

AshwaMind[®]

**World's Best Ashwagandha for
Memory & Cognition Enhancement**

- DIETARY SUPPLEMENT
- FOOD AND BEVERAGE
- NUTRACEUTICAL
- PHARMACEUTICAL



What is Cognition?

- The mental action or process of acquiring knowledge and understanding through thought, experience and the senses
- Input and storage of information and use of that information to guide your behavior
- It helps us understand information about the world around us and interact safely with our environment
- Cognitive decline is a common and feared aspect of aging.
- Prevalence of Dementia and Alzheimer's disease is increasing.

Cognition is needed to distill all the information down to its essentials.



Global Incidence

- Worldwide, around 50 million people have dementia, with nearly 60% living in low- and middle-income countries. Every year, there are nearly 10 million new cases.
- The estimated proportion of the general population aged 60 and over with dementia at a given time is between 5-8%.
- The total number of people with dementia is projected to reach 82 million in 2030 and 152 in 2050.



Withania somnifera

A Botanic Approach to Cognition Enhancement and Memory Boost

Scientific Name: *Withania somnifera*

Family: Solanaceae

Common Name: Ashwagandha

Plant Part: Root

English Name: Indian Winter Cherry, Indian Ginseng



Ashwagandha in Ayurvedic Science

Medhya Rasayana:

Ashwagandha is extensively used in Ayurveda as a 'Rasayana'.

'Rasayanas' are used to promote health and longevity by increasing defense against disease, arresting the aging process and revitalizing the body in debilitated conditions.

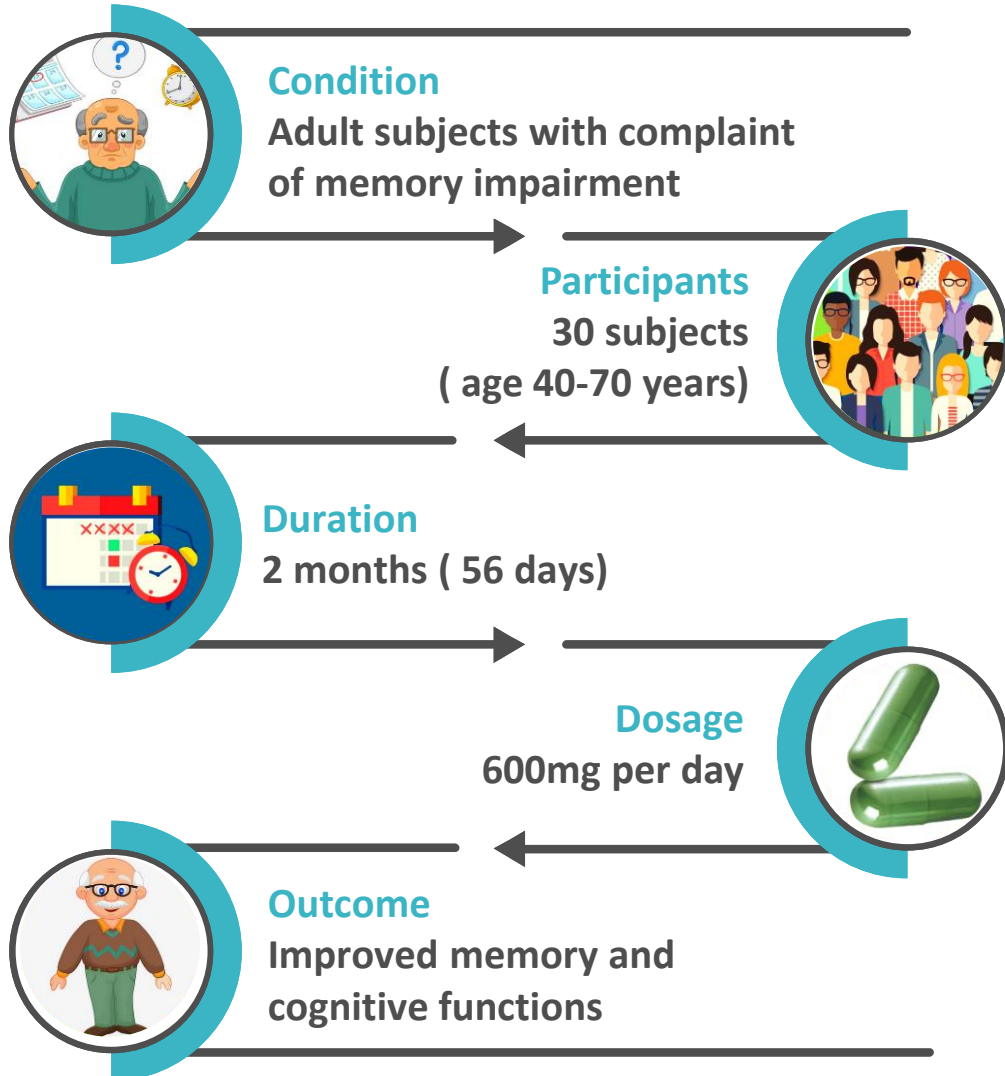
'Medhya rasayana' is used to promote memory and intellect (*medhya*).

Ashwagandha is Sanskrit for smell of the horse, which refers to both its unique smell and ability to increase strength. It has been used for over 3,000 years to relieve stress, increase energy levels and improve concentration.



Ashwagandha is mentioned in Vedas as an herbal tonic and health food and has been used for a very long time for all age groups and both sexes.

Clinical Evidence



A randomized, double blind placebo controlled clinical study in adult subjects for cognition and memory enhancement.

