

# Ashwagandha for Women's Health

## What Women Want: Supplements



# 79%

Women using dietary supplements<sup>1</sup>

# 10.72%

Increase in women's supplements listings between Natural Products Expos East and West 2016 and 2018<sup>2</sup>

All ages are interested<sup>3</sup>

Sales of pre- and post-natal health supplements have increased from

**\$602 million in 2014 to**

**\$724 million in 2018**

**Representing a 3.76% CAGR**

Sales of menopause supplements increased from

**\$484 million in 2014 to**

**\$541 million in 2018**

**Representing a 2.25% CAGR**

## It All Starts with Stress

### The human stress engine

**Sympathetic Nervous System**

Accelerates cortisol

**Parasympathetic Nervous System**

Decelerates cortisol



Health problems can occur when prolonged stress causes a sustained release of cortisol. Chronic stress can:



Suppress the immune system<sup>4</sup>



Disrupt digestion and sleep<sup>5,6</sup>



Contribute to sexual dysfunction<sup>7</sup>

## Ashwagandha: A Chill Pill for Cortisol Release

**Ashwagandha: an adaptogenic plant known to help people adapt to various stressors.** One 2015 study using KSM-66 ashwagandha showed marked results in both objective and subjective measures of stress. **Researchers found:**<sup>8</sup>

- ✓ Nearly 30% of subjects experienced a significant decrease in cortisol levels over eight weeks
- ✓ 44% reported a reduction on the Perceived Stress Scale
- ✓ Overall, subjects experienced a 77% reduction in depression, 75.6% reduction in anxiety, and 64.2% reduction in stress in 60 days

**STRESS REDUCTION**



**homeostasis when it comes to multiple areas of women's health**



## What the Science Says

Studies support the ingredient's role in battling the effect of stress.

### Ashwagandha... Supports Thyroid Health

Women are 5 to 8 times more likely than men to have thyroid problems, with 1 in 8 developing a thyroid disorder in her lifetime.<sup>9</sup> One double-blind, randomized, placebo-controlled study using KSM-66 ashwagandha showed that 600 mg of ashwagandha daily for eight weeks yielded significant benefits for thyroid health. **Subjects demonstrated:**<sup>10</sup>

# 47.16%

increase in T3 levels

# 23.19%

increase in T4 levels

Another study showed ashwagandha has a stronger effect than anti-hypothyroidism drugs in animal models:<sup>11</sup>

- Researchers said the ingredient improved thyroid function by ameliorating thyroid hormones and preventing oxidative stress

**Increases Libido**—One randomized, double-blind, placebo-controlled study using KSM-66 ashwagandha found that 600 mg ashwagandha daily can:<sup>12</sup>

- Significantly improve sexual arousal, lubrication, quality of orgasm and overall satisfaction
- Produce a 75% increase in Female Sexual Function Index scores
- Increase the number of successful sexual encounters by 126.1%



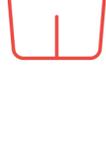
### Minimizes Menopausal Symptoms

Researchers paired ashwagandha with ashokarishta, an Ayurvedic formulation that includes ashoka bark and a host of other medicinal plants, and praval pishti (or coral calcium powder), and found the combined treatment resulted in "significant" improvements in both somatic and psychological complaints in women with mild to moderate symptoms of menopausal syndrome.<sup>13</sup>



### Supports General Health and Longevity

Chronic stress, anxiety and depression can accelerate premature aging by shortening DNA telomeres.<sup>14</sup> New research shows ashwagandha may act as a sort of "cap" to prevent such shortening.<sup>15</sup>



### Contributes to Weight Loss

Researchers running a double-blind, randomized, placebo-controlled trial using KSM-66 ashwagandha found that supplementation with 300 mg two times daily can yield both subjective and objective reductions in stress and weight. Subjects reported:<sup>16</sup>

- 32.7% reduction in Perceived Stress Scale, confirmed with a 22.2% decrease in cortisol levels
- Fewer food cravings
- 3.03% reduction in body weight
- 2.9% reduction in BMI



### Boosts Cognitive Health

Studies have found ashwagandha can improve memory when measured in a variety of standardized tests. Researchers reported that supplementation enhanced both immediate and general memory, and improved executive function, a higher-order cognitive process that facilitates the coordination, selection and execution of willful action.<sup>17</sup>

## KSM-66: The most clinically studied ashwagandha on the market



# 22

Gold Standard human clinical trials



# 700

finished products and **550** brands



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



Certified: BSCG drug free. Organic. Non-GMO. Gluten-free. Kosher. Halal. Versatile, formulates well in supplements AND foods.



## KSM-66 Ashwagandha®

**WORLD'S BEST ASHWAGANDHA**

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

A few of the many brands that carry KSM-66 in their women's health products



1. CRN 2019 Consumer Survey
2. New Hope Network's NEXT Trend Database
3. Nutrition Business Journal data (<https://www.naturalproductsinsider.com/womens-health/what-women-want-supplement-wise>)
4. Segerstrom, SC et al. "Psychological Stress and the Human Immune System: A Meta-Analytic Study of 30 Years of Inquiry." *Psychol Bull.* 2004; 130(4): 601-610.
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17. Choudhary D, Bhattacharyya S and Bose S. "Efficacy and Safety of Ashwagandha (Withania somnifera (L.) Dunal) Root Extract in Improving Memory and Cognitive Functions." *J Diet Suppl.* 2017 Nov 23;14(6):599-612. doi: 10.1080/19390211.2017.1284970.