Consumers are increasingly interested in natural, preventive approaches to support the health of their companion animals. Ashwagandha is an adaptogenic botanical originally from India that may deliver multiple health benefits to pets, with its antioxidant, anti-stress, anti-inflammatory and anti-aging properties.

**Benefits of Ashwagandha for Pets**

- Lower cortisol levels = more calmness, improved sleep
- Improved muscle function, strength and energy
- Balancing hormone levels in the adrenals, thyroid and reproductive system
- Bolster immune function

KSM-66 Ashwagandha is produced with a proprietary process that yields a neutral extract that can be easily integrated into pet foods, beverages and supplements. Nutrient-dense KSM-66 blends well into soft chews, bully sticks, tinctures, chewable tablets and powders.

**MARKET INSPIRATION**

**Thorne Research**

**Canine Geriatric Basics**

“Because aging animals are more susceptible to the detrimental effects of stress, the adrenal adaptogenic herbs Eleutherococcus and ashwagandha have been added to help modulate these effects. ... The ashwagandha is a well-researched, organic extract, KSM-66.”

KSM-66 may be effective in reducing cortisol levels, separation anxiety, some kinds of fear, and improving overall well-being and energy levels.

**BioStar Whole Food Supplements**

**Equilibrium EQ™**

“Equilibrium EQ helps to minimize common anxieties in horses, such as spooky horses or horses under stress, by supporting normal levels of cortisol. The Ayurvedic herb Ashwagandha can support the neurotransmitter serotonin, helping to relax nervous horses and help increase mental focus. The supportive ingredients in Equilibrium EQ may help muscle relaxation.”