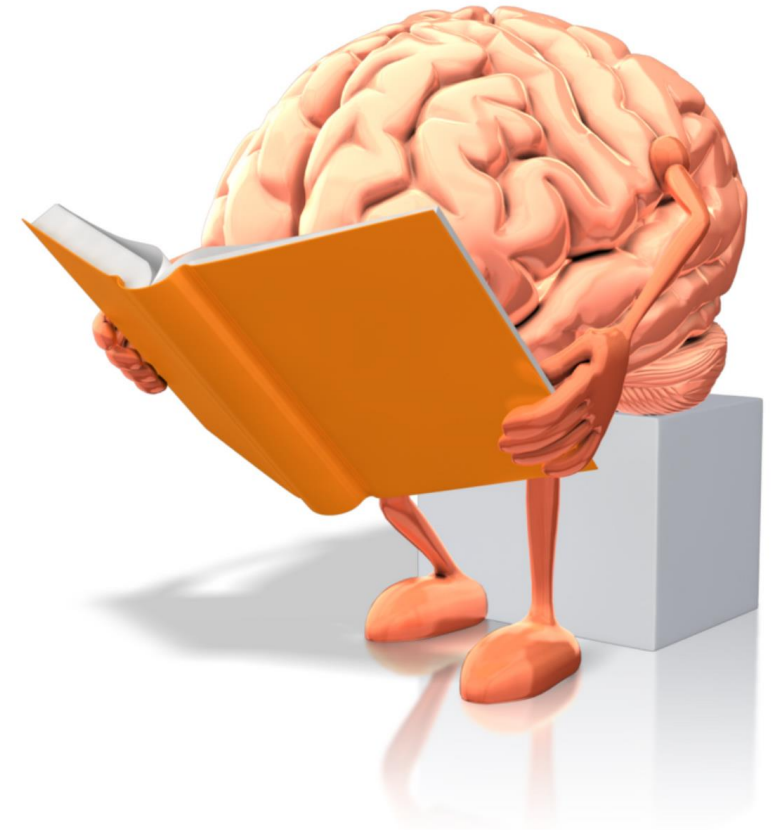
Study Assessment by MMSE

MMSE Subscales

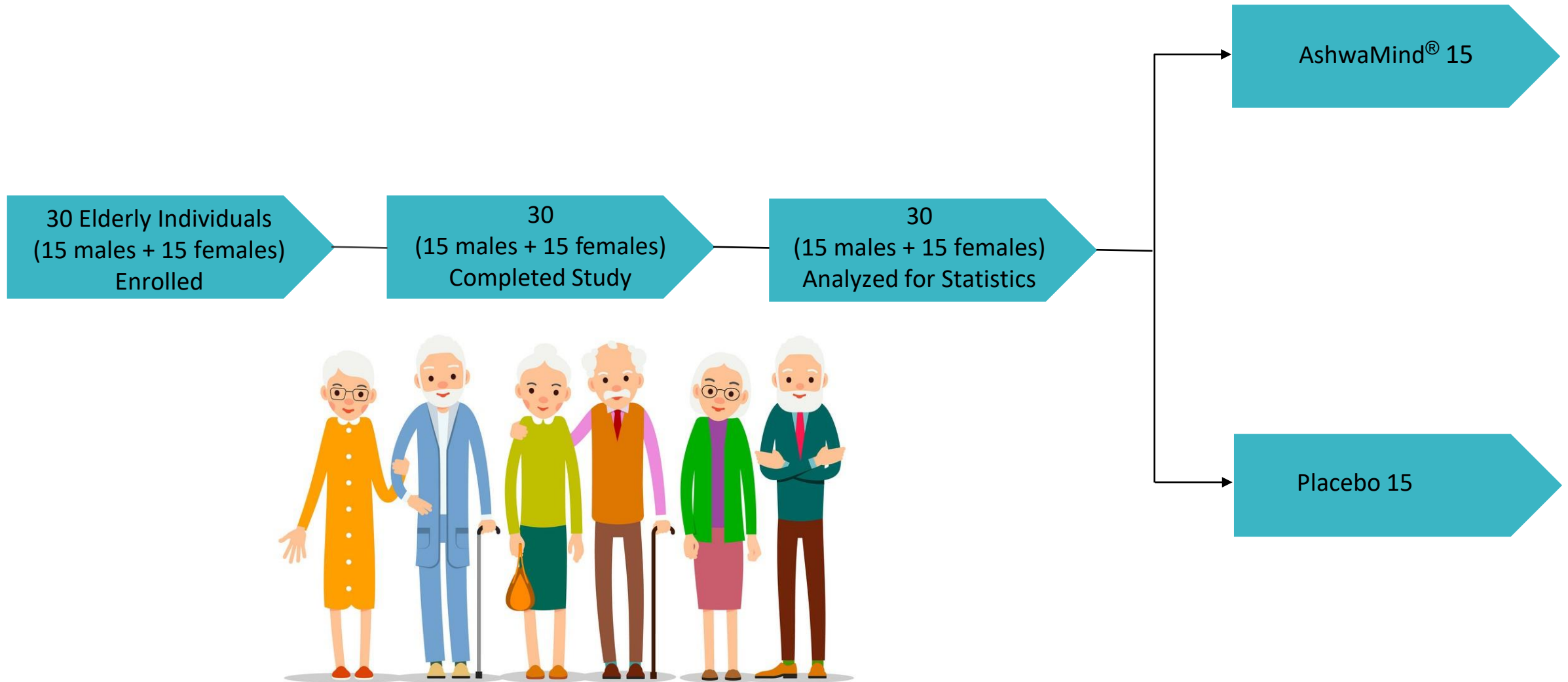
Max. Score = 30

1. Orientation
2. Memory
3. Attention & Calculation
4. Language
5. Design copying

- A - Temporal orientation (5 points)
- B - Spatial orientation (5 points)
- C - Immediate memory (3 points)
- D - Attention / Concentration (5 points)
- E - Delayed recall (3 points)
- F - Naming (2 points)
- G - Verbal repetition (1 point)
- H - Verbal comprehension (3 points)
- I - Writing (1 point)
- J - Reading a sentence (1 point)
- K - Constructional praxis (1 point)



