

# Harness the power of restorative sleep

Shoden® Ashwagandha - Truly refreshing, restorative sleep

## Poor sleep is a nightmare for millions



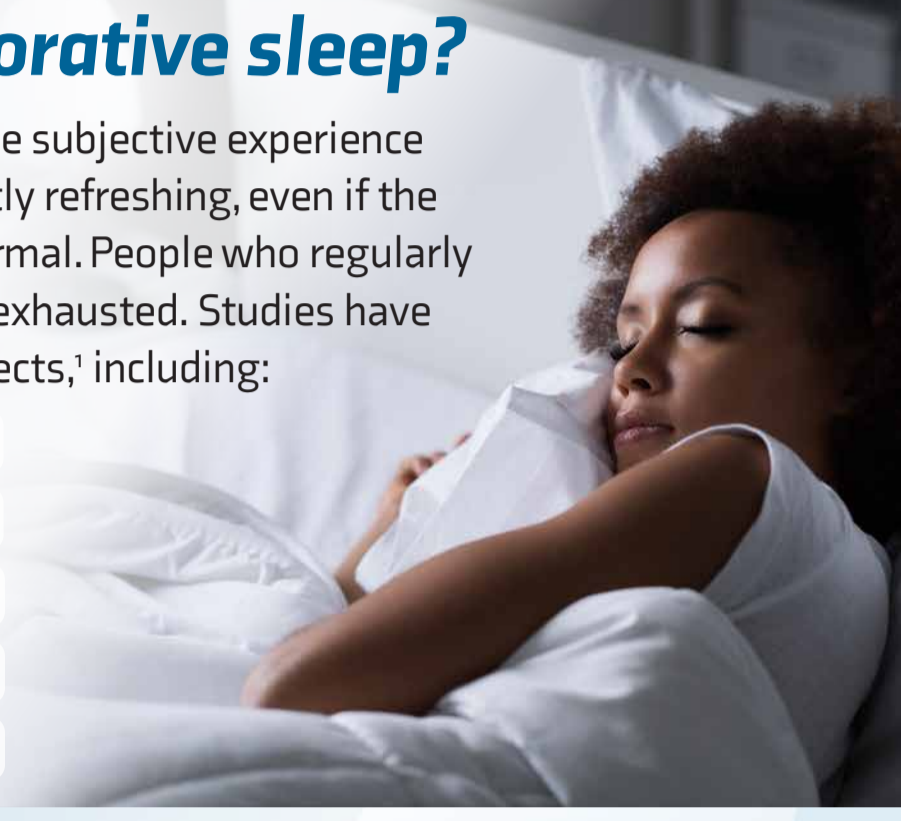
Good sleep is crucial to good health. However, not all sleep is good sleep.

**700 million** people suffer from non-restorative sleep.<sup>1</sup>

## What is non-restorative sleep?

Non-restorative sleep (NRS) is the subjective experience that sleep has not been sufficiently refreshing, even if the sleep appears physiologically normal. People who regularly experience NRS wake up feeling exhausted. Studies have associated it with a variety of effects,<sup>1</sup> including:

- ↑ Increased fatigue
- ↓ Lower cognitive function
- ↓ Lower quality of life
- ↑ Stress and anxiety
- ↑ Depression



## The quest for rest

The pursuit of better sleep is a key trend for 2020 and beyond\*—and that was before a global pandemic kept the world up at night. Non-restorative sleep is part of a much larger, growing issue.



Consumers are beginning to understand how closely healthy sleep and overall health are connected. Their demand for natural sleep solutions is growing like the proverbial monster under the bed at night.

**12.3%**

spike in sleep product sales in 2018, according to *Nutrition Business Journal* (NBJ)

\*source: New Hope Network Data & Insights

Compared with

**1.6%**

sales growth between 2016 and 2017

**\$800M:**

Estimated 2022 sleep product sales (NBJ)

## A natural strategy to fuel vitality and whole-body health

### Better sleep is just the beginning

Ashwagandha (*Withania somnifera*), a shrub revered by Indian Ayurvedic practitioners for its rejuvenating powers, also known as Indian ginseng, has been used to help with sleep, vitality, sports & performance, stress, anxiety, cognitive focus and fatigue for thousands of years.<sup>2</sup>

Ashwagandha is an adaptogen, helping the body react and recover from stress.



### Shoden®: Ashwagandha reimagined and reinvented

Tradition + Science = The World's Most Bioactive Ashwagandha™

- ✓ Industry-leading 35% withanolide glycosides
- ✓ Patented
- ✓ Excipient free
- ✓ A whole plant extracted, produced from roots and leaves of ashwagandha plant
- ✓ Clinically studied



## New sleep science: Shoden® improves restorative sleep

A 2020 prospective, randomized, double-blind, placebo-controlled clinical study<sup>3</sup> on 150 healthy male and females, ages 18 to 65, showed that 120 mg Shoden® taken daily for six weeks had the following statistically significant benefits...

**↑ 42%**

Increased restorative sleep

**↑ 36 minutes**

Improved quantity of sleep

**↑ 39 minutes**

Improved quality of sleep time

**↓ 11.8%**

Time to fall asleep after lights out was significantly shorter

Measurement tools included actigraphy, which measures body motion during sleep with a wearable wrist device, biochemical safety parameter measurements, an NRS questionnaire and a quality of life questionnaire.

### Improved physical, psychological and environmental quality of life parameters



**↑ 76%**

Improved rested state (waking feeling refreshed, ready to start the day)



**↑ 57%**

Improved energy level



**↑ 71%**

Improved mental alertness

Better nights. Better days. Better health.

**SHODEN® ASHWAGANDHA**

Learn More about [Shoden](#)



sales@nutriscienceusa.com | Tel: 1-203-372-8877

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 <https://www.sciencedirect.com/science/article/abs/pii/S138945720301246> Deshpande, A., Nushafreen, I., Balkrishnin, R., Benny, I.R., A randomized, double blind, placebo controlled study to evaluate the effects of ashwagandha (*Withania somnifera*) extract on sleep quality in healthy adults, *Sleep Medicine*, March 21, 2020.

2 Chandrasekhar et al., 2012 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3573577/>

3 Deshpande, et al., A randomized, double blind, placebo controlled study to evaluate the effects of ashwagandha (*Withania somnifera*) extract on sleep quality in healthy adults.