

KSM-66 
ashwagandha

***CLINICALLY PROVEN &
AWARD WINNING***

" WORLD'S BEST ASHWAGANDHA "

***STRESS RELIEF
BRAIN HEALTH
MUSCLE STRENGTH
ENDURANCE
SLEEP
SEXUAL HEALTH
MALE TESTOSTERONE
WEIGHT MANAGEMENT***





KSM-66 ASHWAGANDHA

FOR A HEALTHY MIND AND BODY

WHAT IS ASHWAGANDHA?

Ashwagandha is the flagship herb of Ayurveda, the traditional system of medicine from India. This herb has been known for centuries but is only now experiencing major growth worldwide because of a burst of recent studies in pharmacology and medicine. Ashwagandha promotes balance in the body. It is an adaptogen that amplifies the body's ability to self-regulate key systems, specifically, the neurological, immune, reproductive, endocrinal and energy-production systems.

KSM-66 ASHWAGANDHA

KSM-66 is an ashwagandha extract made by a process that took 14 years of R&D to develop and refine. KSM-66 is the highest-concentration extract on the world market today that is drawn using only the roots of the ashwagandha plant. It is produced using the first-of-its-kind extraction process, based on "Green-Chemistry" principles, without using alcohol or any other chemical solvents.

KSM-66 Ashwagandha has been clinically proven to:

- Reduce stress and anxiety
- Enhance memory and cognition
- Increase endurance and strength
- Improve sexual function and testosterone levels in men

KSM-66 Ashwagandha promotes balance in the body for men, women and children.

AWARDS FOR KSM-66

KSM-66 Ashwagandha won the "Best Botanical Ingredient" Award for 2013 at Natural Products Expo West(USA), World's largest trade-show and conference on natural products. It was placed in the list of Top 10 Ingredients by the editors of "Functional Ingredients" magazine. KSM-66 also received the prestigious Frost & Sullivan 2014 "Product Innovation in Botanicals" Award and the 2012 "Innovative Ingredient of the Year" Award at Panacea, South Asia's premier show on natural products.



WHY KSM-66 IS THE “WORLD’S BEST ASHWAGANDHA”

1. KSM-66 is the highest concentration full-spectrum root extract available on the market.

A “full-spectrum” extract is an extract which maintains the balance of the various constituents as in the original herb, without over-representing any one constituent. The ashwagandha herb’s efficacy is believed to be derived from a complex blend of active constituents, mainly alkaloids like withanine, somniferine, tropine and steroidal lactones called withanolides. All these constituents need to be present in their natural proportions, and hence it is important for an extract to be full-spectrum. KSM-66 Ashwagandha is standardized to the highest percentage of withanolides in the world, >5% by HPLC, derived only from the roots of the plant.

2. KSM-66 has the most extensive set of research studies and clinical trials.

For a herb to operate at a systemic level, it needs a complex blend of phytochemicals with a wide range of actions on the human body. Ashwagandha is one of the very few herbs in the world with a complex blend of this type. As ashwagandha operates at the systemic level, it has 20+ distinct applications described in herbal medicine textbooks.

- **(i) Anxiety- and Stress-Relief:** A study published in the “Indian Journal of Psychological Medicine” shows that KSM-66 achieves a highly significant reduction in stress and anxiety, and serum cortisol levels (27.9% reduction).
- **(ii) Cognition and Memory:** This study showed statistically significant improvement in key components of Wechsler Memory Scale, executive function and attention using KSM-66.

“KSM-66 ENHANCES MY ABILITY TO FOCUS FOR LONG HOURS DURING MY GAMES. MOST IMPORTANTLY, IT HELPS ME STAY CALM AND COMPOSED WHEN UNDER PRESSURE. MY SPORT REQUIRES A SUSTAINED LEVEL OF CONCENTRATION. THANKS TO KSM-66, I’M PLAYING HARDER AND PERFORMING BETTER.”

ADITYA MEHTA

ASIA RANKED #1, SNOOKER GOLD MEDALIST, ASIAN GAMES





"I'M IN CONSTANT SEARCH FOR THE BEST FUEL FOR MY COMPETITION AND RECOVERY. I'VE BEEN ASTOUNDED AT THE EFFECTS THAT KSM-66 HAS BROUGHT TO MY PROGRAM. CLINICALS ARE ONE THING, BUT REAL LIFE RACE TESTIMONY IS ANOTHER. KSM-66 IS NOW A MUST HAVE FOR ME AND MY ATHLETES."