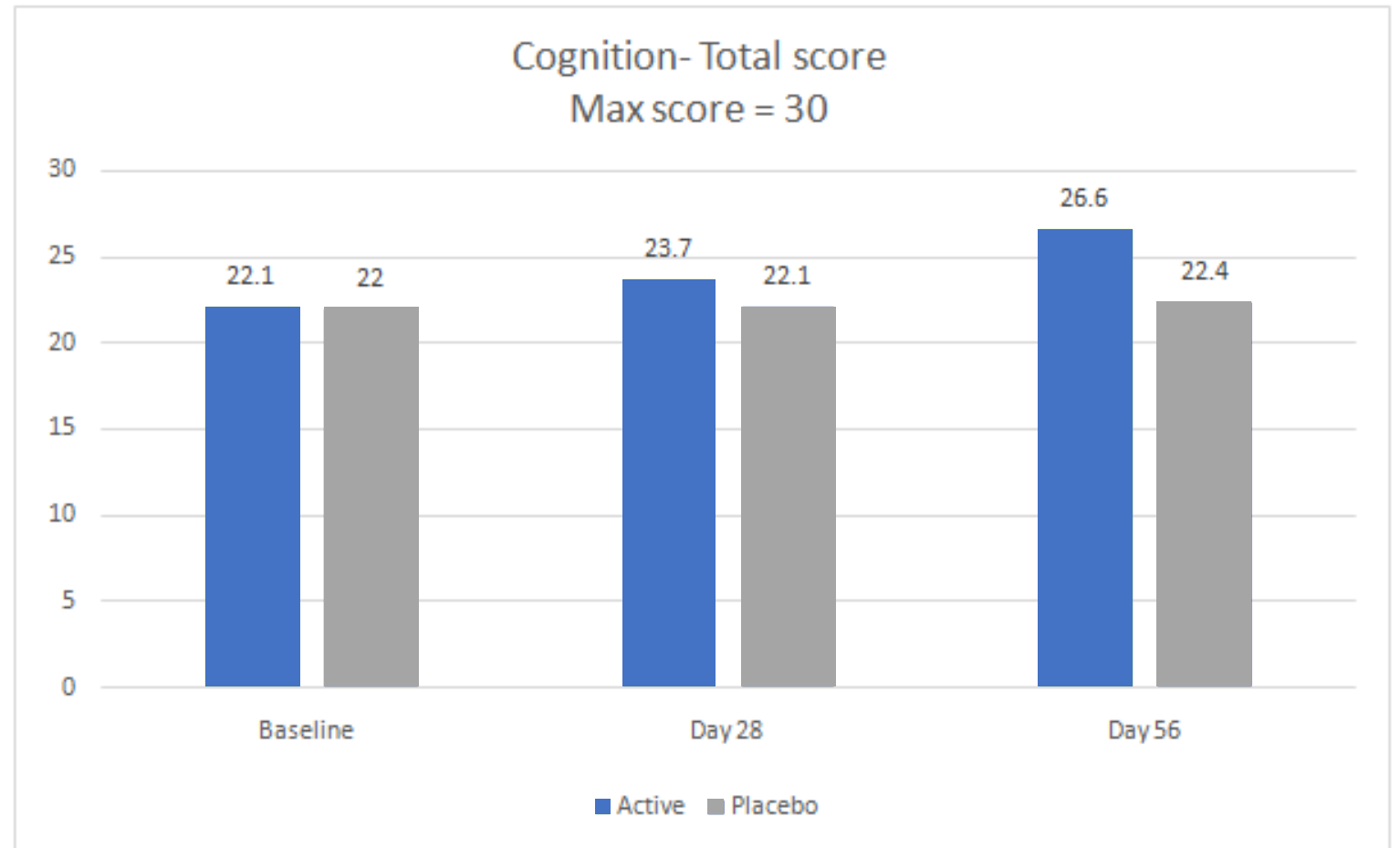
Study Profile



Effect of AshwaMind[®] on Adults

MMSE Total Score

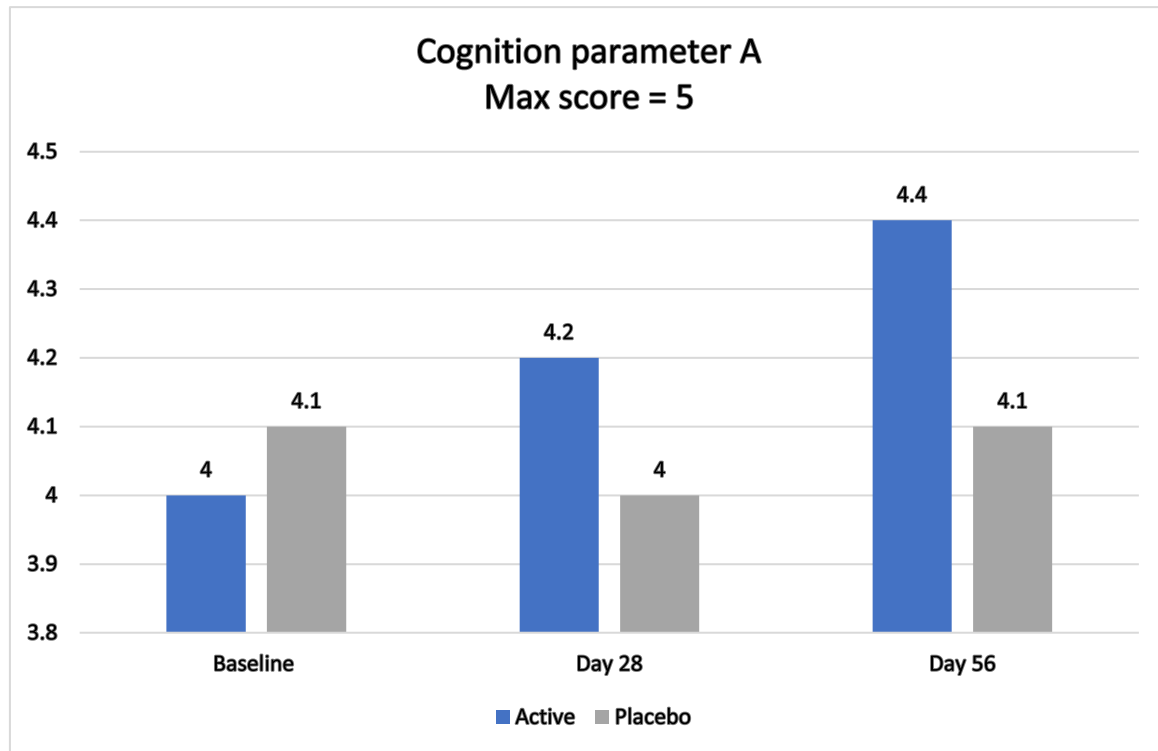
There was significant improvement in active group from baseline to Day 56.



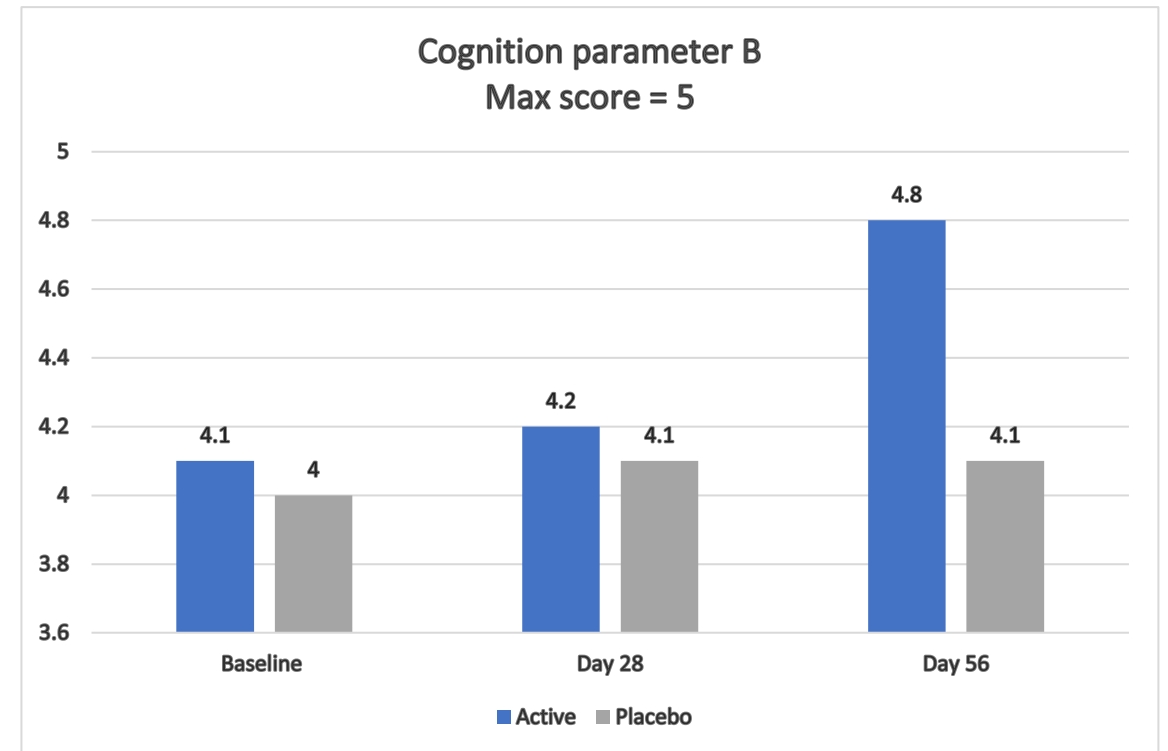
Effect of AshwaMind[®] on Adults

There was significant improvement in active group from baseline to Day 56.

