

CHOOSING THE RIGHT ASHWAGANDHA: 6 KEY SELECTION TIPS

Ashwagandha has taken the spotlight as one of the fastest-growing dietary supplements, registering an impressive 67% growth rate, as per ClearCut Analytics. This herb, often referred to as the “Prince of Herbs” in Ayurveda, has a rich tradition as a cornerstone of health and wellness due to its wide-ranging therapeutic benefits. With its rising global demand, selecting a premium Ashwagandha extract has become crucial for formulators and consumers alike.

But how do you ensure you’re choosing the best? Here are six essential tips to guide you in selecting a superior Ashwagandha ingredient:

1. Make sure your Ashwagandha is a root-only extract

Some Ashwagandha suppliers make the extract using the aerial parts and leaves of the Ashwagandha plant instead of just the root. Thousands of years of traditional use, Ayurvedic texts, and globally accredited references, including the Indian, British, and United States Pharmacopoeias, recommend the use of Ashwagandha roots—not aerial parts like leaves. The Government of India has also issued an advisory to suggest the usage of just the roots of the Ashwagandha plant.

2. Make sure that your Ashwagandha extract is scientifically validated.

Consumers and manufacturers increasingly demand clarity and evidence. Ensure the Ashwagandha extract you choose is backed by gold-standard research: randomized, double-blind, placebo-controlled clinical trials conducted on a healthy population. Published studies indexed on platforms like PubMed ensure that the results are credible and transparent. Modern science substantiates Ashwagandha’s traditional claims, helping you make an informed choice.

3. Make sure that your ashwagandha supplier is vertically integrated.

Supply chain control ensures quality at every step—from cultivation to delivery. Select suppliers who own their farms, manage state-of-the-art production facilities, and maintain rigorous testing and distribution processes. Vertically integrated suppliers offer complete traceability, giving you confidence that the ingredients you receive are authentic, uncontaminated, and consistent in quality.

4. Make sure that your ashwagandha is extracted without using alcohol or any chemicals and solvents.

The process of extraction sometimes requires the use of harsh chemicals, alcohol, and solvents, traces of which are difficult to remove completely from the final product. Usage of alcohol also most often restricts the Ashwagandha ingredient from becoming certified Organic. Data shows that the demand for organic-certified ingredients continues to rise. Water-based or green extraction results in a cleaner extract with better organoleptic properties, enhanced solubility, and a greener environment.

5. Make sure that the withanolide content in ashwagandha is optimum.

Withanolides are one of the bioactives that are found in Ashwagandha. However, it is also important for the extract to be full spectrum. A "full-spectrum" extract maintains the balance of the various constituents as found in the original herb without overrepresenting any one constituent. Ashwagandha's efficacy is believed to be derived from a complex blend of active constituents, and all these constituents need to be present in their natural proportions, which is why it is critical for an Ashwagandha root extract to be full spectrum.

While choosing an Ashwagandha extract, always ensure that the withanolide content is not too high (e.g., >25% by HPLC). This will make the extract more like a pharmaceutical, where the focus is mainly on one particular bioactive. Likewise, it is important to ensure that the withanolide content is not too low (<2.5% by HPLC). This will result in the dosage of the extract being too high.

Therefore, always choose an extract that has an optimum percentage of withanolides (between 3% and 5% by HPLC) so that all the other constituents that are important for the herb's efficacy are also represented adequately.

6. Make sure that the Ashwagandha extract and the supplier are certified and verified by independent third-party certifications.

Quality certifications provide tangible evidence of best practices in production, testing, and supply chain management. Certifications are a measure of exhibiting compliance to strict and rigid specifications and also give an insight into what a company values and where it is investing.

The most important certifications for the nutraceutical industry are:

GMPs (Good Manufacturing Practices): Every year, many manufacturers are sent a warning by the US FDA as they don't comply with the GMP. Look for a supplier that holds various prestigious third-party GMP certifications, such as those from USP, NSF, UL-NPA, and WHO.

FSMA-FSVP: If the finished product brand uses an ingredient that is being imported into the US, then the supplier needs to be certified and compliant with the Foreign Supplier Verification Program (FSVP) under the Food Safety Modernization Act (FSMA).

Food Safety: With heightened awareness stemming from recent high-profile food recalls, consumers are demanding an increase in food safety standards throughout the global supply chain. Those businesses that become certified to a particular food safety schematic will gain a competitive advantage in the marketplace. These certifications include SQF, BRC, FSSC, Non-GMO, Gluten Free, Kosher, Halal, and BSCG, among others.

KSM-66 Ashwagandha: A Benchmark in Excellence

KSM-66 Ashwagandha by Ixoreal Biomed exemplifies these six principles:

- Root-only, full-spectrum extract adhering to traditional Ayurveda and modern science.
- Extensive clinical validation with 50 studies, including 32 published trials, and adherence to gold-standard research methods.
- Vertically integrated operations ensure transparency and traceability.
- Green extraction processes aligned with the 12 principles of green chemistry.
- Standardized withanolide content (>5%) for optimal efficacy and safety.
- 45 certifications highlighting supreme quality and compliance.

Conclusion

With Ashwagandha's demand soaring, choosing a reliable supplier is critical. KSM-66 Ashwagandha sets a benchmark for quality, transparency, and efficacy, rendering it a dependable option for formulators and consumers globally.



KSM-66
Ashwagandha®

WORLD'S BEST ASHWAGANDHA