

# KSM-66 and the Marvelous Blueberry

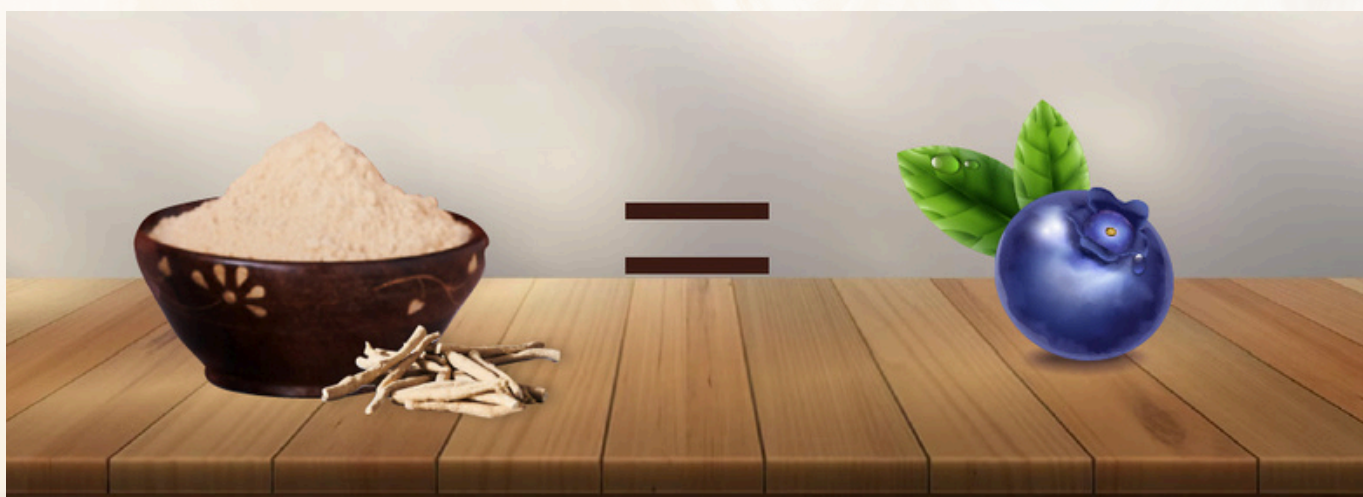
Imagine an amount of a botanical extract about the average weight of a single small blueberry that can increase your vitality, alleviate stress, enhance mental clarity, significantly improve sleep, boost energy and endurance, and support overall sexual health and function. One botanical alone fits this description, and that is KSM-66 Ashwagandha root extract.

Ashwagandha, scientifically known as *Withania somnifera*, is often referred to as the king of herbs due to its extensive health-enhancing properties. As an adaptogen, ashwagandha purportedly helps one adapt to all forms of physical and mental stress with greater ease. But at what quantity or concentration is this so? In traditional texts of Ayurveda, India's ancient health care system, those who wish to enjoy the numerous health benefits of ashwagandha are advised to boil several grams of chopped or powdered Ashwagandha root, in fatty buffalo milk, typically sweetened with jaggery, an unrefined cane sugar. Various recipes involving ashwagandha, milk, ghee, honey, sugar, and other ingredients are recommended for multiple health purposes. Realistically, if this were the only way to benefit from ashwagandha in modern times, not so many would go through the trouble.

Thus, the question begs to be asked: how do you take a botanical that has been used by hundreds of millions of people for over 4000 years and concentrate it in a modest package so cleverly crafted that you can deliver the health benefits of the much larger quantities of material as described in old texts? This is one of the questions that spurred the development of KSM-66 Ashwagandha root extract.

How a plant is grown always starts the process of developing a fine botanical extract. In the case of KSM-66, the company has almost 1600 acres of certified organic farmland in Kota, Rajasthan, India, where the root is cultivated. Regenerative soil-building practices, natural composting, and extraordinary care help to develop an ashwagandha with a rich concentration of biologically active phytochemicals, including the withanolides, to which KSM-66 is standardized to 5%. From here on, a bit of technological wizardry comes into play.

The development of the proprietary KSM-66 extraction method took fourteen years to develop. It is both a feat of engineering and persistence. The "66" in KSM-66 refers to the 66th iteration of the extract recipe formula. It was at the 66th attempt that everything came together just right.





Botanical extraction companies owe a great deal to the pharmaceutical world when it comes to technology. High-tech distillation, percolation, evaporation, and concentration methods derived from the pharmaceutical sector help to transform raw or crude botanicals into standardized extracts.

To make KSM-66, the company had to develop and design a purpose-designed system of custom extraction equipment with the highest possible standard of efficiency. Today, five identical custom hi-tech extraction facilities make KSM-66, all according to state-of-the-art proprietary processes. The extract is finally finished after extensive testing in both the KSM-66 labs and independent third-party facilities. But that is not the end of the story. After all that expense, labor, and development, the big question is, does it work?

To answer this, you need real studies. While many companies borrow science from others or investigate activity in a test tube, KSM-66 is assessed by gold standard means. KSM-66 is the single most extensively studied ashwagandha in the world in terms of efficacy. Over twelve years, KSM-66 has been investigated in double-blind, placebo-controlled human studies for stress, sleep, strength and endurance, mental alertness and capacity, and sexual health and function, with excellent results. To date, thirty-two published studies, and two dozen more on the way, show that KSM-66 imparts impressive health benefits at a very modest dose of 125 milligrams to 300 milligrams of extract twice a day.

When put into a gummy or a complex multi-ingredient formula, one can use 125mg of KSM-66 ashwagandha root extract and claim benefits for stress and sleep. However, the marvelous 300-milligram dose twice a day of KSM-66 has been adopted by hundreds of companies all over the world that use KSM-66 Ashwagandha root extract in a wide range of products, including tablets, capsules, gummies, liquids, beverages, bars, and various foods. Those companies want the impressive health benefits conveyed by such a modest amount of botanical extract. To date KSM-66 is in 3500 products and counting. This tiny amount, just the size of one average small blueberry, packs enough health power to make a significant difference in how people feel. In a study utilizing the Oxford Happiness Index, a majority of respondents reported feeling happier after taking KSM-66. Imagine that!

Ashwagandha is traditionally known as a Rasayana, a life extender. Further, it is known as a Medhya rasayana, an agent that boosts mental capacity and function. The health results achieved in studies and experienced by millions who use KSM-66 Ashwagandha root extract in various products prove beyond any doubt that our modest little per day dose of pure root extract, without any fillers or excipients or any other material, truly works wonders for human health. For these reasons and many more, we are proud to say that KSM-66 truly is the World's Best Ashwagandha.

