

From Field to Finish:

The Vertical Integration of KSM-66 Ashwagandha

Ashwagandha (*Withania somnifera*) root extract has gained significant popularity over the past decade. In 2021 alone, consumers spent over \$92 million on Ashwagandha supplements. With this surge in popularity comes challenges, notably the inclusion of undeclared plant parts such as leaves and deliberate adulteration.

Ensuring the purity of Ashwagandha root extract requires a vertically integrated system, guided by stringent quality control standards. Currently, KSM-66 Ashwagandha root extract is the only product on the market derived from such a system.

Organic Farming & Harvesting

On our 1,600 acres of organic Ashwagandha fields, we begin by tilling the soil in August, followed by hand broadcasting seeds across the area. As the Ashwagandha grows, approximately 50 workers maintain the health of the crop. When harvest time arrives in February or March, hundreds of women join our fields to pull roots and remove the tops of the plants. KSM-66 uses only the roots, adhering to traditional and documented uses of the herb. This practice helps avoid adulteration issues, as confirmed by various testing laboratories.

Quality Control & Extraction Process

Post-harvest, the roots are meticulously washed, dried, and sorted by hand.

They are then transported to our five manufacturing facilities, where KSM-66 Ashwagandha root extract is produced using a novel, clean, and green chemistry-based extraction process. This process follows strict Good Manufacturing Practice (GMP) rules, organic compliance guidelines, and over 40 certifications, ensuring stringent quality controls throughout manufacturing and packaging.

In our laboratories, we test every phase of production, from raw roots to the finished extract, to ensure purity, safety, and proper concentration. Tests for microbial activity, heavy metals, pesticides, and active principles guarantee that our extract meets our high standards, earning its reputation as the World's Best Ashwagandha.

Ensuring Authenticity & Quality

It's all too common to encounter botanicals that don't match their certificates of analysis. What truly matters is delivering the correct botanical, properly prepared, to consumers, thereby enhancing their quality of life.

Creating a fully vertically integrated botanical program demands significant time, energy, and dedication. However, adhering to strict standards throughout the operation ensures tight control over all production phases, resulting in a high-quality product. At KSM-66, we have chosen this path, committed to producing the World's Best Ashwagandha.