

# Ashwagandha: Science-Backed Sleep Support

Sleep is as critical to good health as food and water. Research associates poor sleep with numerous health conditions, including stress, hormone and blood-sugar issues that can cascade into illness. Quality sleep supports our mental and physical performance. It impacts our immune system. Nearly **one-third** of American adults, however, don't get enough<sup>1</sup>—and that's a pre-pandemic statistic.

Since the emergence of COVID-19...



## 22%

of people said their sleep quality has gotten worse



## Almost 15%

Prescriptions for sleep disorders jumped from February to March 2020 following years of decline<sup>2</sup>

The Quest for Rest: Identified as one of New Hope Network NEXT Data and Insight team's 2020 trends.

**“ Consumers seek products to help them prepare to be alert and energized when life demands it, alongside counterbalancing periods to recharge, relax and reenergize. ”**

### A growing opportunity

As consumers increasingly understand the relationship between healthy sleep and overall health, their demand for natural sleep solutions swells.

**12.3%** spike in sleep product sales in 2018, according to *Nutrition Business Journal* **1.6%** sales growth between 2016 and 2017

Compared with

Researchers attribute the sales boost partly to CBD, and note that crafty formulators are combining hemp CBD with other botanicals targeting occasional sleeplessness, allowing them to make sleep support claims.



## \$800M

Estimated 2022 sleep product sales (*Nutrition Business Journal*)

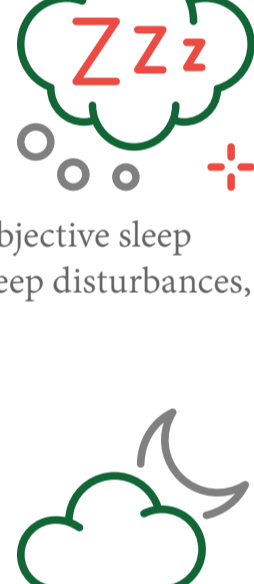
*Withania somnifera* is a small woody shrub that grows in India and a few parts of the Mediterranean and Africa. Its power lies in its roots. Ayurvedic practitioners have revered this root's life-affirming power for 4,000+ years. An adaptogen, ashwagandha multitasks to help the body adjust to stress and achieve balance.



### New research reveals ashwagandha's potential for sleep support:

In a double-blind, placebo-controlled 2019 study using KSM-66 Ashwagandha, sleep challenged subjects who received 300 mg of ashwagandha twice daily for 10 weeks showed:

- ✔ Significantly shorter time falling asleep
  - ✔ Significant improvement in sleep efficiency
  - ✔ Significant improvement in sleep quality  
(Measured by the Pittsburgh Sleep Quality Index, examining subjective sleep quality, sleep latency, sleep duration, habitual sleep efficiency, sleep disturbances, use of sleeping medications and daytime dysfunction)
  - ✔ Significant calming effects, reduced nervousness  
(Measured using the Hamilton Anxiety Rating Scale consisting of 14 psychological and somatic symptoms)
- ...compared to the placebo.<sup>3</sup>



Subjects were monitored using sleep actigraphy, a non-invasive sensor-based method. **Researchers' conclusion:**

**“ Ashwagandha root extract is a natural compound with sleep-inducing potential, well tolerated and improves sleep quality and sleep onset latency in patients with trouble sleeping at a dose of 300 mg extract twice daily. It could be of potential use to improve sleep parameters in patients with occasional sleeplessness and anxiety, but needs further large-scale studies. ”**

### Aging Americans and sleep

In a double-blind, randomized, prospective, placebo-controlled 2020 study using KSM-66 Ashwagandha, subjects between the ages of 65 and 80 who received 600 mg/day of ashwagandha for 12 weeks showed:

- ✔ Significant increase in the quality of sleep
  - ✔ Significant increase in mental alertness
  - ✔ Significant improvement in quality of life  
(Measured using the World Health Organization Quality of Life-BREF scale, including aspects of physical health, psychological condition, social relationships and environmental factors)
- ...compared to the placebo.<sup>4</sup>



**Researchers' conclusion:**

**The outcome suggests significant improvement of sleep condition, mental alertness, and quality of life in elderly participants who received ashwagandha root extract in comparison to those who took a placebo. Therefore, ashwagandha root extract could be an acceptable and admirable alternative supplement in improving various age-related health issues and may boost overall general well-being in an elderly person.**

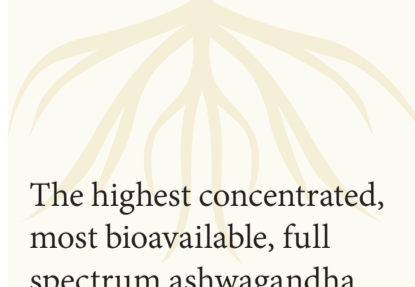
### KSM-66: Backed by more science than any other ashwagandha



**22** Gold Standard human clinical trials



**700** finished products



The highest concentrated, most bioavailable, full spectrum ashwagandha root extract on the market

Certified:



**KSM-66 Ashwagandha®**

WORLD'S BEST ASHWAGANDHA

[AshwagandhaAdvantage.com](http://AshwagandhaAdvantage.com)

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

1. Centers for Disease Control. <https://www.cdc.gov/media/releases/2016/p0215-enough-sleep.html>

2. World Economics Forum. <https://www.weforum.org/agenda/2020/05/covid-19-sleep-disruption-insomnia-dreams/>

3. Langade D, Kanchi S, Salve J, et al. (September 28, 2019) Efficacy and Safety of Ashwagandha (*Withania somnifera*) Root Extract in Insomnia and Anxiety: A Double-blind, Randomized, Placebo-controlled Study. *Cureus* 11(9): e5797. DOI 10.7759/cureus.5797

4. Kelgane S B, Salve J, Sampara P, et al. (February 23, 2020) Efficacy and Tolerability of Ashwagandha Root Extract in the Elderly for Improvement of General Well-being and Sleep: A Prospective, Randomized, Double-blind, Placebo-controlled Study. *Cureus* 12(2): e7083. DOI 10.7759/cureus.7083