Improvement in A - Temporal Orientation



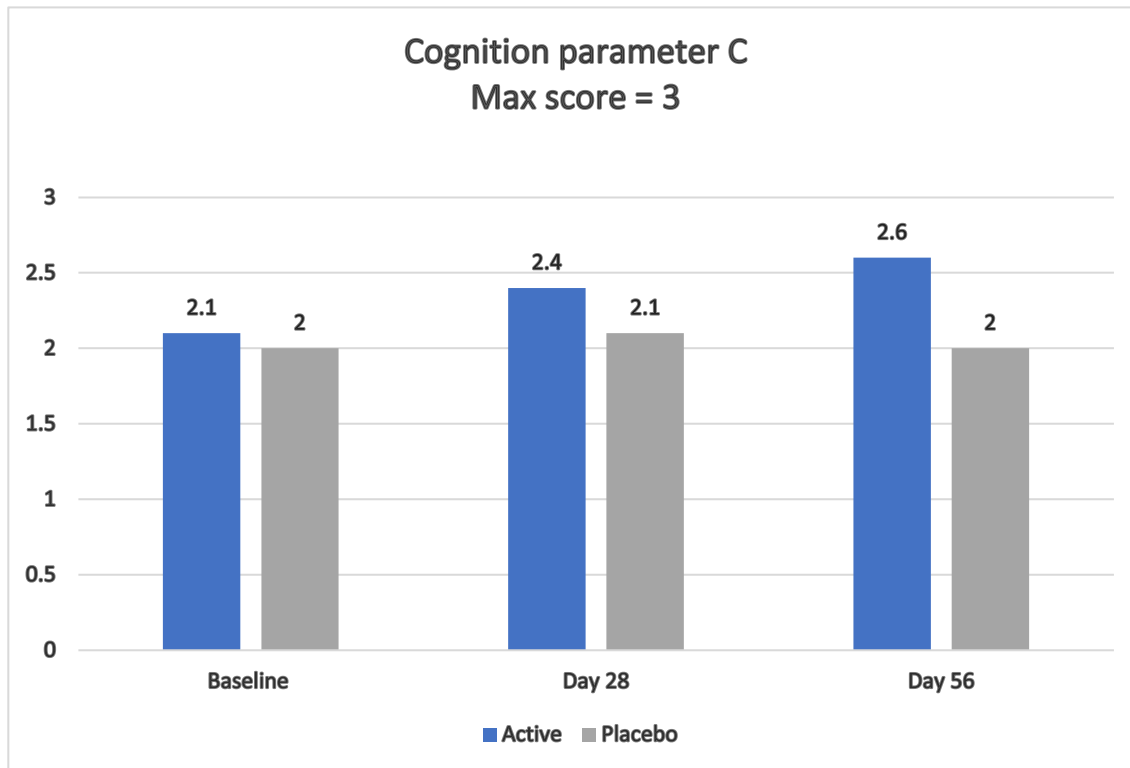
Improvement in B - Spatial Orientation



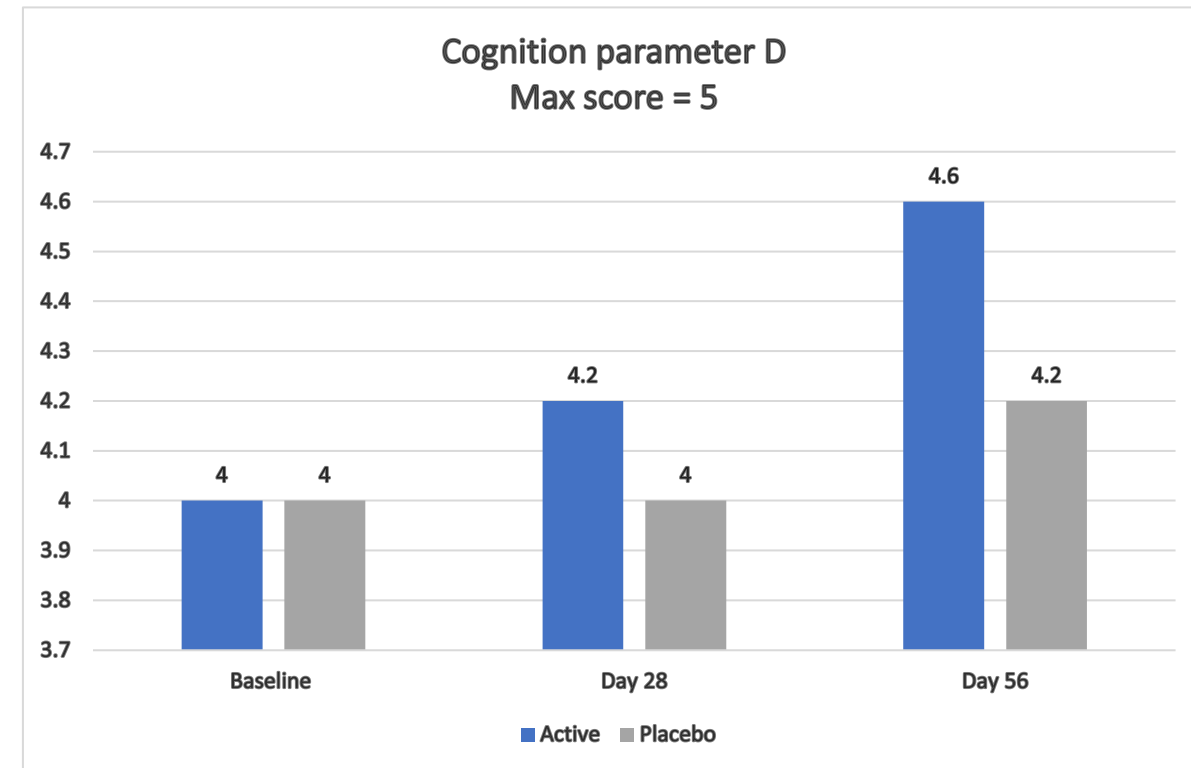
Effect of AshwaMind[®] on Adults

There was significant improvement in active group from baseline to Day 56.

Improvement in C - Immediate Memory



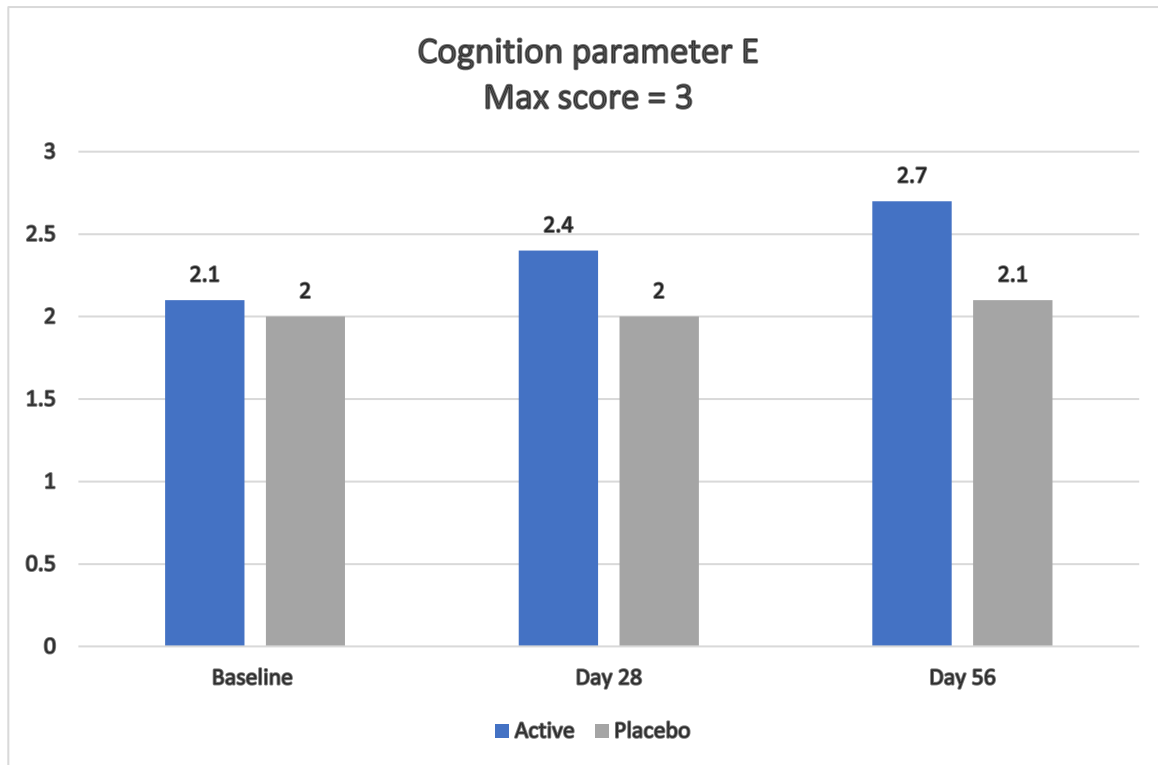
Improvement in D - Attention/Concentration



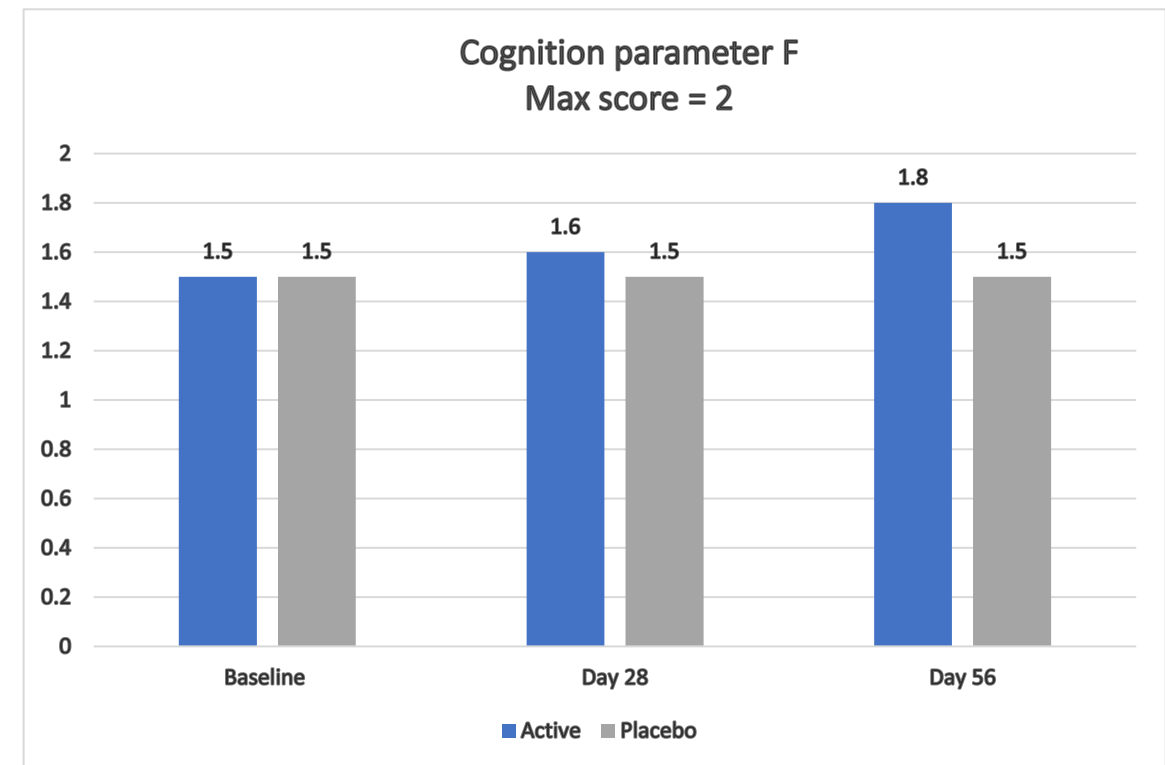
Effect of AshwaMind[®] on Adults

There was significant improvement in active group from baseline to Day 56.

