ASHWAGANDHA
FACTS, NOT FEAR

A science-based guide to safety, quality and labeling for industry

What is Ashwagandha?

A botanical traditionally used for root and aerial parts, which are now consumed billions of times yearly around the world.

Evidence Sources

- Human clinical trials
- Animal toxicology studies
- Peer-reviewed publications
- Quality assurance data

How Safety is Evaluated

1. Characterize product
2. Assess dose, safety and exposure
3. Weigh total evidence

The Total Quality Picture

Not Just One Plant Part or Number

PLANT PART

- Accurate Labeling
- Identity Method

BIOMARKER FINGERPRINT

- Representative of Ashwagandha

PLANT CONTAMINANTS

- Heavy Metals I Pesticides I Mycotoxin

PROCESS CONTAMINANTS

- Allergens I Residual Solvents I Fillers

GMP & METHOD VALIDITY

- Independent Verification
- Validated, Replicable Methods
- Ingredients Matching Study Materials

BRANDS SHOULD:

- Verify the total quality picture
- Match ingredients with totality of evidence
- Verify reproducibility of specifications
- Label with standard supplement precautions, including:
  - Consult physician if you are pregnant, nursing, or have a medical condition.
  - Do not exceed recommended dose.

WE OWE CONSUMERS:

- Transparency
- Realistic claims
- Attention to quality and safety

Ashwagandha
Standards Alliance
अश्वगन्धा अत्युत्तम

The Ashwagandha Standards Alliance advances science-based education and foundational standards for ashwagandha products. We support informed decision-making for industry, government and consumers.
Visit www.ashwagandhastandards.org.

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