



Clinically Proven & Award Winning
World's Best Ashwagandha

STRESS RELIEF

BRAIN HEALTH

MUSCLE STRENGTH

ENDURANCE

SLEEP

SEXUAL HEALTH

MALE TESTOSTERONE

WEIGHT MANAGEMENT





KSM-66 Ashwagandha

for a healthy mind and body

WHAT IS ASHWAGANDHA?

Ashwagandha is the flagship herb of Ayurveda, the traditional system of medicine from India. This herb has been known for centuries but is only now experiencing major growth worldwide because of a burst of recent studies in pharmacology and medicine. Ashwagandha promotes balance in the body. It is an adaptogen that amplifies the body's ability to self-regulate key systems, specifically, the neurological, immune, reproductive, endocrinal and energy-production systems.

KSM-66 ASHWAGANDHA

KSM-66 is an ashwagandha extract made by Ixoreal Biomed, created via a process that took 14 years of R&D to develop and refine. KSM-66 is the highest-concentration extract on the world market today that is drawn using only the roots of the ashwagandha plant. It is produced using the first-of-its-kind extraction process, based on "Green-Chemistry" principles, without using alcohol or any other chemical solvents.

KSM-66 Ashwagandha has been clinically proven to:

- Reduce stress and anxiety
- Enhance memory and cognition
- Increase endurance and strength
- Improve sexual function and testosterone levels in men

KSM-66 Ashwagandha promotes balance in the body for men, women and children.

AWARDS FOR KSM-66

KSM-66 Ashwagandha won the "Best Botanical Ingredient" Award for 2013 at Natural Products Expo West (USA), World's largest trade-show and conference on natural products. It was placed in the list of Top 10 Ingredients by the editors of "Functional Ingredients" magazine. KSM-66 also received the prestigious Frost & Sullivan 2014 "Product Innovation in Botanicals" Award and the 2012 "Innovative Ingredient of the Year" Award at Panacea, South Asia's premier show on natural products.



WHY KSM-66 IS THE “WORLD’S BEST ASHWAGANDHA”

1. KSM-66 is the highest concentration full-spectrum root extract available on the market.

A “full-spectrum” extract is an extract which maintains the balance of the various constituents as in the original herb, without over-representing any one constituent. The ashwagandha herb’s efficacy is believed to be derived from a complex blend of active constituents, mainly alkaloids like withanine, somniferine, tropine and steroidal lactones called withanolides. All these constituents need to be present in their natural proportions, and hence it is important for an extract to be full-spectrum. Only Ixoreal has managed to create a process that surmounts these challenges, and that too only after many years of R&D. KSM-66 Ashwagandha is standardized to the highest percentage of withanolides in the world, >5% by HPLC, derived only from the roots of the plant.

2. KSM-66 has the most extensive set of research studies and clinical trials.

Ixoreal is the industry leader in clinical trials and basic research investigating the effectiveness of ashwagandha. It collaborates with major academic and research institutes. All of Ixoreal-partnered clinical studies follow gold standards of substantiation: randomized, double-blind, placebo-controlled designs.

For a herb to operate at a systemic level, it needs a complex blend of phytochemicals with a wide range of actions on the human body. Ashwagandha is one of the very few herbs in the world with a complex blend of this type. As ashwagandha operates at the systemic level, it has 20+ distinct applications described in herbal medicine textbooks. Our research studies focus on the main applications as listed below.

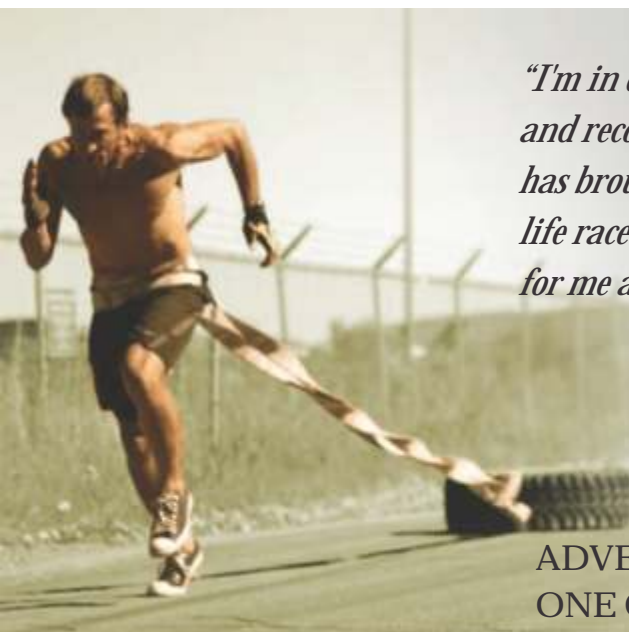
- **(i) Anxiety- and Stress-Relief:** A study published in the “Indian Journal of Psychological Medicine” shows that KSM-66 achieves a highly significant reduction in stress and anxiety, and serum cortisol levels (27.9% reduction).
- **(ii) Cognition and Memory:** This study showed statistically significant improvement in key components of Wechsler Memory Scale, executive function and attention using KSM-66.

“KSM-66 enhances my ability to focus for long hours during my games. Most importantly, it helps me stay calm and composed when under pressure. My sport requires a sustained level of concentration. Thanks to KSM-66, I’m playing harder and performing better.”

ADITYA MEHTA

ASIA RANKED #1, SNOOKER
GOLD MEDALIST, ASIAN GAMES





"I'm in constant search for the best fuel for my competition and recovery. I've been astounded at the effects that KSM-66 has brought to my program. Clinicals are one thing, but real life race testimony is another. KSM-66 is now a MUST have for me and my athletes."

