



**Clinically Proven & Award Winning
World's Best Ashwagandha**

STRESS RELIEF

BRAIN FUNCTION

MUSCLE STRENGTH

ENDURANCE

SLEEP

SEXUAL HEALTH

MALE TESTOSTERONE

WEIGHT MANAGEMENT



KSM-66 Ashwagandha

for a healthy mind and body



Ashwagandha is one of the few herbs with significant effects on both psychological and physiological aspects of human functioning.

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 Ixoreal Biomed, created via 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, anxiety, cortisol levels and stress-related food cravings
- Enhance memory and cognition
- Increase endurance, strength, muscle size and muscle recovery rate
- Improve sexual function health in both men and women, and testosterone 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, "2016 Herbal Industry Leader" Award by Society for Ethnopharmacology 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. 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 on the market today, >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.

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.

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 botanical 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. 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* showed that KSM-66 achieved a highly significant reduction in stress and anxiety, and serum cortisol levels (27.9% reduction).
- **(ii) Cardio-Respiratory Endurance:** Authors of a paper published in *AYU*, a leading journal on ayurveda research, 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.

“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



"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

- **(iii) Cognition and Memory:** A study with 50+ subjects showed statistically significant improvement in key components of Wechsler Memory Scale, executive function and attention using KSM-66.
- **(iv) Sexual Function and Testosterone Levels in Men:** Research published in *Evidence-Based Complementary 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 had lower stress scale responses, cortisol levels and BMI, and improved score on the Oxford Happiness Scale. This research appeared in *Journal of Evidence-Based Complementary and Alternative Medicine*.
- **(vi) Muscle Strength, Muscle Size, Muscle Recovery and Testosterone:** *Journal of the International Society of Sports Nutrition*, the premier research outlet in the area of sports nutrition, published a study where KSM-66 was found to be effective in healthy athletic adults in improving muscle strength, muscle size, body fat composition and natural testosterone production. KSM-66 was also shown to decrease muscle recovery time.
- **(vii) Female Sexual Function:** This study published in *Biomed Research International* showed improvements in female sexual health as measured by some metrics commonly employed by gynaecologists to assess desire, arousal, lubrication, satisfaction and orgasm.
- **(viii) Sleep Quality and Relaxation:** Subjects with KSM-66 supplementation were shown to experience improved sleep as assessed by physiological measures like sleep onset latency and sleep efficiency and also psychometric measures like the Pittsburgh Sleep Quality Index and the Hamilton Anxiety Rating Scale.
- **(ix) Perimenopausal Symptoms:** The perimenopausal period in women is characterized by various somatic, vasomotor, sexual and psychological symptoms like increased level of anxiety, irritability and mood swings. A study showed that women under KSM-66 supplementation had considerably alleviated perimenopausal symptoms, with improvement in both psychological and biological outcome measures.
- **(x) General Health Improvement in Senior Citizens:** As has been widely documented, aging adults see strong declines in psychological and physiological well-being. A study on older adults showed that KSM-66 consumption led to considerable improvement in cognitive functioning, sleep quality, physical fitness and psycho-social well-being.



- **(xi) Telomerase Activity:** A study published in *Advances in Bioscience and Biotechnology* demonstrated that KSM-66 increased telomerase activity in the human HeLa cell line. Telomere/telomerase maintenance in humans is associated with a longer lifespan and delay in the effects of aging.
- **(xii) 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.
- **(xiii) Immunity-Building:** In a 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. 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.



4. KSM-66 has exemplary standards in safety and quality.

The manufacturing unit of KSM-66 is pharma-grade, with a state-of-the-art clean room facility using world-class production and quality assurance processes. KSM-66 is the botanical with the highest number of certifications. KSM-66 and its manufacturing have gone through the most extensive inspections and safety assessments in our industry.



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. KSM-66 Ashwagandha is free-flowing and shelf-stable and can easily be incorporated into capsules, tablets, soft-gels and liquids.



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 has a neutral taste and is not bitter. Therefore, it is an excellent choice for use in foods and beverages. It blends well with nutritional bars, chocolates, bakery products, chewing gums, candies, functional waters, energy drinks, smoothies, yogurts, herbal tea, coffee, malted beverages, wine, soups, cereals, burgers and cookies.

Sports Nutrition

There is a fast growing use of ashwagandha for enhancing physical performance and cognitive acuity. 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.

KSM-66 has been used in pre- and post-workout formulas, nutrition bars, meal replacements, whey protein mixes, energy drinks and sports beverages.



ABOUT THE COMPANY

Behind KSM-66 stands Ixoreal Biomed, offering rock-solid stability and history. Ixoreal is a division of the Baldwa group of companies. The group has \$320 million in annual revenues through 2000 employees in 85 cities across the world. It is diversified in chemicals, logistics, power, real estate 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.





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