Ashwagandha
Standards Alliance
अश्वगन्धा अत्युत्तम

Professional Membership

Participation, benefits, eligibility, and member expectations

August 2026

Science • Quality • Transparency • Public Trust

A stronger foundation for ashwagandha

The Ashwagandha Standards Alliance (ASA) brings together responsible companies, scientists, laboratories, manufacturers, researchers, and other professionals committed to strengthening the science, quality, transparency, and credibility of the ashwagandha category.

ASA is science-led and plant-part agnostic. The Alliance is not organized to promote one supplier, branded ingredient, extract, plant part, analytical method, or commercial position.

Professional Membership provides organizations with a practical way to stay informed, contribute expertise, and participate in category-level work without assuming the governance responsibilities of an Executive Member.

Professional Membership at a glance

$1,000 per organization per year • 12-month term • selected member briefings, technical review, working-group participation, educational activities, and stakeholder initiatives • membership is not certification or product endorsement

Who Professional Membership is for

Professional Membership is intended for established organizations and professional stakeholders with a meaningful role in the ashwagandha supply chain, marketplace, scientific community, regulatory environment, or public education ecosystem.

- Finished-product brands, marketers, distributors, and retailers
- Ingredient suppliers and supply-chain companies
- Manufacturers and contract manufacturers
- Testing laboratories and quality organizations
- Research groups, universities, and CROs
- Scientific, quality, botanical, regulatory, legal, or communications consultants
- Clinicians, professional organizations, and trade organizations
- Professional media, educators, and other qualified stakeholders

Annual membership

Membership element	Professional Member terms
Annual dues	$1,000 per organization
Term	12 months from activation
Representatives	Up to two designated organizational representatives for routine member communications; additional subject-matter experts may participate in selected projects by invitation
Sponsored first year	In some cases, an ASA Executive Member may cover first-year dues. Sponsorship does not require purchases from the sponsor.
Renewal	Optional annually at the then-current Professional Membership rate

Professional Member benefits

- **Member briefings:** Regular ASA summaries of important scientific, regulatory, quality, analytical, media, and category developments.
- **Early access:** Early access to selected ASA technical updates, educational materials, advisories, draft publications, and stakeholder briefings.
- **Technical resources:** Access to selected members-only background materials and technical resources approved for Professional Members.
- **Review opportunities:** Opportunities to review and comment on selected materials relevant to the member's expertise.
- **Member meetings:** Invitations to Professional Member briefings, webinars, technical roundtables, and selected stakeholder discussions.
- **Working groups:** Invitation to participate in selected working groups and initiatives.
- **Category intelligence:** Updates on significant scientific, quality, analytical, and regulatory developments affecting ashwagandha.
- **Issue submission:** A direct channel to bring emerging scientific, testing, labeling, regulatory, or communication issues to ASA for consideration.
- **Recognition:** Listing as an ASA Professional Member on the Alliance website (at member's option) and in appropriate membership communications.
- **Events and network:** Advance notice or invitations for ASA educational activities, events, and opportunities to connect with other responsible stakeholders.

Professional Member principles and expectations

Professional Members are expected to support ASA's mission and participate in a manner consistent with responsible scientific and industry collaboration. Members are asked to support:

- Accurate identification and disclosure of ashwagandha ingredients and plant parts.
- Truthful and supportable specifications, analytical claims, and marketing statements.

- Appropriate quality systems and regulatory compliance applicable to the member's activities.
- Evidence-based and proportionate safety communication.
- Good-faith scientific discussion, including respectful disagreement.
- Appropriate disclosure of relevant conflicts of interest, as requested.
- Protection of confidential Alliance and member information.
- Compliance with antitrust and fair-competition principles.
- Responsible use of the ASA name and logo.

Membership is participation — not certification

> **Approved description**
>
> **"[Company] is a Professional Member of the Ashwagandha Standards Alliance."**

Membership in the Ashwagandha Standards Alliance reflects participation in and support for the Alliance's work. It does not constitute certification, accreditation, regulatory approval, verification, or endorsement of a company, ingredient, product, facility, claim, or analytical result.

Members should not use statements such as "ASA certified," "ASA approved," "verified by ASA," or other wording that implies product or company approval. Use of the ASA logo must follow current ASA membership-name and logo guidance.

How onboarding works

1. Submit a Professional Membership application identifying your organization, primary representative, role, areas of expertise, and topics of interest.
2. ASA reviews the application for fit with the Alliance mission and Professional Membership criteria.
3. After acceptance, ASA issues the annual dues invoice or confirms an approved first-year sponsorship.
4. Once payment is confirmed, ASA activates the 12-month membership and sends onboarding materials.
5. The member selects its designated representatives, communication preferences, public-listing permissions, and areas of interest for working groups or technical review.
6. ASA adds the member to Professional Member communications and relevant participation opportunities.

Professional and Executive Membership

Participation area	Professional Member — $1,000	Executive Member — $4,000
Member briefings and resources	Yes	Yes
Selected working groups and technical review	Eligible	Priority / broader participation
Member meetings and stakeholder initiatives	Yes, as applicable	Yes
Public recognition	As appropriate / opt-in	Highest level, as appropriate
Executive Board seat	No	Yes, subject to governance structure
Formal governance vote	No	Yes, as provided by the Charter / procedures
Policy and final-publication approval	No	Executive governance responsibility
Executive / legal / regulatory strategy access	Not automatic	As applicable to Executive role

Join or renew

Learn more or apply at:

ashwagandhastandards.org/join-the-alliance/

Questions about membership, sponsorship, participation, or onboarding may be directed to Blake Ebersole, blake@npscientific.com

Payment may be made using credit card or other payment options at the following ink: https://buy.stripe.com/4gMcN7dpe9PU1Wa2cAao803

Member acknowledgement

By participating as an ASA Professional Member, the organization acknowledges the Professional Membership terms and expectations described above and agrees to comply with the ASA Founding Charter and current member communications and name/logo-use guidance.

Organization	
Authorized representative / title	
Signature / Date	