

Calm

Conquer Stress with Healthy, All-Natural Calm

- **Calm is a natural herbal and vitamin formula that brightens your mood and relieves stress. It reduces nervous irritability, improves concentration and induces relaxation, so you can calm down. Best of all, Calm is nonaddictive and will not make you drowsy.**

Understanding the Nature of Stress

When most people think of stress, they connect it to certain events, such as injury or emotional let down. That's because when something happens to us, we evaluate the situation mentally. If we decide that the demands of the situation outweigh our skills to cope with it, we label the situation "stressful." With the constant pressure of deadlines at work, at home and even at play, it's not surprising that more and more people are finding it harder to cope.

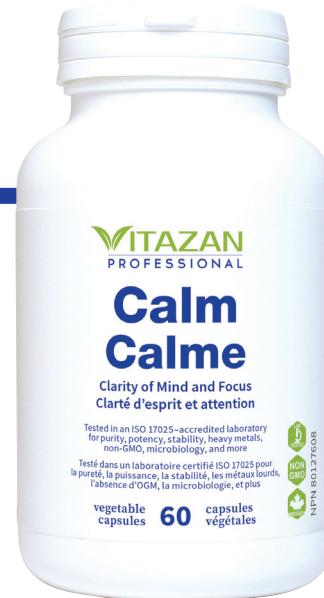
Stress contributes to heart disease, high blood pressure, strokes, and other illnesses, and also affects the immune system.

Calm Can Help:

- Promote mental resourcefulness;
- Create synchronous, coherent, constructive brain activity;
- Relax the central nervous system; and
- Calm stressful conditions and facilitate critical decisions.

The Natural Way to Fight Stress

Historically, stress has been a cash cow for the pharmaceutical industry. From the 1970's "mother's little helper" Valium to side-effect laden Prozac and a host of antianxiety drugs like Xanax, Ativan and Paxil, North Americans are desperate for help battling stress. Thankfully, there's all-natural **Calm**.



How Does Calm Work?

Holy Basil

The primary active components, including eugenol, ursolic acid, and rosmarinic acid, help regulate stress-related hypertension and calm the central nervous system.

Phellodendron

Works especially well in combination with magnolia to help support normal levels of the cortisol and DHEA hormones in the body that promote the management of stress-related symptoms. Magnolia and phellodendron work by binding to stress receptors in the nervous system, to promote relaxation and feelings of well-being while ignoring receptors associated with sedation.

Royal Jelly

Taken extensively to promote energy and health and is considered by many to be a potent antioxidant. Produced in the beehive for the nourishment of the queen bee, it is a complex substance that cannot be recreated synthetically by man. When examining its properties and considering the source of its documented benefits, many conclude that it is its high amino acid content that may make it such a special and rejuvenating substance.

Astragalus

Astragalosides are the compounds in astragalus that act as adaptogens to protect the body and mind from physical, mental and emotional stressors. Stress is recognized as a significant risk factor in many

The first company in the industry to have invested in an ISO 17025-accredited laboratory to test for identity, potency, oxidation, disintegration, purity, and more.



illnesses, such as clinical depression and coronary heart disease.

L-Theanine

Creates an alert mind. Yet, while being alert, you will have a relaxed state of mind without feeling tired. Theanine is an amino acid that has been clinically proven to reduce stress and improve your quality of sleep. Theanine is a free-form amino acid found in the tea plant. It penetrates the blood-brain barrier of humans and exerts subtle changes in biochemistry. Theanine can increase alpha waves, with its effects being compared to getting a therapeutic massage or taking a hot tub bath.

Rhodiola

An adaptogen that can help boost resistance to physical stresses and the illnesses that commonly follow an immune-system suppression, as well as high blood pressure and heart disease. Rhodiola has been categorized as an adaptogen, as it can increase resistance to chemical, biological, and physical stresses. The adaptogenic, cardiopulmonary protective, and central nervous system activities of rhodiola have been attributed primarily to its content of peptides such as beta-endorphins.

Passion Flower and Avena sativa Extract

Effective for stress, especially when combined. What makes these nervines beneficial is that they are strong relaxants and calmatives, but do not cause the “hang-over” side-effects and they also have nervous system “toning” and “restorative” properties.

