

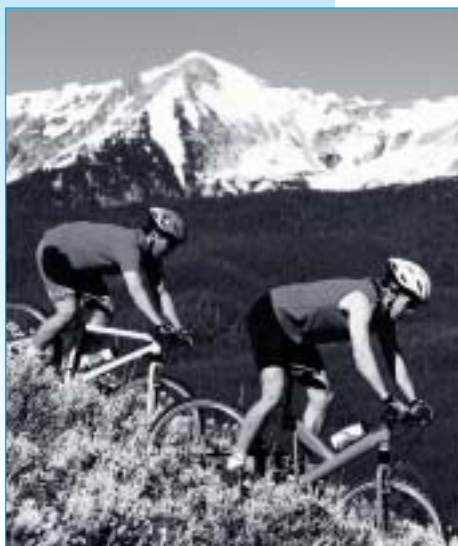
Full Spectrum™ Ashwagandha & Ashwagandha Liquid



Rejuvenating Tonifier

The high stress levels of our society have a profound impact on well-being, impacting our bodies and health in ways that are continually being revealed by new research.

Planetary Formulas can help you address this modern problem with one of the most highly respected botanicals in the 5,000-year-old Ayurvedic herbal tradition. Ashwagandha (*Withania somnifera*) is often compared to Asian ginseng. It is widely used in modern Western herbalism as an adaptogen—a substance that can help our bodies healthfully adapt to physiological and psychological stress, thus increasing resistance to stressors.



Planetary Formulas offers you ashwagandha in a Full Spectrum tablet, formulated to capture all the plant's most valuable compounds, and a liquid extract. Both were selected by licensed acupuncturist and clinical herbalist Michael Tierra, L.Ac., O.M.D., an internationally recognized authority on the world's herbal traditions. Michael was the first to introduce Ayurvedic products to the American health food industry in the early 1970's.

PLANETARY

FORMULAS®

More Than Herbs – *Herbalism!*

A History of Traditional Use

Ashwagandha has been used throughout India for thousands of years as a rejuvenating tonifier (“rasayana” in Ayurvedic herbalism), and has been included in the writings of many scholars. It was widely used to support vitality in people of all ages, including children, and to enhance reproductive function in both men and women.

Adaptogenic Effects

In modern times, ashwagandha has been researched for its adaptogenic properties. Adaptogens are defined as substances that enhance general adaptive response. These botanicals are increasingly important in today’s society, where high stress levels negatively impact many different body systems. Many health practitioners believe adaptogens are just as important to our health as better-known nutrients and botanicals, such as antioxidants.

Research suggests the mechanism of action of adaptogens may include modulation of the pituitary-hypothalamus-adrenal gland axis. They increase resistance against external stressors, have a balancing effect and stabilize normal body functions.

Ashwagandha: Powerful Adaptogen

Ashwagandha has been shown to increase stress resistance, improve memory-related performance, and protect against stress-induced responses such as anxiety, and physiological imbalances, according to numerous animal studies and several human studies. Well-controlled clinical studies are needed to further confirm ashwagandha’s benefits for humans.



Developed exclusively for Planetary Formulas by world renowned herbalist, acupuncturist, and author Michael Tierra, L.Ac., O.M.D., who has more than 30 years of clinical experience.

The key constituents of ashwagandha are alkaloids and a group of steroidal lactones known as withanolides.

FULL SPECTRUM™ TABLETS & LIQUID EXTRACT

Planetary Formulas now offers you ashwagandha in two convenient forms. FULL SPECTRUM ASHWAGANDHA tablets combine whole root powder with root extract to capture all the plant’s valuable compounds. ASHWAGANDHA LIQUID EXTRACT is prepared from premium ashwagandha root, organically grown and processed in accordance with the California Organic Foods Act of 1990.

Clinically Derived Botanical from Michael Tierra

Planetary Formulas ashwagandha products are part of a botanical line used daily in the clinical practice of Planetary’s chief formulator, Michael Tierra, a renowned herbalist and clinician for more than 30 years. This means your customers can be assured of obtaining the benefits they are seeking from an herbal product.

Reference

American Herbal Pharmacopoeia™. *Ashwagandha Root*, Santa Cruz: April 2000.

*Adhering to the quality control requirements and codes of ethics of:
American Herbal Products Association
National Nutritional Foods Association*



*The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.