Improvement in E - Delayed Recall



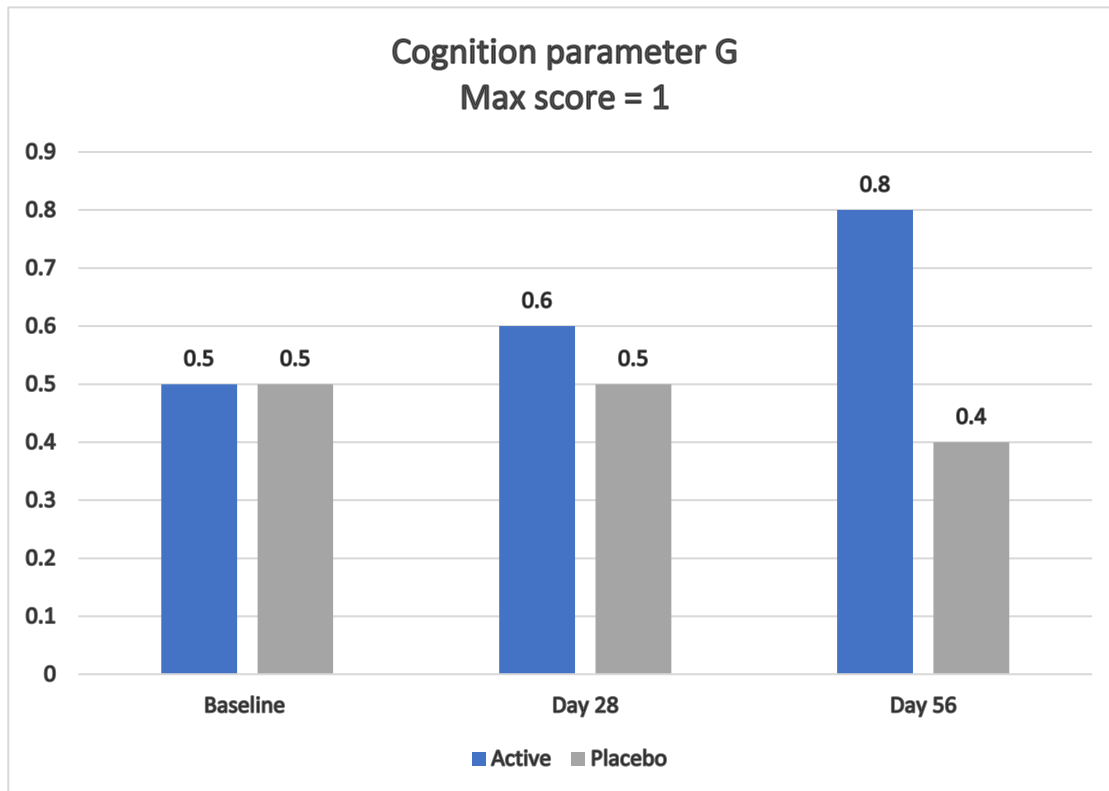
Improvement in F - Naming



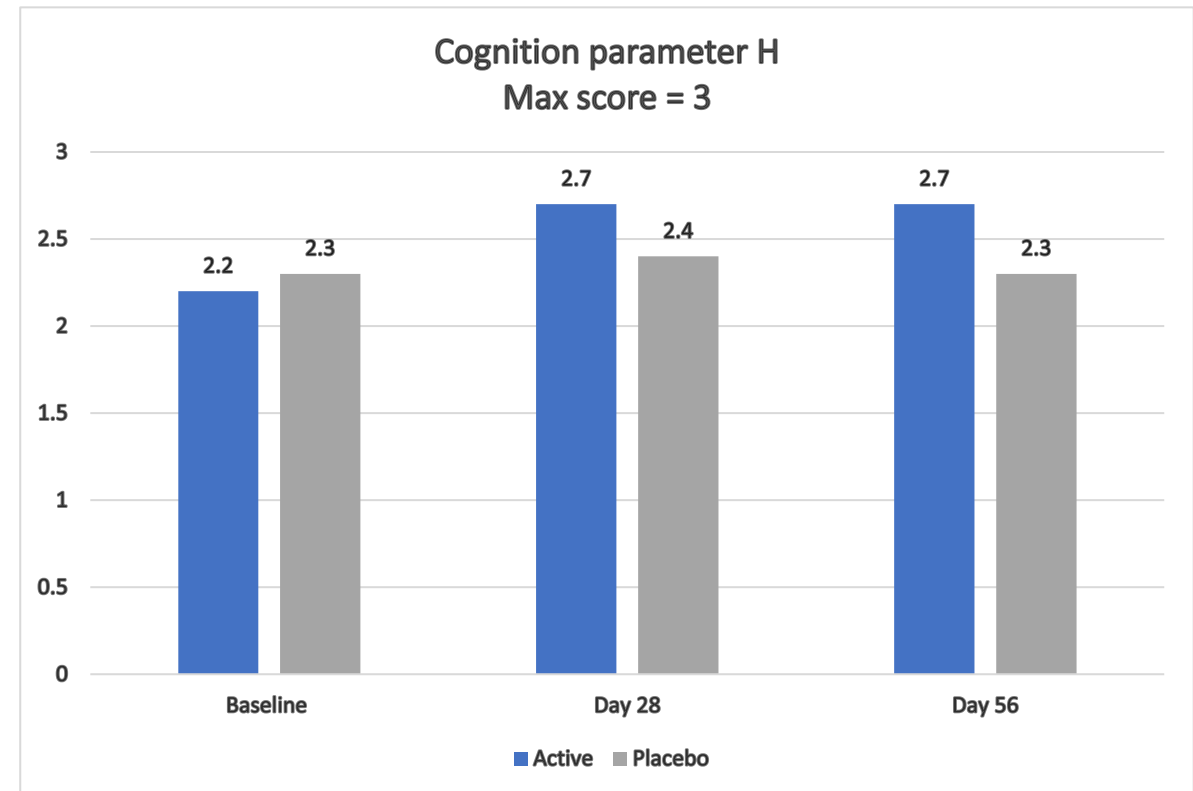
Effect of AshwaMind[®] on Adults

There was significant improvement in active group from baseline to Day 56.

