



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!

- >10x Bioavailability**
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.



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
- ✓ Farmers utilize eco-friendly practices – hand 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
- Testosterone**
Increase in testosterone levels in men, none in women²
- Sleep**
Increase in restorative sleep³
- 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:

- DAIRY FREE
- VEGAN
- HALAL
- KOSHER
- GRAS
- NON GMO Project VERIFIED

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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Ingredients Matter.

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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.00000000000017196.
2. 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.