KSM-66 Ashwagandha®

WORLD'S BEST ASHWAGANDHA

FROM THE ASHWAGANDHA EXPERTS. THAT'S ALL WE DO.

Personal Care



SUSTAINABILITY AND CSR

We, Ixoreal Biomed, were founded with corporate social responsibility at the core of what we do. We have always been a pioneer in environmental protection and promoter of sustainability. Being an organic-certified operator, we make sure that no chemicals or synthetic fertilizers are used on our farms or in our production process. A large part of Ixoreal Biomed's mission and vision entails the elimination of every action that might harm the environment including the emission of harmful gases.

We are 'Friends of the Earth' certified, which promotes sustainable agricultural and breeding practices that have been developed within the guidelines of the Sustainability Assessment of Food and Agriculture Systems (SAFA) of the Food and Agriculture Organization of the United Nations (FAO) and whose principles are based on the safeguarding and protection of the entire ecosystem.

Ixoreal Biomed is a vertically-integrated company, and we own our farms, labs, manufacturing, and distribution. Through our farms and production facilities, we ensure employment opportunities to local people and encourage women empowerment. Workers on our farms earn on average 10-20% more than other workers in the region. We have an expansive notion of "family", to include not just the owners but also the employees and their relatives as well as people living in the towns and communities that we occupy.

Ixoreal Biomed is enthusiastic about supporting human capital and traditional livelihoods in the areas we operate. We steward social outreach and charity programs that prioritize health and education in the local communities by establishing schools, colleges, hospitals, community centers and parks.



ASHWAGANDHA AND PERSONAL CARE

Ashwagandha (Withania somnifera), also known as the "King of Ayurvedic Herbs", is the flagship herb of Ayurveda that has been used for over 4,000 years, for both topical application and internal consumption.

Plant-based ingredients have been incorporated into skin and hair care for centuries and continue to be used today. These are safe and often more balanced than synthetic and single-compound agents. They also have a varied set of bioactive constituents. To have truly beautiful, healthy skin and hair, it is helpful to have solutions from the inside and out. It is widely believed that an important step toward improving skin and hair health is to improve the health of the overall body systems which play a major role in maintaining and enhancing them. How you appear on the outside is often a reflection of your inner health.

Aging is a natural process that occurs internally at a cellular level and also externally on the surface of the skin. Skin becomes wrinkled and loses its elasticity due to aging and actors like stress, anxiety, sleep deprivation, poor nutrition, sun exposure and pollution. Botanicals can help both internally and externally.

Ashwagandha is one of the natural solutions which can work both inside and out. It is an adaptogenic herb that can be a health-enhancer for skin and hair. As a 'Rasayana', it can rejuvenate, increase longevity, and elevate the youthfulness of both the body and mind. Ashwagandha is a powerful antioxidant that can work to prevent oxidative stress and cell breakdown while actively fending off external stressors, pollutants, and irritants for your skin and hair health.



KSM-66 ASHWAGANDHA

KSM-66 is the highest-concentration branded full-spectrum root extract available on the market today. It is manufactured using an aqueous-based extraction process without the use of alcohol or chemical solvents. It is certified organic, vegan and cruelty free. It is an ingredient suitable for healthy hair and skin that focuses on beauty from within through supplementation and beauty from outside through topical application.

6 clinical studies have proven KSM-66 Ashwagandha to:

- help improve skin hydration and enhance skin texture
- help reduce hyperpigmentation and boost collagen production
- help improve hair density and reduce hair fall
- help nourish the scalp and reduce scalp irritation

24 clinical studies have proven KSM-66 Ashwagandha to:

- help reduce stress and anxiety
- help enhance sleep and hormone balance
- help in anti-aging

Applications in Personal Care

KSM-66 Ashwagandha can be incorporated into a wide range of products for both hair and skin including:

- Bodywash
- Lotion
- Cream
- Oil
- Facemask
- Ubtan
- Mist
- Toner
- Serum
- Shampoo
- Conditioner
- Spray

WHY KSM-66 ASHWAGANDHA?

1. Most Scientifically Validated

Via 26 published and 24 ongoing clinical studies, KSM-66 Ashwagandha benefits have already been clinically proven for beauty from within. Apart from this, 6 clinical studies have proven benefits for beauty from outside and for personal care.

