

For Reduced Stress & Anxiety:

CONCEPT:

Stress and anxiety disorder (SAD) are virtually omnipresent in today's society, pervading almost all aspects of our daily lives. While each and every one of us experiences "stress" and/or "anxiety" at least to some extent at times, the phenomena themselves are far from being completely understood. Stress and anxiety are common mental health challenges characterized by heightened emotional and physiological responses to perceived threats or challenges. Persistent or overwhelming stress and anxiety can negatively impact overall well-being and may contribute to the development of mental health disorders.



In 2022,

a survey revealed higher stress, depression & anxiety symptoms among **young adults**

compared to those **aged 65 and older**

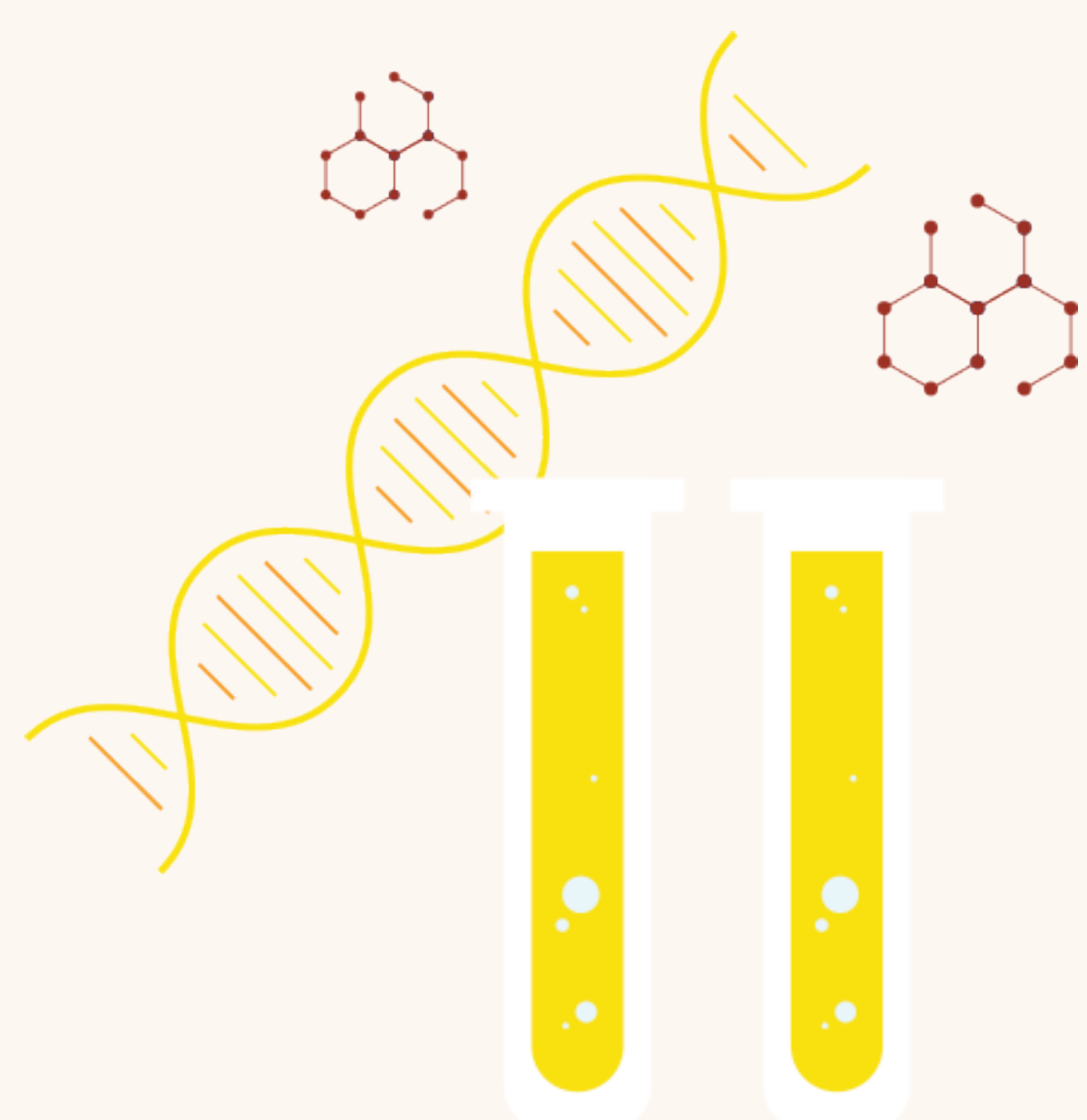


mental health survey rating

What is Bacopa (Bacopa monneiri)?

- A perennial, creeping herb native to the wetlands of Southern and Eastern India, Europe, Africa, Asia, and North & South America.
- Possess a long history in Ayurveda, Bacopa known as Brahmi in Sanskrit from "Lord Brahma - The Creator".
- A holistic solution for brain health encompassing stress & anxiety, memory, focus & concentration, and quality of sleep.

