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FOR IMMEDIATE RELEASE

KSM-66 Ashwagandha Root Extract shown to enhance the quality of sleep in a randomized, double blind, placebo controlled study

October 12, 2020 – Los Angeles, California – A clinical study published in the Journal of Ethnopharmacology, (<https://doi.org/10.1016/j.jep.2020.113276>) demonstrated that an 8-week supplementation of KSM-66 Ashwagandha root extract led to significant improvement in sleep quality parameters in both healthy and insomnia participants. The study used a sample size of 80 in a double-blind, randomized, placebo-controlled, parallel-group, stratified, comparative clinical study. Participants taking KSM-66 Ashwagandha root extract had improved measures of sleep onset latency, sleep efficiency, total sleep time and waking after sleep onset.

Ashwagandha root extract is long known for its potential in helping sleep quality. Even the herb's botanical name, "withania somnifera" is indicative of this important benefit. This is the fourth clinical study that has demonstrated the effect of KSM-66 Ashwagandha in enhancing the sleep quality. A previous study published in Cureus (<https://doi.org/10.7759/cureus.5797>) in 2019 showed that KSM-66 Ashwagandha significantly improves sleep efficiency, total sleep time, mental alertness on rising, and sleep quality in healthy adults.

Kartikeya Baldwa, CEO of Ixoreal Biomed Inc, the marketer of KSM-66, said: "Sleep is critical to be healthy, to recover from exercise and to function optimally both physically and cognitively. Ashwagandha root has been referenced for centuries for its sleep benefits. This study is the first clinical study to evaluate the effect of Ashwagandha root extract on sleep quality in both healthy adults and insomnia patients and demonstrate significant positive effects on sleep quality in the participants." He added, "The paper is published in a prestigious journal and is a valuable contribution to the scientific

A randomized, double blind placebo controlled study demonstrates substantial sleep enhancing benefits of KSM-66 Ashwagandha Root Extract.

literature. It substantiates the use of Ashwagandha root extract as an adaptogen that helps reduce anxiety and promote restful sleep.

About KSM-66®: The World's Best Ashwagandha

KSM-66 Ashwagandha is an innovative and highly concentrated and bio-available extract derived from the roots of the ashwagandha plant. Via 24 clinical studies, KSM-66 has been shown to reduce stress and anxiety, decrease serum cortisol and stress-related food cravings, enhance memory and cognition, enhance sleep quality, increase endurance and strength, support healthy sexual function, and in males increase natural testosterone. The well-received Ixoreal Biomed product uses a first-of-its-kind extraction process that took years to develop, incorporating “green chemistry principles” that abstain from the use of alcohol and other chemical solvents. Meeting exemplary standards of safety and quality, KSM-66 is the botanical with the highest number of certifications. KSM-66 and its manufacturing have gone through the most extensive inspections and safety assessments in our industry for the labels of GMP (USP, NSF, UL-NPA, WHO), USDA Organic, Non-GMO, Gluten Free, BSCG-drug free, Kosher, Halal, HACCP, Strong science and several others.

About Ixoreal Biomed Inc.

Ixoreal Biomed is an herbal extracts company based in Hyderabad, India and Los Angeles, California. Ixoreal Biomed is focused on achieving scientific excellence and invests heavily in basic research and development. Ixoreal Biomed product development initiatives integrate modern scientific technologies with traditional ayurvedic concepts incorporating "green chemistry" focused on sustainability. In keeping with this commitment, Ixoreal Biomed has introduced KSM-66 Ashwagandha for supplement, beverage and functional food manufacturers.

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