



World's Best Ashwagandha Promotes Balance In The Body

Summary Description

What is Ashwagandha? Ashwagandha is an Ayurvedic herb known for centuries but only now experiencing major growth worldwide because of a burst of recent studies in pharmacology and medicine. Ashwagandha promotes balance in the body. It amplifies the body's ability to self-regulate key systems. 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.

Award-Winning KSM-66 from Ixoreal Biomed is the highest-quality ashwagandha extract on the world market today.

KSM-66 Ashwagandha won the "Best Botanical Ingredient" Award for 2013, and was placed in the list of Top 10 Ingredients, by the editors of "Functional Ingredients" magazine. KSM-66 also received the 2012 "Innovative Ingredient of the Year" Award at Panacea, South Asia's largest trade show and conference on natural products.



Our scientists call KSM-66 the “World’s Best Ashwagandha” for three key reasons:

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, which is why it is important for an extract to be full-spectrum. However, producing a high-concentration full-spectrum extract is technologically very challenging. Only Ixoreal has managed to create a process that surmounts these challenges, and that too only after many years of R&D. 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 is the ashwagandha extract with the most extensive set of research studies and clinical trials.

Ixoreal is the industry leader in clinical trials and basic research investigating the effectiveness of ashwagandha. It collaborates with major academic and research institutes. All of Ixoreal-partnered clinical studies follow gold standards of substantiation: randomized, double-blind, placebo-controlled designs.

Ashwagandha is an adaptogen that amplifies the body’s ability to self-regulate key systems, specifically, the neurological, immune, reproductive, endocrinal and energy-production systems. For a herb to operate at this 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. Because ashwagandha operates at the systemic level, it has 20+ distinct applications described in herbal medicine textbooks. Our research studies focus on the main applications as listed below.

- **(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) Energy and Stamina:** A study titled “Efficacy and Safety of a Full-Spectrum Root Extract of Ashwagandha in Cardio Respiratory Endurance in Healthy Athletic Adults” evaluated improvement induced by an exercise regimen in athletes with and without KSM-66 supplementation. Athletes taking KSM-66 showed substantially higher improvement in VO₂max and self-assessed scores on the WHO Quality of Life Questionnaire.
- **(iii) Improving Sexual Function and Testosterone Levels in Men:** A study titled “Efficacy of KSM-66 in Treatment of Oligospermia” evaluated males between 22 and 40 years of age with a history of infertility for more than one year. The study showed that KSM-66 yielded significant increase in semen volume, sperm concentration, motility, serum LH and testosterone.



- **(iv) Lifespan Extension:** A study published in the *Annals of Neurosciences* demonstrated KSM-66 Ashwagandha increasing lifespan by 21%. Like most lifespan studies, this study is an animal study. 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.
- **(v) Immunity-Building:** The use of ashwagandha as an immunomodulator is a heavily researched topic on which there are 100+ articles. Ixoreal sponsored a study on rats where the effectiveness of KSM-66 is compared against generic ashwagandha extracts on the market. 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. There was also significant spleen lymphocyte proliferation activity. This suggests KSM-66 as an adjuvant to chemotherapy.
- **(vi) Enhancing memory and cognition in children:** An ongoing study.
- **(vii) Increasing muscle and physical performance in adults engaged in strength training:** An ongoing study.
- **(viii) Improving the effectiveness of weight loss programs:** An ongoing study.
- **(ix) Enhancing memory and cognition in adults:** An ongoing study.

3. The production of KSM-66 has tight vertical integration for high quality and price advantage.

Ixoreal is the only ashwagandha manufacturer in the world to own the *entire* value chain in producing the extract. Ixoreal has its own farms, production facilities, testing laboratories, research center and distribution. Nothing is outsourced and no middlemen are ever involved. As a result, Ixoreal is unmatched in its ability to deliver high-quality ashwagandha with steady supply and batch-to-batch consistency. A nice side-effect of having no middle-men is that KSM-66 is priced considerably lower than what one might expect for such a premium product.

Other Key Facts About KSM-66 Ashwagandha

► KSM-66 ashwagandha extract is drawn from roots alone and uses no leaves.

Some manufacturers use leaves of the ashwagandha plant in their extraction process. However, using leaves is highly inadvisable for three very important reasons:

- Adding leaves is inconsistent with the prescribed use of ashwagandha in ayurveda and medical references. Additionally, the concept of adding leaves is not much tested and examined. There are dozens of studies documented in Pubmed and conducted by universities and research hospitals, virtually all of which use root-only extracts and no leaves. This is because the ashwagandha extract is conceptualized primarily as a root extract, not only in ayurveda textbooks, but also in the standard references like the Indian and British Pharmacopeia and the U.S. Pharmacopeia (their specifications are based entirely on the root, the leaf appears nowhere). While there are numerous



human clinical studies using the root extract, pretty much the only clinical evidence for a root+leaf extract is from the research sponsored by the root+leaf extract makers themselves. Currently, there is simply not enough independent evidence (via studies carried out by researchers not connected with extract manufacturers) for the root-leaf combination. In contrast, there is a lot of independent evidence supporting the use of root-only extracts.

- Adding leaves brings a different composition of withanolides than that in the roots. In particular, leaves have a much higher concentration of Withaferin A, which is actually a cytotoxic agent. Some manufacturers who add leaves argue adding leaves increases total withanolide content. However, this argument may mislead because it ignores the fact that leaf withanolides are not the same as the root withanolides, and that the withanolides studied in the mainstream scientific literature are mostly just the root withanolides.
- Ayurveda cautions that the leaf-extract is only for external, topical use like in cases of skin cancer. On the other hand, the root-only extract is emphasized when the objective is to attain overall systemic strengthening of the mind and body.

For these three important reasons, KSM-66 is a root-only extract and uses no leaves at all. KSM-66 ashwagandha achieves the highest concentration of withanolides among all root-only extracts available today. KSM-66 is standardized to >5% withanolides by HPLC.

► **KSM-66 is 100% Organic, certified by USDA.**

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

► **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. Ixoreal has 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.

► **KSM-66 is GRAS Affirmed, Non-GMO, Vegetarian, Gluten free, Safe and Shelf-stable.**

About the company:

Behind KSM-66 stands Ixoreal Biomed, offering rock-solid stability and history. Ixoreal is a division of the Baldwa-Inland group of companies. The group has \$320 million in annual revenues through 4000 employees in 85 cities across the world. It is diversified in chemicals, logistics, power, and agriculture. There are two distinctive characteristics about Ixoreal Biomed. First: it truly believes in achieving scientific excellence. It invests heavily in basic research and development. Second: Ixoreal is unusually committed to superior product quality and customer satisfaction. Because of these two distinctive characteristics, Ixoreal's KSM-66 is unmatched for its quality worldwide.

