



# Shoden®: The World's Most Bioactive Ashwagandha™

## Ayurvedic Tradition Meets Modern Technology

### Not all Ashwagandha ingredients are alike

There are many ashwagandha options on the market but Shoden® is the most unique – with a minimum of 35% withanolide glycosides it is truly *The World's Most Bioactive Ashwagandha™*.

Ashwagandha (*Withania somnifera*) is a powerful adaptogen with a rich history in healing.



**Ashwagandha is a traditional Indian Ayurvedic medicinal plant - both roots and leaves have a long history of use**



**ROOTS:**  
used for Ayurvedic medicine



**LEAVES:**  
used for traditional medicinal tea

### What is an Adaptogen?



Mimics the body's own stress-reducing hormones

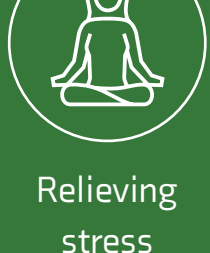


Increases the body's ability to recover from stress



Supports an overall feeling of balance

### Many traditional uses have now been substantiated with research, Shoden® has been clinically studied for the following health benefits:



Relieving stress



Addressing anxiety



Promoting healthy sleep



Boosting immune health



Increasing vitality and endurance

### Ashwagandha shows impressive growth

**\$59.8M<sup>1</sup>**  
Total U.S. sales of ashwagandha products

**102%**  
Increase in sales of ashwagandha across all natural product categories

**201%**  
Increase in ashwagandha supplement specific sales

## Shoden®, the world's most bioactive ashwagandha, is superior because...

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

### Harnessing the bioactives in the roots and leaves



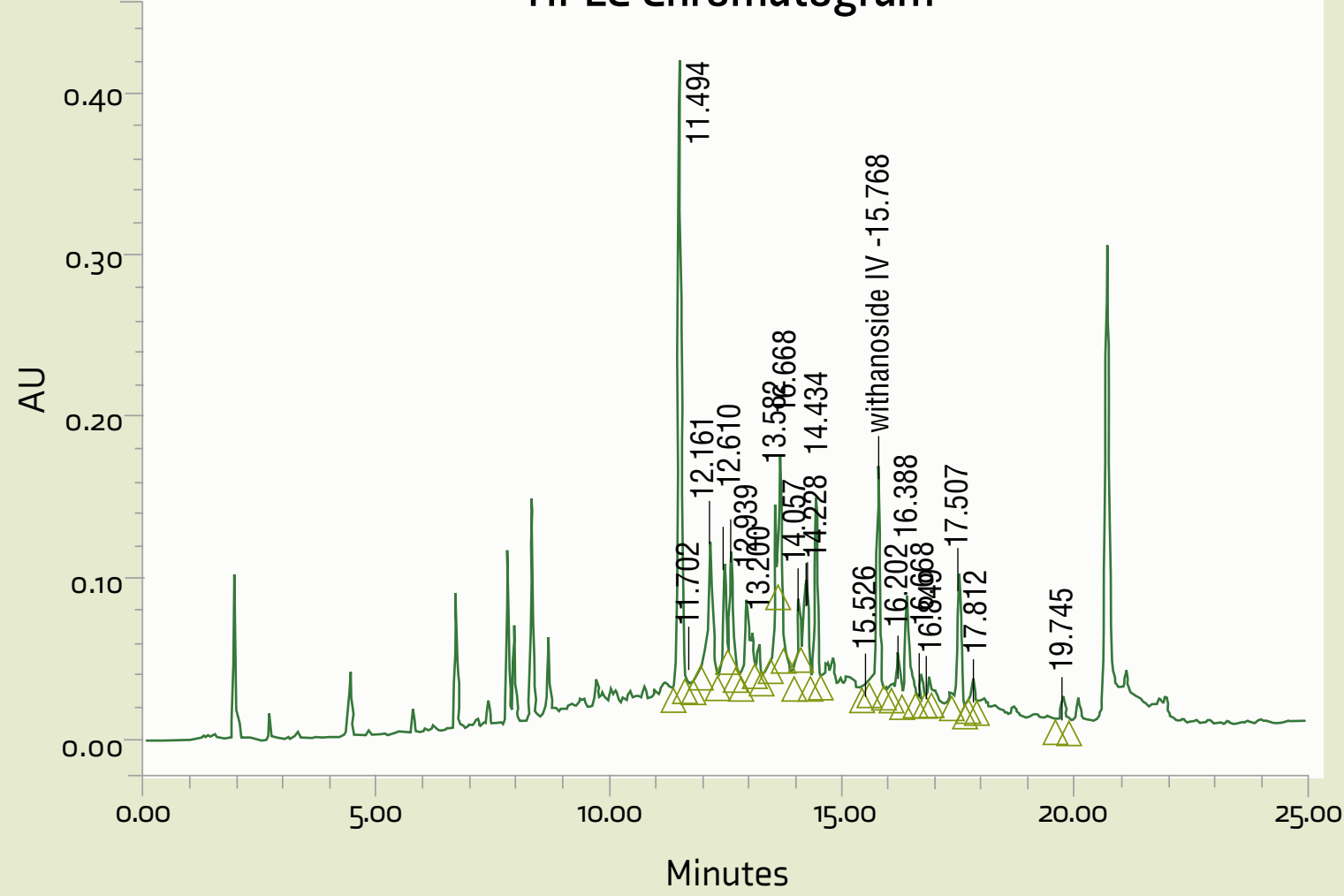
- ✓ Withanolide glycosides reside in both the roots and the leaves
- ✓ Combining roots and leaves gives a broader and higher potency range of bioactives
- ✓ This leverages the full power of the plant modernizing the traditional approach

