

The World's Most Bioactive Ashwagandha -

Delivering New Low Dose, Clinically Substantiated Benefits for both Stress & Testosterone

Not All Ashwagandha Ingredients Are Alike...

With many ashwagandha options on the market, Shoden[®] ashwagandha stands out as the most unique – with a minimum of 35% withanolide glycosides, it is truly **The World's Most Bioactive Ashwagandha**[™].

What sets Shoden[®] apart from the rest?

Shoden[®] utilizes modern extraction technology that leverages the unique withanolide glycosides present in both the roots and leaves to deliver a more bioactive and bioavailable ashwagandha.

New science now supports its efficacy at even lower doses!



Extended Release -24+ hours



>35% Withanolide Glycosides with proven Safety

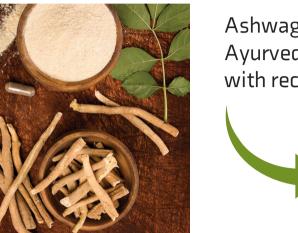


21 Different Withanolide Glycosides



NEW Low Dose Science supporting 60 mg & 120 mg doses

Ayurvedic Tradition Meets Modern Technology



Ashwagandha has been used as a traditional Indian Ayurvedic medicinal plant for thousands of years, with records going as far back as 6,000 BC.



While most modern ashwagandha extracts only focus on the roots, **both the roots and the leaves** have a long history of use.

~10-15% of the plant by weight Used for Ayurvedic Medicine

ROOTS:

~50-60% of the plant by weight Used for traditional medicinal tea

EAVES:

When Both **Roots + Leaves** Are Used, the Benefits Multiply

Because the **Roots + Leaves** both contain unique withanolide glycosides, Shoden[®] is able to deliver 21 different withanolide glycosides – this marks it as a **leader in the industry**



- Leaves actually contain higher levels of withanolides – both glycosides and aglycones. These are the unique phytoactives in the ashwagandha plant that deliver health benefits
- Withanolide glycosides are more bioavailable than withanolide aglycones. In the body, the glycosides are converted into the aglycones, which can then perform as the active compounds



Shoden[®]'s clinically researched combination of **Roots + Leaves** delivers proven safety & efficacy with superior bioavailability



Shoden[®]'s withanolides stay in the blood longer (>24 hours) compared to other ashwagandha extracts, which return to zero within ~6 hours

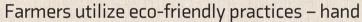
A new Bioavailability Study demonstrates that Shoden[®] is significantly more bioavailable than other ashwagandha extracts, delivering far more withanolides and withanolide glycosides

Using both **Roots + Leaves** is also better for people & the planet



Greater utilization of the crop = less waste produced

Shoden[®] ashwagandha is grown on family-owned farms in India and supports the livelihood of these farmers by providing sustainable income and suitable wages





harvesting, natural fertilizers & pesticides, and minimal water consumption



High Bioavailability is Possible through Modern Extraction Technology

Shoden[®], the world's most bioactive ashwagandha, is superior to other ashwagandha extracts because of its unique extraction technology...

How it's made: A premier two-step extraction process combines traditional Ayurveda with modern technology

- >> This advanced extraction technology harnesses the bioactives in both the roots and leaves
- >> Only water and ethanol are used to extract the bioactives
- >> The result is an industry leading >35% withanolide glycoside content



What does this mean for brands & consumers?

As the most potent ashwagandha available on the market today, Shoden[®] shows benefits in top consumer categories and is substantiated through clinical research:



Relieving Stress



Managing Anxiousness



Promoting Healthy Sleep



Boosting Immune Health



Increasing Vitality and Endurance

NEW! Shoden[®] Low Dose Clinical Study

Recently completed clinical and analysis phases of a brand new study (in peer review process) indicate:

- >> Reductions in stress cortisol at low Shoden[®] doses of 60 and 120 mg
- >> Increases in testosterone at both 120 and 60 mg doses/day for males, with no effect on females



These results complement and extend the original stress and testosterone studies, making Shoden[®] an effective adaptogen for stress relief and testosterone support at very low doses.

- >> The 120 mg dose is the same dose for the leading Shoden[®] sleep study on non-restorative sleep improvement
- >> A 120 mg Shoden[®] daily dose provides stress relief, sleep improvement, and testosterone increase (in males)



Stress/Feeling Anxious

Reduction in feelings of depression, anxiousness, and stress¹





Immune Statistically significant activation of both innate and adaptive immune systems

Brands using Shoden[®] can now deliver clinically substantiated benefits at just 60 mg and 120 mg doses, far lower than other ashwagandha extract options – delivering better value & formulation ease!

Flexible Formulation with Shoden[®]

- High Bulk Density and Water Soluble Options available
- Delivers higher concentrations of Withanolide Glycosides (>35%), allowing for more formulation flexibility
- NEW Clinically Substantiated Low dosing at 60 120 mg

Offering all the label claims that today's most stringent brands and consumers seek:















Shoden[®] - Harnessing the bioactives in the roots and leaves through advanced extraction technology to create **The World's Most Bioactive Ashwagandha**[™]

Learn more about **Shoden**®



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Shoden® is part of an exclusive portfolio of proprietary ingredients from NutriScience Innovations, LLC, and is a registered trademark of Arjuna Natural Pvt. Ltd

References:

- 1. Lopresti AL et al. "An investigation into the stress-relieving and pharmacological actions of an ashwagandha (Withania somnifera) extract: A randomized, double-blind, placebo-controlled study." Medicine (Baltimore). 2019 Sep; 98(37). doi: 10.1097/MD.000000000017186.
- Lopresti AL et al. "A Randomized, Double-Blind, Placebo-Controlled, Crossover Study Examining the Hormonal and Vitality Effects of Ashwagandha (Withania somnifera) in Aging, Overweight Males." Am J Mens Health. Mar/Apr 2019;13(2). doi: 10.1177/1557988319835985.
- 3. Deshpande A et al. "A randomized, double blind, placebo controlled study to evaluate the effects of ashwagandha (Withania somnifera) extract on sleep quality in healthy adults." Sleep Medicine. 2020; 72: 28-36