Improvement in G - Verbal Repetition



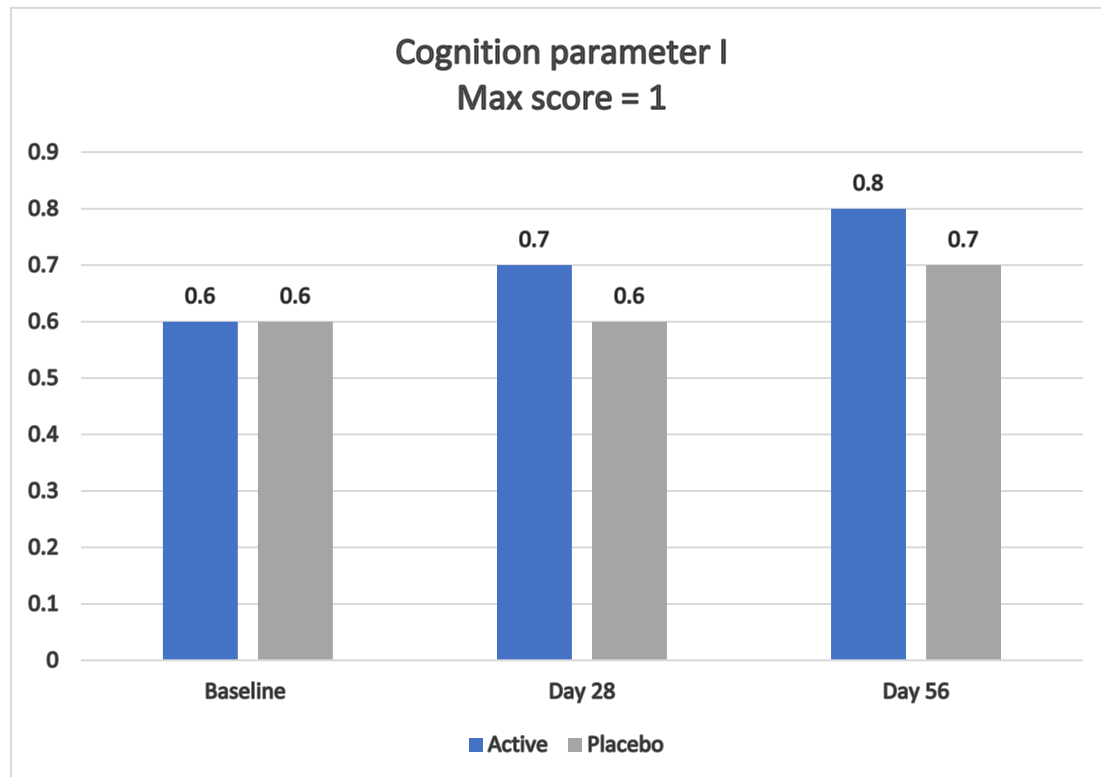
Improvement in H - Verbal Comprehension



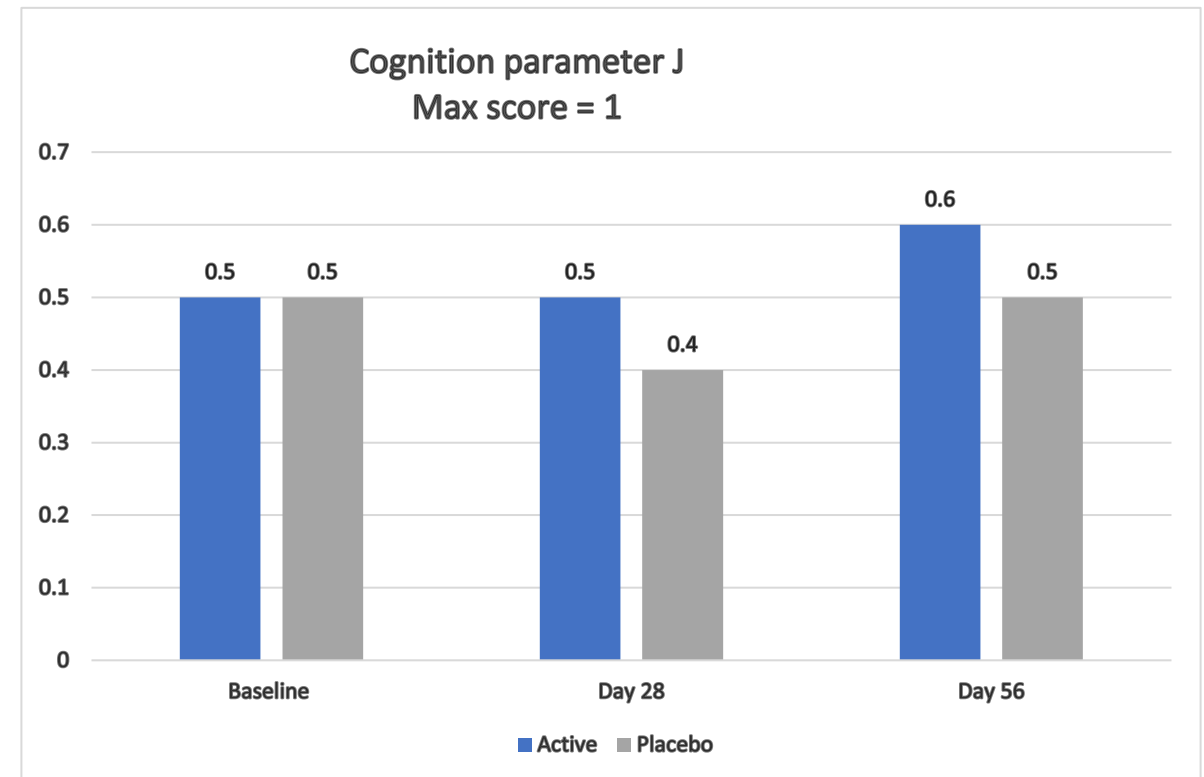
Effect of AshwaMind[®] on Adults

There was significant improvement in active group from baseline to Day 56.

Improvement in I - Writing



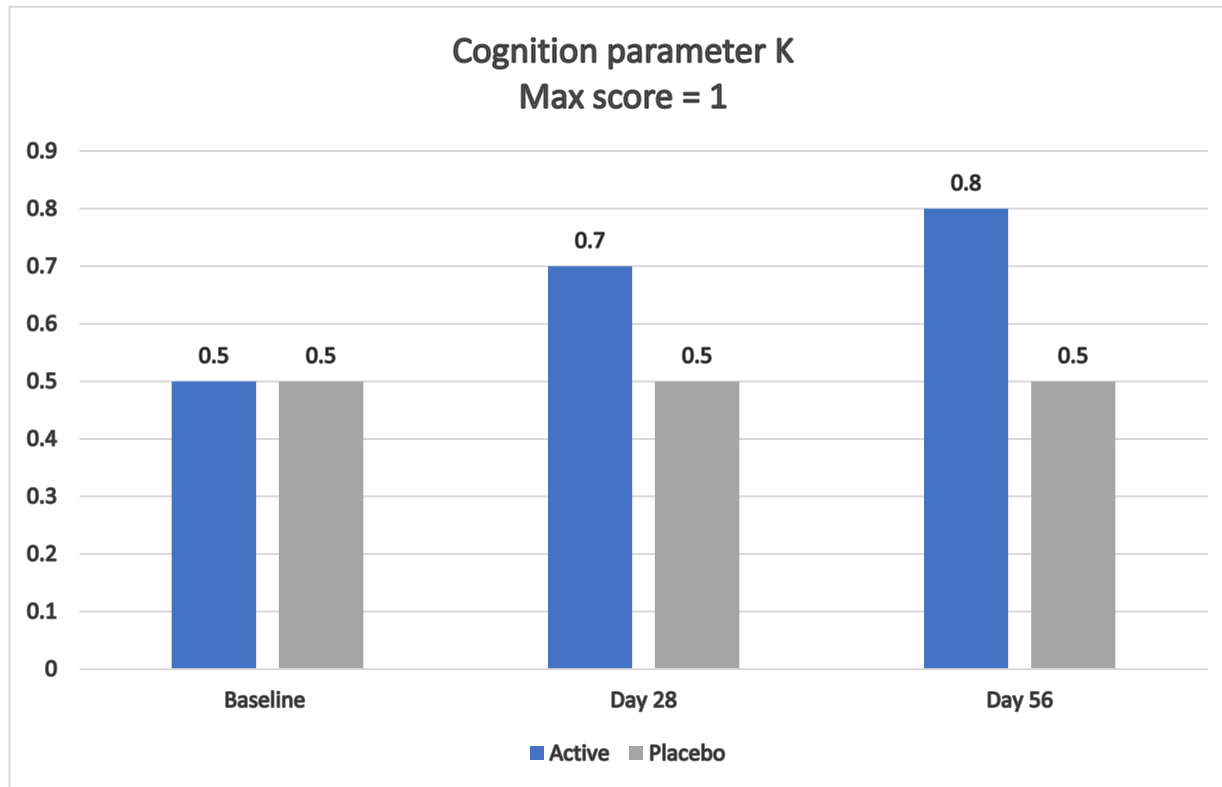
Improvement in J - Reading a Sentence



Effect of AshwaMind[®] on Adults

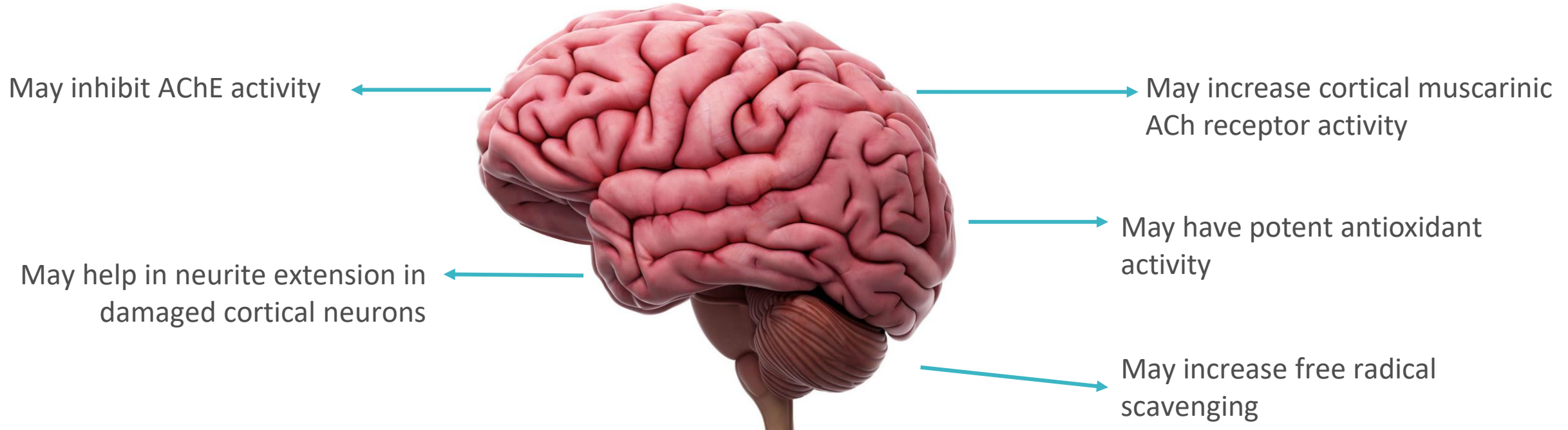
There was significant improvement in active group from baseline to Day 56.