PAUL ROMERO
ADVENTURE RACER OF THE YEAR,
ONE OF THE WORLD'S TOP ADVENTURE ATHLETE

- **(iii) Energy and Stamina:** This study evaluated improvement induced by an exercise regimen in healthy athletes with and without KSM-66 supplementation. Athletes taking KSM-66 showed substantially higher improvement in cardio respiratory endurance (VO_2max) and self-assessed scores on the **WHO Quality of Life Questionnaire**.
- **(iv) Sexual Function and Testosterone Levels in Men:** This study published in "Evidence-Based Complimentary and Alternative Medicine" showed that KSM-66 yielded significant increase in semen volume, sperm concentration and motility, serum LH and testosterone.
- **(v) Stress, Weight-Management and General Well-Being:** Subjects taking KSM-66 for 60 days were seen to have lower stress scale responses, cortisol levels and BMI, and improved score on the Oxford Happiness Scale.
- **(vi) Muscle Strength, Muscle Size, Muscle Recovery and Testosterone:** KSM-66 was found to be effective in healthy athletic adults in improving maximum resistance load, muscle recovery and key hormone levels.
- **(vii) Female Sexual Function:** This study showed improvements in female sexual health as measured by some metrics commonly employed by gynaecologists to assess desire, arousal, lubrication, satisfaction and orgasm.
- **(viii) Lifespan Extension:** An animal study published in the "Annals of Neuro-sciences" demonstrated KSM-66 Ashwagandha increasing life span by 21%. It used *Caenorhabditis Elegans* worms, because their metabolic processes are similar to those of humans. The species was provided by the U.S. Federal Government's National Institutes of Health.
- **(ix) Immunity-Building:** In this study on Swiss albino mice, KSM-66 was shown to inhibit neutropenia induced by cyclophosphamide. Neutrophil count loss was just 33% of the loss in the drug-induced control group and significantly better than with generic ashwagandha.



3. KSM-66 has superior sensory characteristics.

Unlike other extracts, KSM-66 has a neutral taste and is not bitter. Therefore, it is an excellent choice for use in foods and beverages.

4. KSM-66 is 100% Organic certified by USDA, GRAS Affirmed, Non-GMO, Vegetarian, Gluten-Free, Safe and Shelf-stable.

5. KSM-66 is produced in a world-class facility.

The manufacturing unit of KSM-66 in India is a state-of-the-art clean room facility using world-class production and quality assurance processes. Using a modern natural products chemistry laboratory which conducts high-quality developmental research. The manufacturing unit uses principles of "Green Chemistry". The unit conforms to WHO-GMP and US-FDA standards.

"SINCE I'VE BEEN A CHILD, I'VE LEARNED TO RELY ON NATURAL EXTRACTS AND HAVE LEARNED THE VALUE OF EXTREMELY GOOD NUTRITION- I'M RELYING ON KSM-66 DURING MY EXTREMELY DEMANDING TRAVEL, SCHOOL AND ATHLETIC LIFE; IT'S BEEN A TOTAL GAME CHANGER."

JORDAN ROMERO

WORLD RECORD HOLDER: YOUNGEST CLIMBER

TO REACH MT.EVEREST & THE SEVEN SUMMITS OF THE WORLD



APPLICATIONS

Dietary Supplements

KSM-66 Ashwagandha can be utilized as a stand alone or as a complementary ingredient in herbal, phyto-pharmaceutical and dietary supplement formulations.

KSM-66 Ashwagandha offers wide therapeutic benefits. Some of the health-related applications of KSM-66 Ashwagandha are anti-ageing and cognitive support, sexual health function support, immune support, anti-oxidant support and free-radical scavenging support.



Food & Beverages



KSM-66 is a self affirmed GRAS (Generally Regarded as Safe) ingredient, qualified by a reputed panel of toxicologists.

Unlike other extracts, KSM-66 Ashwagandha is neutral tasting and blends well with Bakery products, Nutritional bars, Chocolates, Candies, Smoothies, Yoghurts, Herbal tea, Coffee, Malted beverages, Wine, Soups, Cereals and Cookies.

Sports Nutrition

Ashwagandha is the latest emerging trend as a natural performance enhancer. Recent scientific research suggests that ashwagandha promotes better health, well-being and greater levels of physical performance. It enhances the user's ability to cope with stressful situations by promoting faster corticosteroid release. KSM-66 is the most effective form of ashwagandha for athletes who train and compete at peak levels. It enhances energy and endurance, improves muscle size and strength, assists muscle recovery, improves mental function, alertness and oxygen usage.