2. Vertically Integrated

KSM-66 Ashwagandha is the only major Ashwagandha maker in the world to own and conrol the entire supply chain with 1500 acres of organic certified (USDA, EU, and Canada) farms, state-of-the-art manufacturing units, research/testing labs, and distribution.

3. Green Chemistry

KSM-66 Ashwagandha is created via an aqueous-based, 'Green-Chemistry' extraction process, using no alcohol or any chemical solvents.

4.Highest Concentration Root-only Extract

KSM-66 Ashwagandha is the highest concentration, full-spectrum root-only extract (>5% withanolides by HPLC).

5. Highly Soluble

KSM-66 Ashwagandha is a highly soluble extract with superior organoleptic properties.

6. Highest Quality

KSM-66 Ashwagandha is the most certified extract with 41 quality certifications.



SCIENTIFIC STUDIES BEHIND KSM-66 ASHWAGANDHA

FOR SKIN

OBJECTIVE	DOSE	DURATION	NO. OF PARTICIPANTS
To evaluate the safety and efficacy of topical application of a lotion containing a standardized ashwagandha root extract on the improvement of skin parameters in the photo-aged facial skin of healthy subjects.	1ml of skin lotion	60 Days	53

At the end of the study, a topical application of KSM-66 Ashwagandha lotion resulted in a significant improvement in skin parameters when compared to the placebo group.

RESULTS :

- Physician Global Assessment Scores : A 55.9%, 66.5%, 86.5%, and 80.5% improvement in wrinkles, pores, hydration, and pigmentation measured using the Physician Global Assessment Scores.
  Melanin Index : 2.82% decrease in the melanin index.
- Transepidermal Water Loss (TEWL) : 15.12% decrease in the TEWL.
- Skin Hydration : 20.6% increase in skin hydration.
- Skin Elasticity : 16.4% increase in skin elasticity.
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FOR HAIR

OBJECTIVE	DOSE	DURATION	NO. OF PARTICIPANTS
To evaluate the safety and efficacy of topical application of a serum containing a standardized ashwagandha root extract on hair health in healthy adult humans.	2ml of hair serum	75 Days	60

At the end of the study, a topical application of KSM-66 Ashwagandha hair serum significantly improved hair parameters compared to the placebo group.

RESULTS :

- 60 Seconds Hair Comb Test : A 45.08%, and 68.87% reduction in hair loss was seen in both hair with bulb count and hair without bulb count respectively.
- Trichoscan Analysis : A 4.64%, 7.28%, 3.55%, and 4.83% improvement in hair density, hair growth, hair thickness, and Anagen percentage. Also, there was an 8.33% reduction in the Telogen percentage and an overall reduction of 51.75% in the Anagen and Telogen Ratio
  (A:T ratio).
- Hair Pull Test : 68.88% decrease in the percentage of hair pulled.
- Hair Specific Skindex-29 scores : A 16.81%, 21.14%, 12.49%, and 17.82% reduction in Symptom Scores, Function Scores, Emotional Scores, and Total Scores.

ONGOING / UNDER PEER REVIEW STUDIES

FOR SKIN AND HAIR (ORAL ADMINISTRATION)

OBJECTIVE	DOSE	DURATION	NO. OF PARTICIPANTS
To evaluate the safety and efficacy of KSM-66 Ashwagandha root extract administration on the improvement of skin and hair health parameters in both men and women.	300mg Twice Daily	75 Days	100

FOR SKIN

OBJECTIVE	DOSE	DURATION	NO. OF PARTICIPANTS
To evaluate the safety and efficacy of topical application of a lotion containing a standardized ashwagandha root extract on the improvement of skin parameters in the photo-aged facial skin of healthy subjects.	1ml of skin lotion	60 Days	60

FOR HAIR

OBJECTIVE	DOSE	DURATION	NO. OF PARTICIPANTS
To evaluate the safety and efficacy of topical application of a serum containing a standardized ashwagandha root extract on hair health in healthy adult humans.	2ml of hair serum	75 Days	76

FOR SKIN AND HAIR (ORAL ADMINISTRATION)

OBJECTIVE	DOSE	DURATION	NO. OF PARTICIPANTS
To evaluate the safety and efficacy of KSM-66 Ashwagandha root extract administration on the improvement of skin and hair health parameters in both men and women.	300mg Twice Daily	90 Days	100

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