Improvement in K - Constructional Praxis



Mechanism of Action

Various studies have shown that Ashwagandha positively supports the brain functions.



1. Vinutha B, Prashanth D, Salma K, Sreeja SL, Pratiti D, Padmaja R, Radhika S, Amit A, Venkateshwarlu K, Deepak M. Screening of selected Indian medicinal plants for acetylcholinesterase inhibitory activity. *J Ethnopharmacol.* 2007 Jan 19;109(2):359-63. doi: 10.1016/j.jep.2006.06.014. Epub 2006 Aug 4. PMID: 16950584.
2. Schliebs R, Liebmann A, Bhattacharya SK, Kumar A, Ghosal S, Bigl V. Systemic administration of defined extracts from *Withania somnifera* (Indian Ginseng) and Shilajit differentially affects cholinergic but not glutamatergic and GABAergic markers in rat brain. *Neurochem Int.* 1997 Feb;30(2):181-90. doi: 10.1016/s0197-0186(96)00025-3. PMID: 9017665.
3. Tohda, Chihiro & Kuboyama, Tomoharu & Komatsu, Katsuko. (2005). Search for Natural Products Related to Regeneration of the Neuronal Network. *Neuro-Signals.* 14. 34-45. 10.1159/000085384.
4. T. Kuboyama, C. Tohda, and K. Komatsu, "Neuritic regeneration and synaptic reconstruction induced by withanolide A," *British Journal of Pharmacology*, vol. 144, no. 7, pp. 961-971, 2005
5. Parihar, M.S., Hemnani, T. Phenolic antioxidants attenuate hippocampal neuronal cell damage against kainic acid induced excitotoxicity. *J. Biosci.* 28, 121-128 (2003).
6. Bhattacharya SK, Satyan KS, Ghosal S. Antioxidant activity of glycowithanolides from *Withania somnifera*. *Indian Journal of Experimental Biology.* 1997 Mar;35(3):236-239.

Clinical Safety Studies

The clinical study of **AshwaMind**[®] on 30 healthy adult volunteers (15 men & 15 women, aged between 40- 75 years) for 56 days was safe and tolerable.

The general physical, systemic, hematological, biochemical and electrocardiographic parameters were within the normal limits.



Phytochemistry

Enriched with phytochemical composition with true claims on the optimum levels of Withanolides NLT 2.5% and Withanolide A NLT 0.25% by HPLC.



Summary

- An ingredient with clinical support
- Benefits memory and cognition as confirmed by clinical studies
- Proven to be safe & non-toxic at the recommended dosage
- Chemically standardized to Withanolides NLT 2.5% and Withanolide A NLT 0.25% by HPLC.
- Available as free-flowing powder



Recommended Dosage

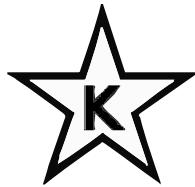
600mg per day in divided dose



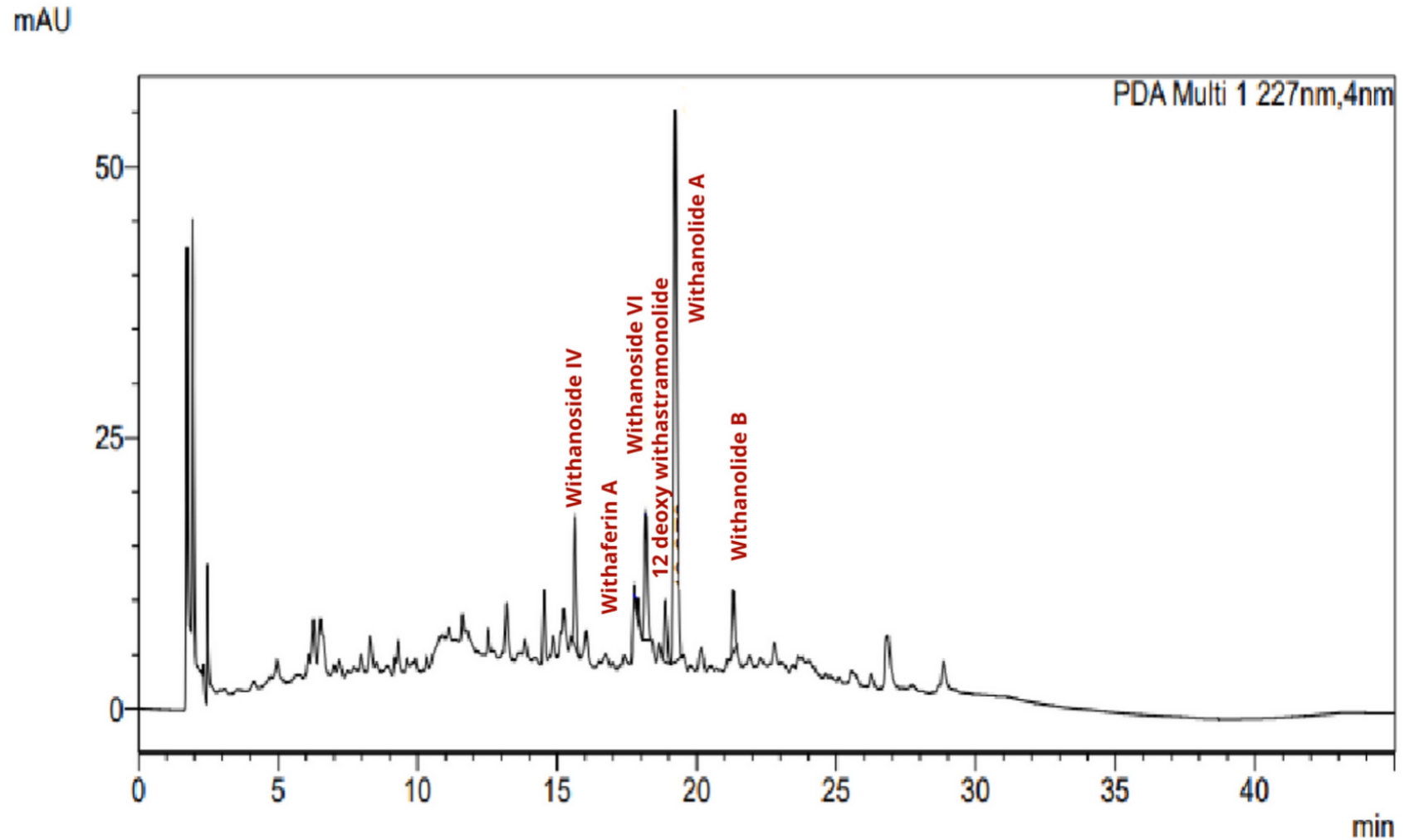
Certifications

Botanic Healthcare

- Our manufacturing facility is cGMP & ISO certified
- KOSHER and HALAL certified
- BSE/TSE Certificate
- Allergen-free, Non-GMO, Gluten-free & Non-irradiated



Standardization by HPLC



Clinical Study



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Research Article
ISSN 2394-3211
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A CLINICAL STUDY TO EVALUATE COMPARATIVE CLINICAL EFFICACY AND SAFETY OF BHC9612CP ON COGNITIVE FUNCTION IN ADULT SUBJECTS

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ABSTRACT

Background: Ashwagandha has been used since many years for improving Memory and Cognitive Functions in traditional medicine. In Ayurvedic medicine, *Withania somnifera* (Ashwagandha) is commonly being used for its broad spectrum of pharmacological actions. Ashwagandha is traditionally used as a rasayana (tonic) that works in a holistic manner to promote overall health and vitality. Ashwagandha is known for its memory boosting and restorative functions and is also reported to reverse loss of memory in by promoting the neurogenesis and growth of brain cells. Similarly root extract of the plant and one of its active component withanolide. A has been shown to improve spatial memory and cognitive deficits in temporal lobe epilepsy and experimental model of stroke. (Shaffi Manchanda et al. 2017). Ashwagandha extract has been suggested in the treatment of various neurological disorders due to its neuroprotective and anti-degenerative properties. Hence this clinical trial is conducted to evaluate the safety and efficacy of Ashwagandha extract in patients with memory impairment. **Objectives:** To evaluate comparative clinical Efficacy and Safety of BHC9612CP on Cognitive Function in Adult Subjects. **Conclusion:** After 56 days of treatment with Ashwagandha extract BHC9612CP there was significant improvement in MMSE scores. The safety results of this study demonstrated the formulation is safe and well tolerated when administered orally. Hence, from this study it can be concluded that Ashwagandha extract BHC9612CP favourably influences cognitive functions in memory impairment subjects and is safe orally.