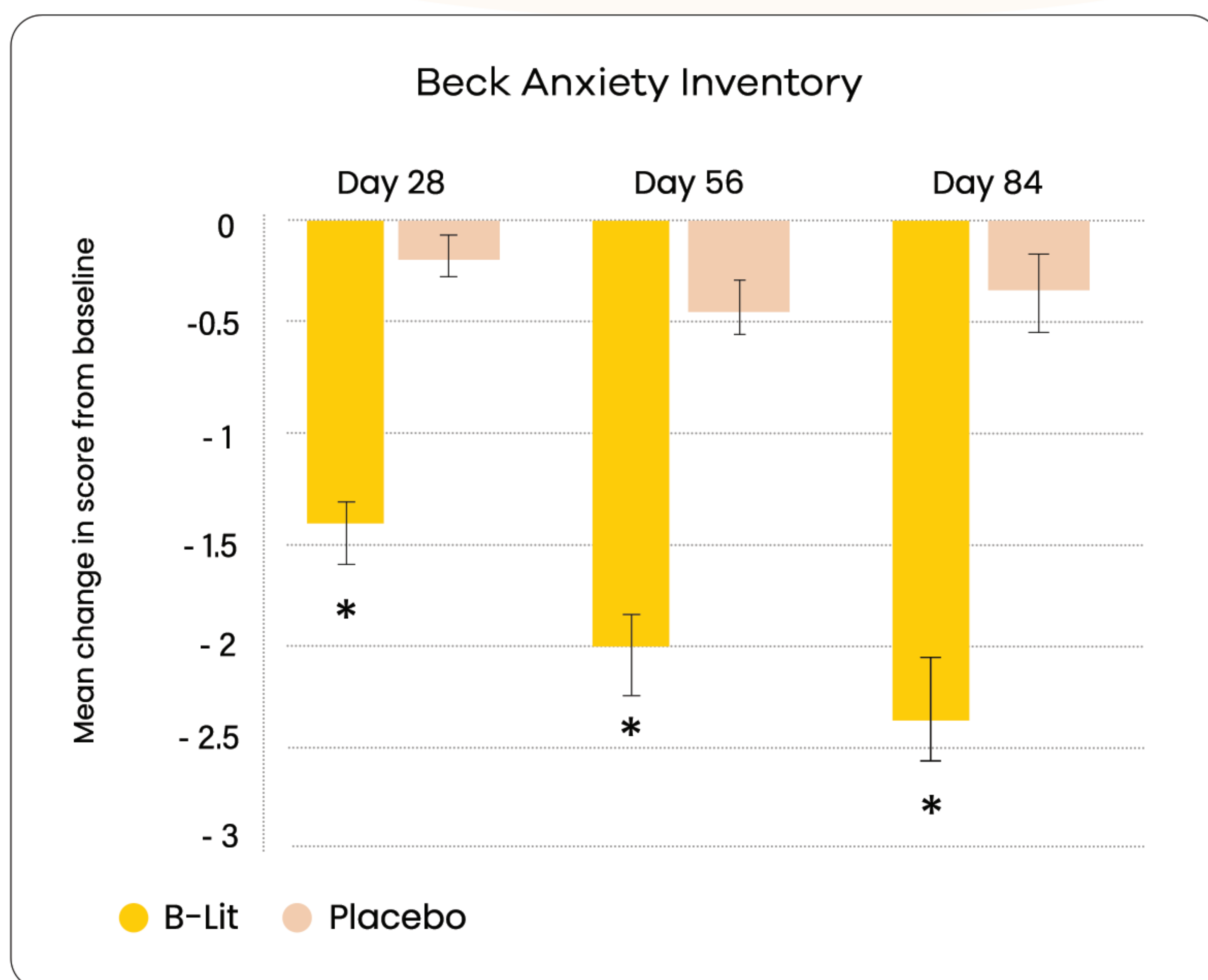
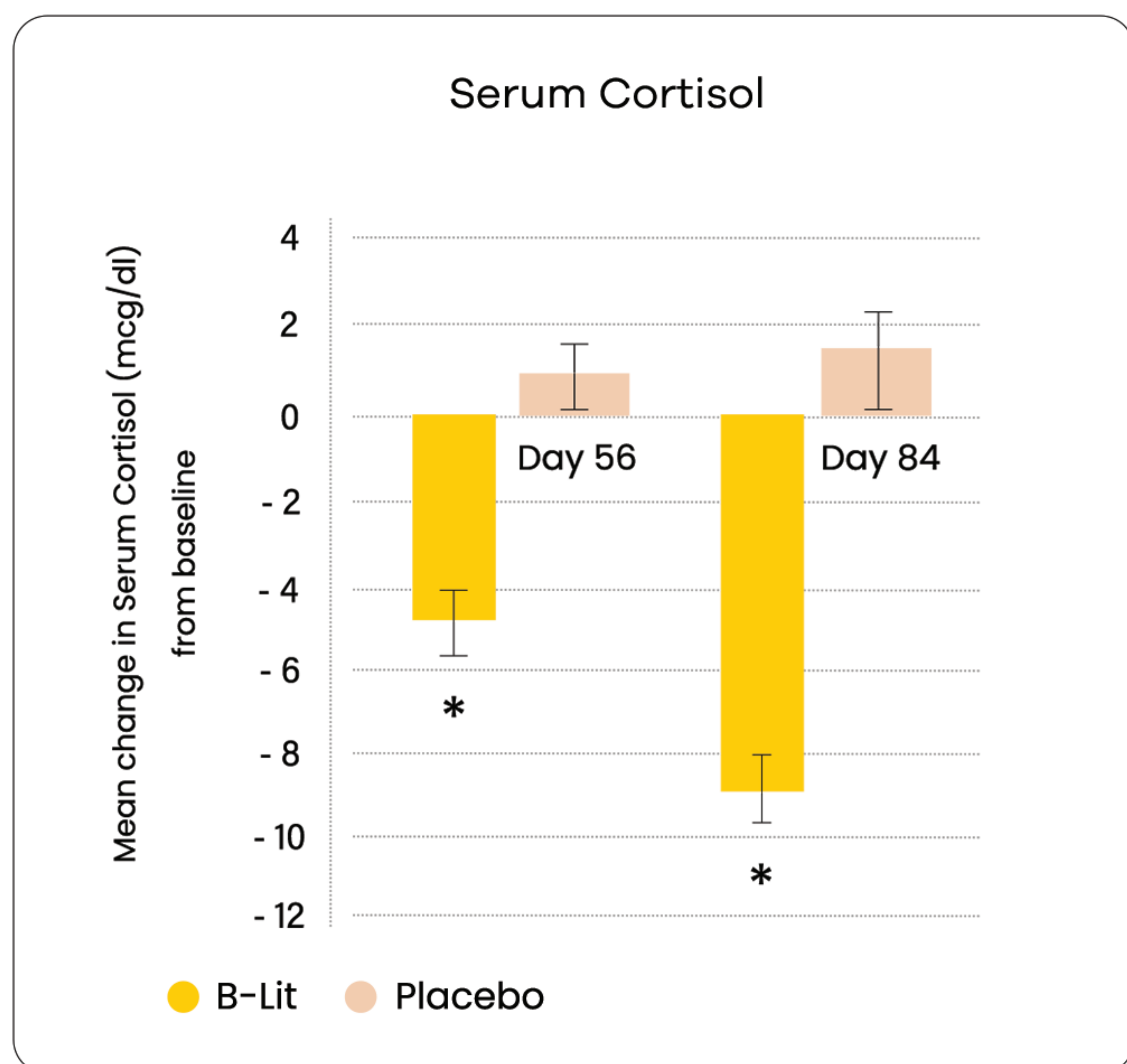
CLINICAL STUDY:



