagandha) or placebo for 10 weeks. Intervention significantly improved sleep quality and all other sleep parameters, including:



**41 minutes to 29 minutes**

Positive reduction in sleep onset latency (SOL),



**19%**

increase in total sleep time

**“Ashwagandha root extract could be of potential use to improve sleep parameters in patients with insomnia and anxiety.”**

*Cureus.* 2019;11(9):e5797

Researchers have also focused on the connection between stress and weight gain. A clinical trial in healthy overweight adults (n=52) investigated the effects of 600 mg/d of full spectrum ashwagandha root extract (as KSM-66 Ashwagandha) for eight weeks. In addition to reduced anxiety levels and food cravings, adults taking ashwagandha reported:

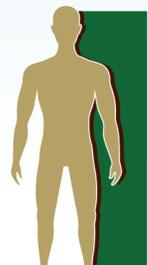


**22%** 

decrease in mean serum cortisol levels

**3%** 

reduction in body weight, compared to only 1.4% in the placebo group



**“Ashwagandha root extract can be useful for body-weight management in patients experiencing chronic stress.”**

*J Evid Based Complementary Altern Med.* 2017;22(1):96-106

## KSM-66 Ashwagandha is:



The most clinically studied ashwagandha on the market



The highest concentration, most bioavailable, full spectrum ashwagandha root extract on the market

*Certified:*



**WORLD'S BEST ASHWAGANDHA**

[AshwagandhaAdvantage.com](http://AshwagandhaAdvantage.com)