### Utilizing both roots and leaves = less waste

### Shoden® - unique, extraction technology

- ✓ Shoden® is a high potency extract which uses advanced extraction technology to harness the bioactives in the roots and leaves
- ✓ Only water and ethanol are used to extract the bioactives
- ✓ Shoden® stands out with its ≥35% withanolide glycosides – a significantly more potent extract than traditional ashwagandha products
- ✓ 21 diverse withanolide glycoside have been identified in Shoden® – a leader in the industry

### 21 diverse withanolide glycosides, measured by HPLC (high performance liquid chromatography)



### Sustainable harvesting: All Shoden® ashwagandha is grown on family-owned farms in Southern India utilizing eco-friendly practices

- ✓ Drought resistant plant with good drainage = Minimal water consumption
- ✓ Provides sustainable income for local farmers
- ✓ Most harvesting is done by hand
- ✓ Natural fertilizers<sup>1</sup> and pesticides used
- ✓ Solar power utilized for a smaller footprint

## What does this mean for brands and consumers?

Shoden® combines longstanding ayurvedic tradition with modernized extraction technology to deliver the most potent ashwagandha available

Clinical research has substantiated the benefits of high potency Shoden®

### Shoden® Clinical Research includes:



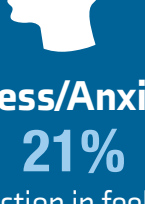
**Sleep**  
**42%**  
increase in restorative sleep<sup>2</sup>



**Immune**  
Statistically significant activation of both innate and adaptive immune systems



**Testosterone**  
**14.7%**  
increase in testosterone levels in men,<sup>3</sup> in women<sup>3</sup>



**Stress/Anxiety**  
**21%**  
reduction in feelings of depression, anxiety, and stress<sup>4</sup>

## Shoden® - Harnessing the power of advanced extraction technology to create The World's Most Bioactive Ashwagandha™



Learn More about **Shoden®**



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#### References:

1. SPINS. Sales data for 52 weeks ending 3/21/2021  
2. 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.  
3. 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: 10.1177/155798831983985.  
4. 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.00000000000017186.