



# Rooted in Tradition: Ashwagandha's Path to Modern Health



Ashwagandha, *Withania somnifera*, is often referred to as the King of Herbs, due to its exceptionally wide range of beneficial health properties.



However, for products intended for internal use, it's essential to use ashwagandha root or root extracts and not the leaves.

This is due to strong safety and efficacy reasons listed below:

## Government of India Advisory

The Government of India has strictly advised to refrain from the use of Ashwagandha leaves, stating that “no substantial evidence and literature is available to endorse the efficacy of crude drug extract of *Withania somnifera* leaves.”



## Traditional Use

Thousands of years of traditional practice have focused solely on using ashwagandha's roots for internal consumption, there is no widespread mention, instruction, or practice with the ashwagandha leaf.

In fact, an ancient text from Ayurvedic scripture clearly defines the use of the ashwagandha leaf, stating: "Leaf of the ashwagandha herb is used for topical applications. Usage of this leaf is limited to the external applications”.

## Modern Science and Research

Modern scientific research and clinical studies consistently focus on the ashwagandha root. Numerous clinical trials across various global registries have predominantly utilized root extracts.

The Clinical Registry of India has 247 clinical trials registered on ashwagandha (excluding commercial extracts); 246 of these use only root-based formulations



## Global Regulatory Approvals

European countries such as Poland and Hungary allows the use of ashwagandha root only, not leaves.

The European Food Safety Authority (EFSA) has 11 pending health claims for root-based ashwagandha. Only two of those can be applied to leaf-based extracts.



**Ashwagandha root extracts are allowed to be used in EU for food supplements as non-novel food.**

## Standard Pharmacopeias

Only Ashwagandha roots and root extracts are mentioned in the standard in global pharmacopeias, including:

- The United States Pharmacopoeia,
- British Pharmacopoeia,
- Ayurveda Pharmacopoeia,
- Siddha Pharmacopoeia,
- Indian Materia Medica
- World Health Organization monograph
- American Herbal Pharmacopoeia
- Health Canada monograph



**The leaf is not listed in any of these for therapeutic use and consumption.**

## Economic Empowerment of Farmers



Ashwagandha leaves are ~100x cheaper than roots. By incorporating more aerial parts (and less root extract) into ashwagandha formulations, ingredient manufacturers substantially increase their profit margin. However, farmers are not making any profit from leaf sales and are also being denied the much-needed compost for the soil.

## Sustainability - Leaves for compost

Leaves play a crucial role in the sustainability of ashwagandha. Dry leaves (as well as stems) become compost for the next season's ashwagandha crop, helping replenish the organic content of the soil. In other words, roots are for health and leaves are for compost.



## KSM-66 Ashwagandha: Setting the Standard

KSM-66 Ashwagandha is a branded, standardized, full-spectrum ashwagandha root extract boasting the highest concentration of all major root-only extracts available on the market today.



Root only extract



Green Chemistry platform



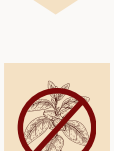
Most clinically researched



Highest number of quality certifications



Vertically Integrated Supply chain



Never adulterated with leaves

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