Magnolia

Magnolia extract is standardized to 80% of the two potent phytochemicals honokiol and magnolol. These sister compounds are able to resist initial breakdown within the liver and cross the blood-brain barrier intact. Honokiol and magnolol modulate GABA receptors in the brain to effectively reduce stress and anxiety, without the sedating side effects of many classes of pharmaceutical drugs.

Ashwagandha Root

Has been used by Ayurvedic practitioners for over 3,000 years as a mood stabilizer and to support healthy immune system function. Ashwagandha, also known as “winter cherry,” improves the body’s ability to maintain physical effort and adapt to various types of stress.

Red Jujube

Also called Da Zao in traditional Chinese medicine, it is considered to be sweet and sour in taste, and neutral in action. It is believed to nourish the heart yin, augment the liver blood, and most importantly for this formula, calm the spirit. It is also used to treat irritability, insomnia and heart palpitations.

B-Complex Vitamins

Considered the “antistress vitamins,” they are a crucial component for the process of immune cell formation. B vitamins also form part of the fabric (myelin sheath) that insulates nerve fibers to shield them from stressful conditions.

Each vegetable capsule contains:

L-Theanine	105 mg
Ashwagandha (<i>Withania somnifera</i>) root extract, 2.5% withanolides	131 mg
Holy basil (<i>Ocimum tenuiflorum</i>) leaf extract, 10% ursolic acid	52.5 mg
Passionflower (<i>Passiflora incarnata</i>) extract, 4% flavonoids	52.5 mg
Oat (<i>Avena sativa</i>) 10:1 extract	52.5 mg
Astragalus (<i>Astragalus membranaceus</i>) root extract, 3% astragalosides	26.5 mg
Phellodendron (<i>Phellodendron amurense</i>) bark extract, 0.1% berberine	15 mg
Chinese jujube (<i>Ziziphus jujuba</i>) fruit	13.5 mg
Magnolia (<i>Magnolia officinalis</i>) bark 50:1 extract, 80% magnolol + honokiol	7.5 mg
Vitamin B ₂ (riboflavin and riboflavin-5'-phosphate sodium)	29 mg
Vitamin B ₆ (pyridoxine hydrochloride and pyridoxal-5'-phosphate)	29 mg
Vitamin B ₁ (thiamine hydrochloride)	26.5 mg
Vitamin B ₅ (calcium D-pantothenate)	26.5 mg
Inositol	26.5 mg
para-Aminobenzoic acid (PABA)	26.5 mg
Choline bitartrate	25 mg
Inositol hexanicotinate, flush-free (vitamin B ₃)	18 mg
Vitamin B ₃ (niacinamide)	7.5 mg
Folate (from calcium L-5-methyltetrahydrofolate)	500 mcg
Biotin	39.4 mcg
Vitamin B ₁₂ (methylcobalamin)	75 mcg
D-Ribose	25 mg

Nonmedicinal ingredients: Microcrystalline cellulose, vegetable magnesium stearate, and silicon dioxide in a non-GMO vegetable capsule composed of vegetable carbohydrate gum and purified water.

Directions of use: Adults: Take 2 capsules daily with food or as directed by your health-care practitioner. Not to be taken immediately before bedtime. If you are taking other medications, take this product a few hours before or after them.

Duration of use: Consult a health-care practitioner for use beyond 4 weeks.

Cautions and warnings: For adult use only. Consult a health-care practitioner if symptoms persist or worsen. Consumption with alcohol, other medications or natural health products with sedative properties is not recommended. Consult a health-care practitioner prior to use if you are taking sulfonamides, antidepressants, heart or blood pressure medication, hormone replacement therapy (HRT), or birth-control pills; if you have a heart condition; or if you have diabetes or an autoimmune disorder.

Contraindications: Do not use if you are pregnant or breast-feeding, or if you or your partner are attempting to conceive; if you are taking cyclosporine; or if you have bipolar or bipolar spectrum disorder.

Known adverse reactions: Some people may experience stomach upset, dizziness, dry mouth, and/or constipation. Some people may experience drowsiness; exercise caution if operating heavy machinery, driving a motor vehicle, or involved in activities requiring mental alertness. Hypersensitivity (e.g. allergy) has been known to occur; in which case, discontinue use. May cause irritability and/or insomnia; in which case, discontinue use immediately.

Product #1380 • 60 vegetable capsules • NPN 80127608 • V0597-R2