

# Ashwagandha

## The rising star of Ayurveda, optimized for beverages and food

*Mind & Energy - Wellness essentials*



Givaudan

engage your senses



# Ashwagandha

## Rising recognition based on ancestral uses

### Popular health associations

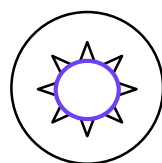
#### Global consumer insights:

Health & wellness benefits most associated with Ashwagandha

Source: Givaudan Europe, North America and Asia Pacific consumer research, 2020



Relaxation & mood



Energy



Cognition



Beauty

### Traditional uses



Ashwagandha is part of *Rasayana*, the component of Ayurveda dedicated to longevity, intellect and youth. Its history goes back to the *Vedas*, a body of Hindu religious texts traced back to 6000 BCE. These described the root as useful against many ailments including insomnia, memory loss, neurological disorders and pain.

Ashwagandha made its way into Greek mythology, according to which Apollo found the herb and gave it to his son Asclepius – the god of medicine. Biographies of Alexander the Great also mention that his armies prepared wine with ashwagandha to gain energy and get rid of various ailments.

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### Recognized benefits

Ashwagandha has been studied as an adaptogen, i.e. able to increase the body's resistance to stress and fatigue (1,2). It has helped maintain the internal environment of rats stable in times of stress (3), and improved overall mental aptitude and reaction time in a clinical study (4).

#### Scientific references

- (1) Bhattacharya, S. K. et al. Pharmacol. Biochem. Behav. 2003, 75 (3), 547-555
- (2) Singh N. et al, Afr J Tradit complement Altern Med. (2011) 8(S) 208-213
- (3) Archana, R. et al. J. Ethnopharmacol. 1999, 64 (1), 91-93
- (4) Karnick, C. R. 1991. Indian Med 3, [2];1-5

### What we bring to your label \*

- › Gently processed Ashwagandha ingredient labelled as **infusion / brew** or **extract**
- › **Compelling storytelling** based on traditional uses
- › **Origin claim:** 100% India, Ashwagandha's historical native country

\*Subject to local regulatory suitability



# Herbal Relief

## Ashwagandha Infusion

This herbal drink highlights Ashwagandha, an important component of Ayurvedean medicine and already centuries ago associated with a number of benefits, one of them is stress relief.

Ashwagandha is a relatively new ingredient in the European market, but has the potential to grow as consumers are looking for natural solutions to cope with stress.

Ashwagandha is gently processed by infusion. 55% of consumers consider infusions as appealing on the label.

This drink brings pleasant pomegranate and warm cardamom flavours that complements the Ashwagandha infusion.

**With  
cardamom  
extract and  
pomegranate  
flavour**

**Blackcarrot  
colouring  
foodstuff for  
a nice pink  
shade**

**Natural**

Givaudan





# Ashwagandha

## Performance in application for enjoyable wellness

### Tested in food & beverage matrices

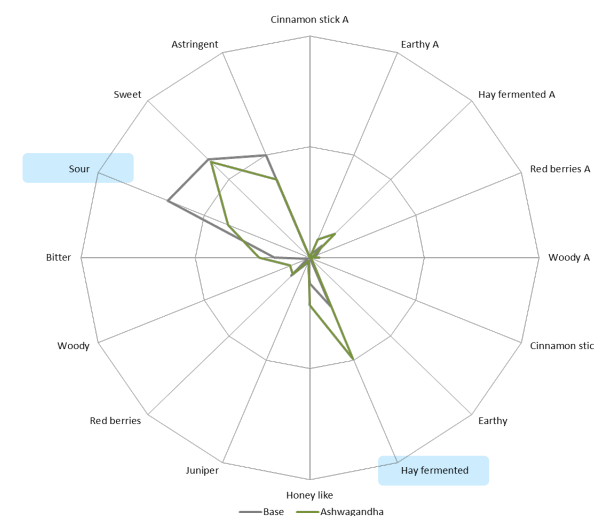


- Still & carbonated beverage
- Neutral pH water
- Syrups
- Dairy / Yogurt

Validation of suitability & stability & based on key parameters:

- Taste & aroma
- Color
- Solubility
- Cloudiness
- Data available through our Formulation Guides

### Authentic taste profiles



Characterized by expert sensory panels  
Light hay fermented taste, sourness & bitterness

# Thank You

*"This is a global template for B2B communication only. It needs to be checked and adapted locally for regulatory compliance, specifically any reference to potential labelling in the final application. Any claims/benefits in this template are not intended for B2C communication unless specifically stated as "authorized claim" for a given market and application.*