In a 12-week clinical investigation involving 80 participants, B-Lit Bacopa or a placebo was administered each morning post-breakfast, following a randomized double-blind placebo controlled & parallel group design. Analysis of stress and anxiety was performed using assessments such as the Beck Anxiety Inventory which revealed a substantial reduction by as early as day 28 that sustained further 3 months for the B-Lit Bacopa compared to the placebo. Serum cortisol levels were also significantly decreased by B-Lit Bacopa at 2 and 3 months compared to placebo indicating reduction in stress.

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Graphical representation of Effect of B-Lit Bacopa on reduced stress and anxiety:



Serum Cortisol/stress biomarker - known to increase in the situation of stress & anxiety has a powerful influence on sense of wellbeing. B-Lit Bacopa substantiates its statistical significance on reducing serum cortisol levels/stress as early as day 56 and sustained further 12 weeks upon regular supplementation which has shown improved mental health and reduced stress & anxiety compared to Placebo.

B-Lit Bacopa difference:



Low dose - 300mg/day



High Bacoside content



Vegan & Plant based



Clinically studied

- Best-in-class & most comprehensive study on Bacopa
- Shown to have impact as early as day 1



Formulated with BEAT TECH

- Solvent free, food-grade technology making Bacopa highly efficacious

CONCLUSION:

The clinical study highlights the effectiveness of B-Lit Bacopa in reducing stress and anxiety as early as day 28 and in reducing serum cortisol levels that sustained for 12 weeks on regular supplementation. B-Lit Bacopa, as an adaptogenic herb, relieved stress and anxiety by modulating neurotransmitters, providing antioxidant support, reducing serum cortisol levels and potentially enhancing cognitive health.