


MENTAL WELLNESS

WHY BOTANICALS ARE THE PERFECT FIT



DAVID FOREMAN
THE HERBAL PHARMACIST®

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Why Botanicals for Mental Wellness

Diversity: Plants contain multiple phytochemical compounds yielding multiple mechanisms of action


Clinical Substantiation: Numerous scientific papers with botanicals and their impact on stress are being published.

Technology Advancements: Improved extractions, bioavailability and functionality

Consumer desires: Seeking "more natural" substances

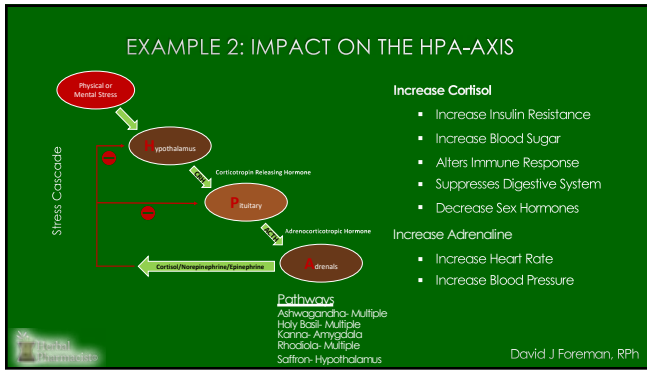
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EXAMPLE 1: SAFFRON 6-MECHANISMS OF ACTION

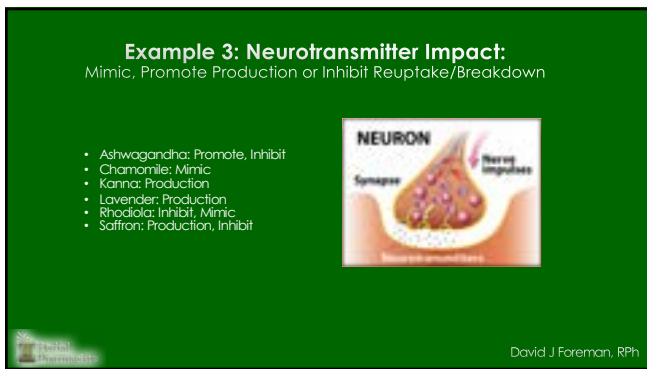


6. Enhances endogenous production of melatonin: A single dose of saffron 1 hour before sleep revealed an increase in melatonin concentration.

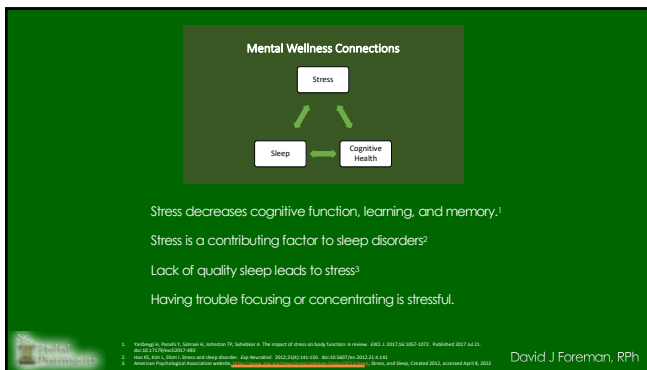
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BOTANICALS FOR STRESS

- American Ginseng: Ceraboost®
- Ashwagandha: Sensoril®/KSM-66®
- Holy Basil: Holix®
- Saffron: affron®
- Scellium tortuosum: Zembrin®



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SLEEP BOTANICALS

- Passionflower
- Saffron: affron®
- Valerian
- Zea mays Leaf: Maizinol™



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COGNITION BOTANICALS

- American Ginseng: Ceraboost®
- Bacopa: Synapsa®/BacoMind®
- Blueberry/French Grape: Memophenol®
- Green Oat: Cognitaven®
- Red Grape: COGNIGRAPE®
- Sage: Cogniva®/Sibellus: Sage™



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Thank
You



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