

# From Root to Relief: Ashwagandha's Impact on Stress

## The Rising Impact of Stress

In today's fast-paced world, stress has become a ubiquitous part of life, impacting our physical, mental, and emotional well-being. Nearly,

**75%**

of adults reported experiencing moderate to high levels of stress in the past month and nearly half reported that their stress has increased in the past year <sup>1</sup>



One of the most sought-after botanicals for stress management is ashwagandha.

## Restore Balance with Ashwagandha

Ashwagandha, a staple of Ayurveda is one of the most revered adaptogens, used for over five millennia to help support the body's natural balance. Ashwagandha embodies the very essence of the preventative and curative approach in Ayurveda.

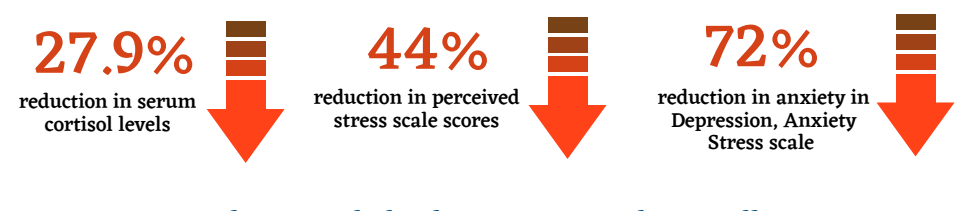


Ashwagandha is one of the oldest known adaptogens, its power lies in its roots.

## Scientific Validation of KSM-66 Ashwagandha

### Study 1: Stress and Anxiety

KSM-66 Ashwagandha root extract significantly reduced cortisol levels and stress on all measures in one randomized, placebo-controlled study. Healthy adults (n=64) with a history of chronic stress took 600 mg/d of root extract or placebo for 8 weeks, and were assessed with a battery of psychometric scales. KSM-66 Ashwagandha root extract resulted in:

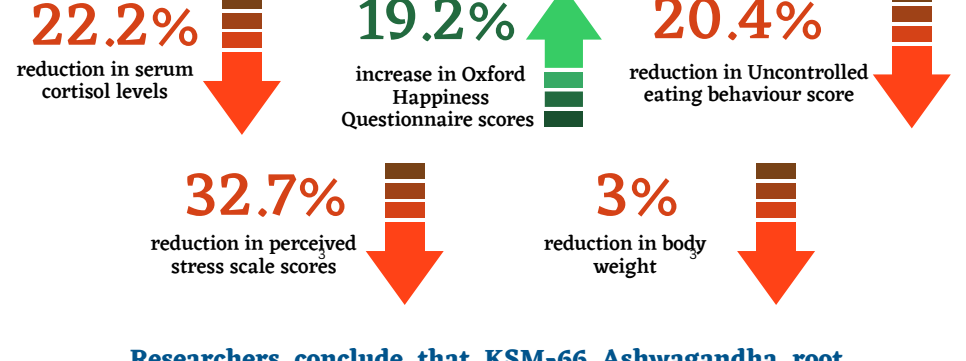


Researchers conclude that KSM-66 Ashwagandha root extract improves an individual's resistance toward stress and thereby improves self-assessed quality of life.

### Study 2: Stress and Stress Related Food Cravings



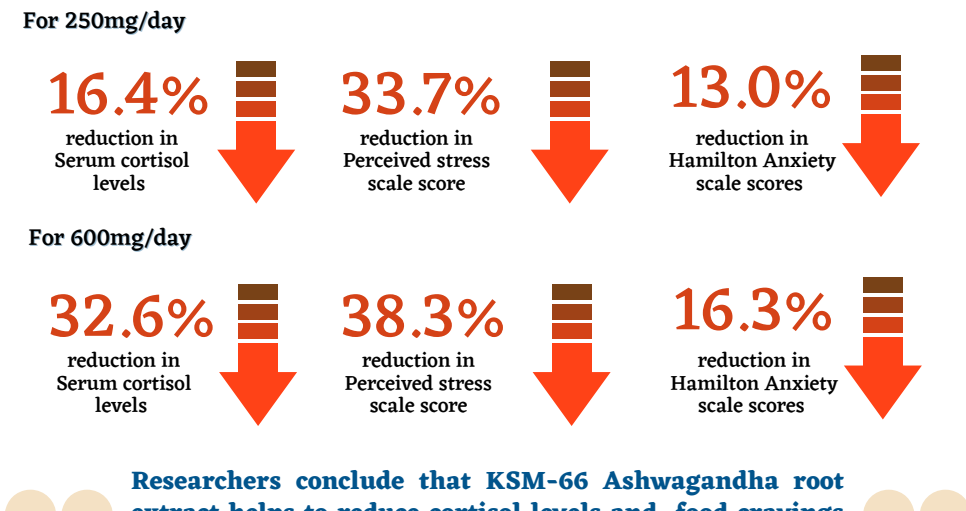
KSM-66 Ashwagandha root extract significantly reduced cortisol levels, stress and stress related food cravings in one randomized, placebo-controlled study. Healthy adults (n=50) with a history of chronic stress took 600 mg/d of root extract or placebo for 8 weeks, and were assessed for cortisol levels and a battery of psychometric scales. KSM-66 Ashwagandha root extract resulted in:



