

## Product overview of Ashwagandha

- Standardized extract of *Withania somnifera*
- Powerful, all-natural tonic and adaptogen; reduces stress and promotes well-being
- An immune enhancer and white blood cell activator with anti-inflammatory properties
- A traditional Ayurvedic herb used in India for more than 3,000 years

### Product Description

Powdered extract of *Withania somnifera* (root) standardized to 1.5% withanolides for use in dietary supplements and nutraceutical food and beverage products.

### Product Overview

Ashwagandha, also known as "Indian Ginseng", is a traditional Ayurvedic herb known for its rejuvenating and adaptogenic effects on the nervous system. The active constituents in Ashwagandha are known as *withanolides*, which are believed to be responsible for the herb's medicinal properties. *Withanolides* bear a resemblance, both in their action and appearance, to the active constituents of Asian Ginseng (*Panax ginseng*) known as ginsenosides. *Withanolides* stimulate the activation of immune system cells (such as lymphocytes), inhibit inflammation caused by arthritis and help regulate thyroid function. Taken together, these actions support the traditional reputation of Ashwagandha as a tonic or adaptogen- an herb with multiple, nonspecific actions that counteract the effects of stress and generally promote well-being.

### Proposed Structure/Function Claims:

- Promotes healthy immune function
- Promotes healthy joint function
- Reduces stress and promotes well-being