



REIMAGINING BOTANICALS

GETTING OUTSIDE YOUR BOX




DAVID FOREMAN
THE HERBAL PHARMACIST®




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Why Botanicals




Plants Rock! Full of nutritional and phytochemical benefits which yield many possible mechanisms of action.




Clinical Substantiation: More than 4,000 scientific papers on phytochemicals were being published each year.



Technology: Unique or differing extraction processes



Consumer desire: Seeking "more natural" substances




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Reimagining Formulations with Botanicals

1. What is your Primary Desired Outcome
2. Identify the Underlying Physiologic or Biochemical factors attributed to this Outcome
3. Identify the Botanicals that Address the Items in #2
4. Formula for Success: Combine Botanicals with Differing MOAs
i.e., Address the factors in #2



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What is your Primary Desired Outcome? Case Study: Stress

Underlying Physiologic or Biochemical Factors

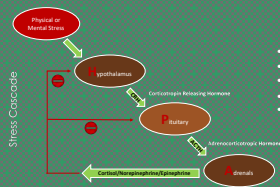
- A. Impact on the HPA-axis
 - A. Hypothalamus
 - B. Pituitary
 - C. Adrenal
- B. Nutrient Depletion
- C. Neurotransmitter Imbalance



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Impact on the HPA-axis



- Ashwagandha- Adaptogen
- Holy Basil- Adaptogen
- Kanna- Amygdala
- Rhodiola- Adaptogen
- Saffron- Hypothalamus



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Nutrient Depletion: Key Nutrients for Mental Wellness

Reimagine by Using Botanicals for Natural Sourced Nutrients



- B-vitamins
- Choline
- Magnesium
- Serine
- Tryptophan

- Misc. others: E, C, Zinc, Copper, Selenium

Example Serine: Soy, Fenugreek, Parsley, Garlic, Turmeric

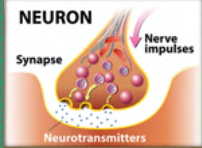


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Neurotransmitter Imbalance: Mimic, Promote Production or Inhibit Reuptake/Breakdown

- Ashwagandha: Promote, Inhibit
- Chamomile: Mimic
- Kanna: Production
- Lavender: Production
- Rhodiola: Inhibit, Mimic
- Saffron: Production, Inhibit



The diagram shows a cross-section of a neuron. At the top, 'Nerve impulses' are shown as red arrows entering the neuron. Below this, 'Neurotransmitters' are shown as small purple spheres moving towards a 'Synapse' where they are released into the synaptic cleft.

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Reimagining Botanicals: What's "Newish"?

Black Seed Oil	<ul style="list-style-type: none"> • Topical: Acne, Fungal, Antibacterial, etc. • Oral: Immune modulation, Inflammation, Blood sugar, Fatty Liver, Metabolic Syndrome, Blood Pressure, Oral, Cholesterol
Hops	<ul style="list-style-type: none"> • Topical (all): Antibacterial • Oral: Blood Sugar, Inflammation, Cognition, Sleep, Stress, Menopause
Holy Basil	<ul style="list-style-type: none"> • Topical (all): Dental plaque • Oral: Stress, Blood Sugar, Cardiovascular Health
Red Sorghum Leaf	<ul style="list-style-type: none"> • Oral: T2D
Technology: Bioavailability, Solubility, Etc.	<ul style="list-style-type: none"> • Oil Compressible Powders, LipiSpere® and so many more

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Reimagining Botanicals: What's Not So New?

Ashwagandha	<ul style="list-style-type: none"> • Stress, Cognition, Sleep, Active Lifestyle, Blood Sugar, Blood Pressure, Menopause symptoms, Sexual Function. You Name It.
Bacopa	<ul style="list-style-type: none"> • Cognition, Stress, Blood Pressure, Sleep, Sexual Function
Elderberry	<ul style="list-style-type: none"> • Immune, Inflammation, Liver health
Saffron	<ul style="list-style-type: none"> • Stress, Sleep, Cognition, Weight Management, Eye Health, Blood Sugar, Cardiovascular Health, PMS symptoms, Menopause symptoms
Turmeric/Curcumin	<ul style="list-style-type: none"> • Topical: Dental, Skin • Oral: Immune Support, Liver Health, Inflammation, Cardiovascular Health, Cognition, Prostate, Blood Sugar, Digestive, Weight Management. You Name It!

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Thank
You



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