Researchers conclude that KSM-66 Ashwagandha root extract helps to reduce cortisol levels and food cravings in stressed adults, thus leaving positive impact on eating behaviour and help in weight management

### Study 3: Stress, Sleep and Anxiety

KSM-66 Ashwagandha root extract significantly reduced stress, anxiety and improved sleep in one randomized, placebo-controlled study. Healthy adults (n=58) took either 250 mg/d or 600 mg/d of root extract or placebo for 8 weeks, and were assessed for cortisol levels. KSM-66 Ashwagandha root extract resulted in:

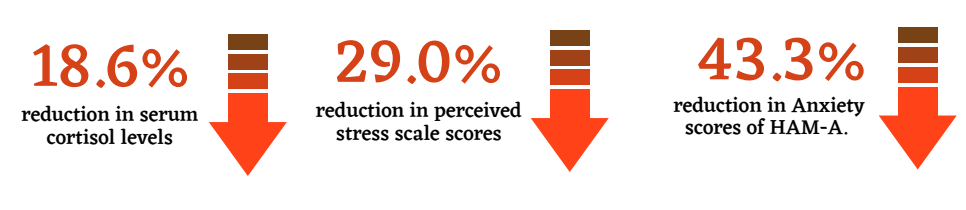


Researchers conclude that KSM-66 Ashwagandha root extract helps to reduce cortisol levels and food cravings in stressed adults, thus leaving positive impact on eating behaviour and help in weight management

### Study 4: Stress and Anxiety - Multi-continent Study



KSM-66 Ashwagandha root extract significantly reduced stress, and anxiety in one randomized, placebo-controlled study with 1002 participants across USA, India, Australia, Africa and Portugal. Participants took 600 mg/d of root extract or placebo for 8 weeks, and were assessed for cortisol levels and other psychometric scales. KSM-66 Ashwagandha root extract resulted in:



Researchers conclude that results further reinforce the potential of KSM-66 Ashwagandha root extract as a safe and efficacious intervention for promoting emotional resilience and reducing stress-related symptoms.

A few of the marquee brands that use KSM-66 Ashwagandha in their stress health products:



1.GoStress. (n.d.). Stress facts. Retrieved January 16, 2025, from <https://www.gostress.com/stress-facts/>  
 2.Chandrasekhar K, Kapoor J, Anishetty S. A prospective, randomized double-blind, placebo-controlled study of safety and efficacy of a high-concentration full-spectrum extract of ashwagandha root in reducing stress and anxiety in adults. Indian J Psychol Med. 2012;34(3):255-262.  
 3.Salve J, Bhattacharya S, Joshi K. Body Weight Management in Adults Under Chronic Stress Through Treatment with Ashwagandha Root Extract: A Double-Blind, Randomized, Placebo-Controlled Trial. J Evid-Based Complement Altern Med. 2017;22(1):96-106.  
 4.Salve J, Pate S, Debnath K, Langade D. Adaptogenic and Anxiolytic Effects of Ashwagandha Root Extract in Healthy Adults: A Double-blind, Randomized, Placebo-controlled Clinical Study. Cureus. 11(12).  
 5.Prospective, Randomized, Multi-centric, Double-Blind, Placebo-Controlled Study Evaluating the Efficacy and Safety of KSM-66 Ashwagandha (Withania somnifera) in Adults Experiencing High Stress and/or Anxiety (Under Peer review)