PAUL ROMERO

ADVENTURE RACER OF THE YEAR

ONE OF THE WORLD'S TOP ADVENTURE ATHLETE

- **(iii) Energy and Stamina:** This study evaluated improvement induced by an exercise regimen in healthy athletes with and without KSM-66 supplementation. Athletes taking KSM-66 showed substantially higher improvement in cardio respiratory endurance (VO₂max) and self-assessed scores on the WHO Quality of Life Questionnaire.
- **(iv) Sexual Function and Testosterone Levels in Men:** This study published in "Evidence-Based Complimentary and Alternative Medicine" showed that KSM-66 yielded significant increase in semen volume, sperm concentration and motility, serum LH and testosterone.
- **(v) Stress, Weight-Management and General Well-Being:** Subjects taking KSM-66 for 60 days were seen to have lower stress scale responses, cortisol levels and BMI, and improved score on the Oxford Happiness Scale.
- **(vi) Muscle Strength, Muscle Size, Muscle Recovery and Testosterone:** KSM-66 was found to be effective in healthy athletic adults in improving maximum resistance load, muscle recovery and key hormone levels.
- **(vii) Female Sexual Function:** This study showed improvements in female sexual health as measured by some metrics commonly employed by gynaecologists to assess desire, arousal, lubrication, satisfaction and orgasm.
- **(viii) Lifespan Extension:** An animal study published in the "Annals of Neuro-sciences" demonstrated KSM-66 Ashwagandha increasing life span by 21%. It used *Caenorhabditis Elegans* worms, because their metabolic processes are similar to those of humans. The species was provided by the U.S. Federal Government's National Institutes of Health.
- **(ix) Immunity-Building:** In this study on Swiss albino mice, KSM-66 was shown to inhibit neutropenia induced by cyclophosphamide. Neutrophil count loss was just 33% of the loss in the drug-induced control group and significantly better than with generic ashwagandha.

Please contact us at info@ixoreal.com for more information on ongoing studies, published papers and technical reports on KSM-66.



3. The production of KSM-66 has tight vertical integration for high quality and price advantage.

Ixoreal is the only ashwagandha manufacturer in the world to own the entire value chain in producing the extract. Ixoreal has its own farms, production facilities, testing laboratories, research center and distribution. Nothing is outsourced and no middlemen are ever involved. As a result, Ixoreal is unmatched in its ability to deliver high-quality ashwagandha with steady supply and batch-to-batch consistency. A nice side-effect of having no middle-men is that KSM-66 is priced considerably lower than what one might expect for such a premium product.



4. KSM-66 has superior sensory characteristics.

Unlike other extracts, KSM-66 has a neutral taste and is not bitter. Therefore, it is an excellent choice for use in foods and beverages.

5. KSM-66 is 100% Organic certified by USDA, GRAS Affirmed, Non-GMO, Vegetarian, Gluten free, Safe and Shelf-stable.

6. KSM-66 is produced in a world-class facility.

The manufacturing unit of KSM-66 in India is a state-of-the-art clean room facility using world-class production and quality assurance processes. Ixoreal has a modern natural products chemistry laboratory which conducts high-quality developmental research. The manufacturing unit uses principles of “Green Chemistry”. The unit conforms to WHO-GMP and US-FDA standards.

“Since I've been a child, I've learned to rely on natural extracts and have learned the value of extremely good nutrition- I'm relying on KSM-66 during my extremely demanding travel, school and athletic life; it's been a total game changer.”

JORDAN ROMERO

WORLD RECORD HOLDER: YOUNGEST
CLIMBER TO REACH MT.EVEREST &
THE SEVEN SUMMITS OF THE WORLD



APPLICATIONS

Dietary Supplements

KSM-66 Ashwagandha can be utilized as a stand alone or as a complementary ingredient in herbal, phyto-pharmaceutical and dietary supplement formulations.

KSM-66 Ashwagandha offers wide therapeutic benefits. Some of the health-related applications of KSM-66 Ashwagandha are anti-ageing and cognitive support, sexual health function support, immune support, anti-oxidant support and free-radical scavenging support.



Food & Beverages



KSM-66 is a self affirmed GRAS (Generally Regarded as Safe) ingredient, qualified by a reputed panel of toxicologists.

Unlike other extracts, KSM-66 Ashwagandha is neutral tasting and blends well with Bakery products, Nutritional bars, Chocolates, Candies, Smoothies, Yoghurts, Herbal tea, Coffee, Malted beverages, Wine, Soups, Cereals and Cookies.

Sports Nutrition

Ashwagandha is the latest emerging trend as a natural performance enhancer. Recent scientific research suggests that ashwagandha promotes better health, well-being and greater levels of physical performance. It enhances the user's ability to cope with stressful situations by promoting faster corticosteroid release. KSM-66 is the most effective form of ashwagandha for athletes who train and compete at peak levels. It enhances energy and endurance, improves muscle size and strength, assists muscle recovery, improves mental function, alertness and oxygen usage.



ABOUT THE COMPANY

Behind KSM-66 stands Ixoreal Biomed, offering rock-solid stability and history. Ixoreal is a division of the Baldwa group of companies. The group has \$320 million in annual revenues through 4000 employees in 85 cities across the world. It is diversified in chemicals, logistics, power, real estate and agriculture. There are two distinctive characteristics about Ixoreal Biomed. First: it truly believes in achieving scientific excellence. It invests heavily in basic research and development. Second: Ixoreal is unusually committed to superior product quality and customer satisfaction. Because of these two distinctive characteristics, Ixoreal's KSM-66 is unmatched for its quality worldwide.





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