KEYWORDS: *Withania somnifera* (L.) Dunal; ashwagandha; cognition; efficacy; memory; safety.

INTRODUCTION

Cognition is defined as 'the mental action or process of acquiring knowledge and understanding through thought, experience, and the senses. Cognition is the mental processes relating to the input and storage of information and how that information is then used to guide your behavior. It is, in essence, the ability to perceive and react, process and understand, store and retrieve information, make decisions and produce appropriate responses. The modern word 'cognition' actually has its roots back to Latin, the word 'cognoscere' which is to 'get to know'. With that in mind, cognitive functioning is therefore critical for day-to-day life, governing our thoughts and actions. We need cognition to help us understand information about the world around us and interact safely with our environment, as the sensory information we receive is vast and complicated; cognition is needed to distill all this information down to its essentials.

Cognitive decline is a common and feared aspect of aging. Cognitive impairment creates significant

challenges for patients, their families and friends, and clinicians who provide their health care. (John E. Morley et al. 2015; Kenneth M. Langa et al. 2015) As populations continue to age, the prevalence of dementia is expected to increase. Alzheimer's disease is by far the most common cause of dementia. The clinical course of dementia represents the challenges that this disease presents. There are no truly effective therapies for treating dementia, and the cost effectiveness of Cholinesterase inhibitors has been challenged. (Seema Joshi et al. 2006)

DESCRIPTION

Study Rationale - Ashwagandha extract has been suggested in the treatment of various neurological disorders due to its neuroprotective and anti-degenerative properties. Hence this clinical trial is conducted to evaluate the safety and efficacy of Ashwagandha extract in patients with memory impairment.

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ISO 9001:2015 Certified Journal

Clinically tested, full spectrum Ashwagandha extract standardized to withanolides to support memory and cognitive abilities in adults.

- Unique extraction process
- Optimum yield of actives
- Higher efficacy



An ingredient with scientific back up and clinical studies for dietary supplements and food/beverage industries



Applications

A functional ingredient ideal for use in food, beverages and dietary supplements to enhance memory and cognition.

BEVERAGES

- Juices & Smoothies
- Enhanced Waters
- Sports & Energy Drinks
- Nutritional Beverages
- Milk & Dairy Products

FOOD

- Baked Goods
- Sports & Nutrition Bars
- Meal Replacements
- Cereals & Granola Bars
- Snacks

SUPPLEMENTS

- Capsules & Tablets
- Gummies & Chewable
- Powdered Mixes
- Soft Gels



Applications

- **Well Suited for Manufacturing Process:**

Highly compatible from a flavor, taste and stability standpoint for most food or beverage formulations and processing methods.

- **Available in De-bitterised & Soluble Forms:**

Water-soluble and de-bitterised **AshwaMind**[®] can readily be formulated into the majority of food, beverage and supplement applications.

- **Formulates with Complex Ingredients:**

AshwaMind[®] is very stable and has demonstrated stability success in foods, beverages and supplements.

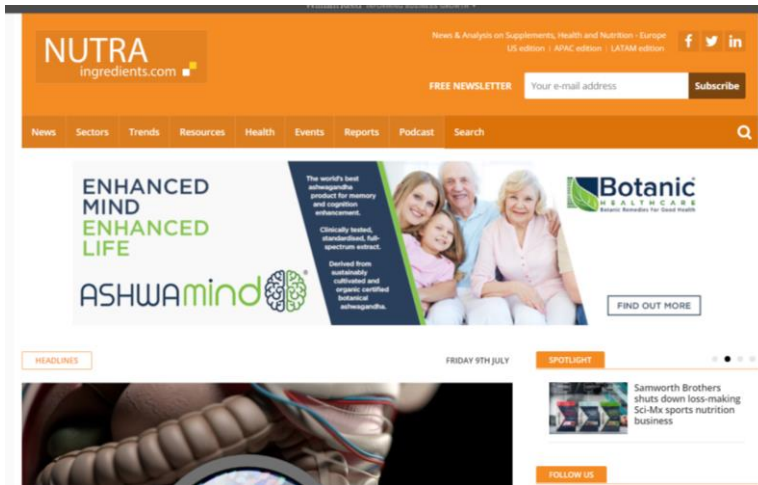
- **Safety Studies:**

A clinical study on **AshwaMind**[®] was found to be well-tolerated and safe when administered orally at a dose of 600 mg/day.



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Derived from sustainably cultivated and organic certified Indian ashwagandha.

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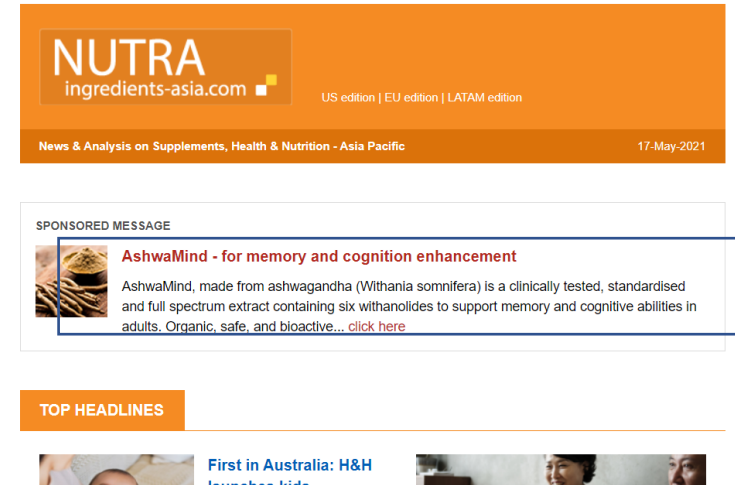
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17-May-2021

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AshwaMind - for memory and cognition enhancement

AshwaMind, made from ashwagandha (*Withania somnifera*) is a clinically tested, standardised and full spectrum extract containing six withanolides to support memory and cognitive abilities in adults. Organic, safe, and bioactive... [click here](#)

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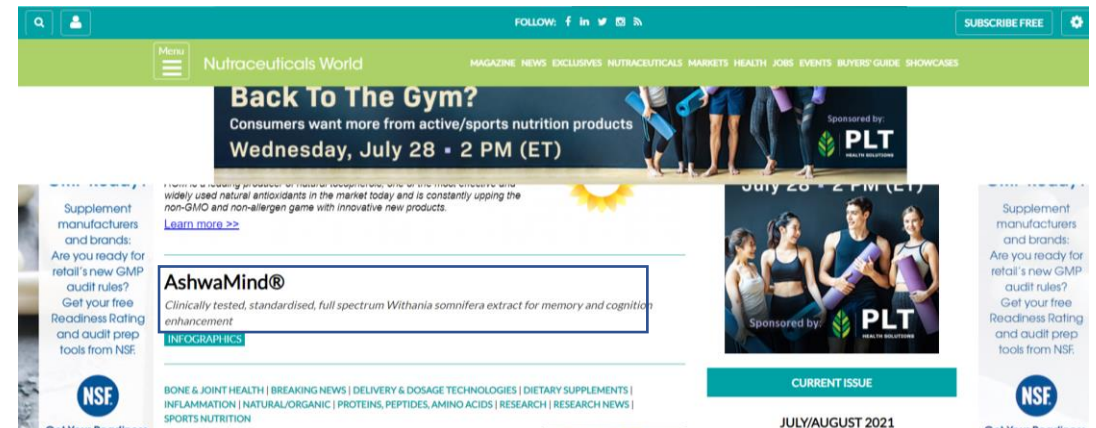
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