

Help Set the Standard For ASHWAGANDHA

Our Mission

A credible source for ashwagandha quality and science

The Alliance exists to advance science-based education and foundational standards work for ashwagandha products. Our focus is to support informed decision-making and education for government, industry, and consumers.

By engaging in responsible communication and transparent standards, the Alliance will strengthen the confidence earned by high-quality, science-based ashwagandha products.

Our Principles

Education
Safety
Quality
Claims
Transparency
Trust

Join the Alliance

Executive: \$4,000/year

For established suppliers, manufacturers, brands, and leading organizations with documented GMP compliance and responsible market stewardship.

Professional: \$1,000/year

For companies, organizations, institutions, and professional stakeholders with a direct role in the supply chain, science, regulatory, or education ecosystem.

Associate: \$500/year

For individuals, smaller organizations, independent professionals, educators, students, consumers, advocates, clinicians, journalists, and aligned stakeholders.

Member Benefits

- Early access to technical updates, draft publications, stakeholder briefings, and member communications.
 - Invitations to member meetings, technical roundtables, webinars, and strategy discussions.
 - Recognition in Alliance communications, website listings, public statements, publications, social media posts, and educational campaigns, as appropriate.
- Executive Founding Members also receive:**
- A seat on the Executive Board to help form and guide Alliance policy and activities.
 - Priority participation in standards discussions and working groups on science, safety, analytical methods, quality, labeling, regulatory affairs, media response, and education.
 - Input on foundational technical reviews, position statements, educational resources, and public-facing communications prior to publication.

Help shape the next chapter of responsible standards and communications for ashwagandha: <https://ashwagandhastandards.org/join-the-alliance/>

**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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