

For Reduced Occasional Stress & Occasional 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 occasional stress & anxiety, Memory, focus & concentration, and quality of sleep.

CLINICAL STUDY

B-Lit Bacopa has been clinically evaluated for mood and mental wellness in two gold-standard human clinical studies*. Occasional stress and occasional anxiety were assessed using the Perceived Stress Scale and the Beck Anxiety Inventory, respectively, which revealed substantial reductions in overall stress as early as Day 14 and Day 28. Mood was assessed using the POMS-65 and demonstrated significant improvement as early as Day 28. Additionally, B-Lit Bacopa significantly reduced serum cortisol levels against placebo in both studies.

*Study 1 - 80 subjects, RDBPC, 84 days

*Study 2 - 50 subjects, RDBPC, 84 days

B-Lit Bacopa difference:



Low dose - 300mg/day



Optimal Bacoside Content



Vegan & Plant based



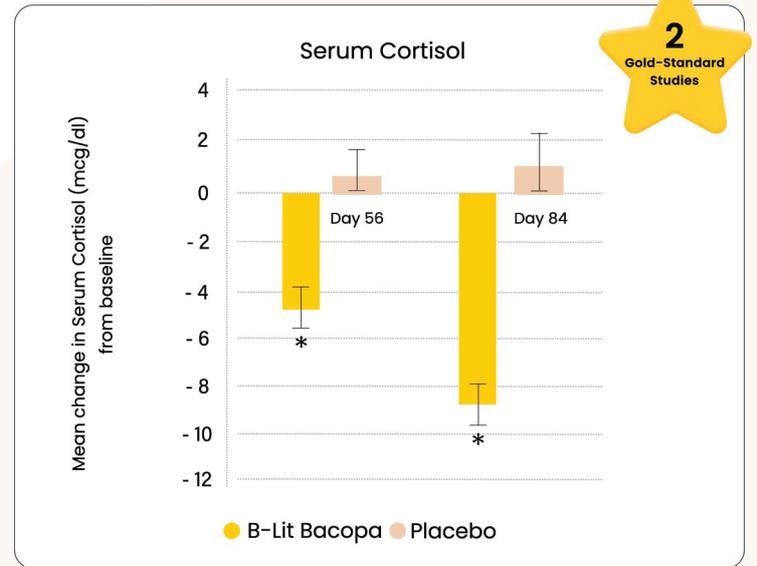
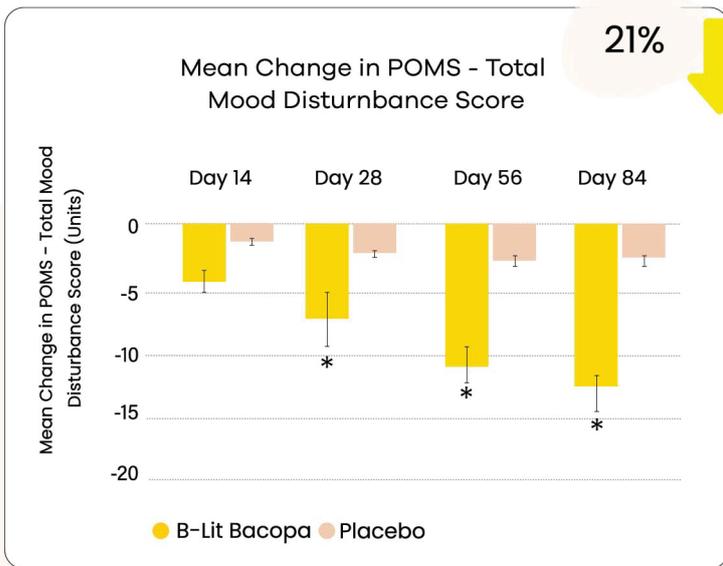
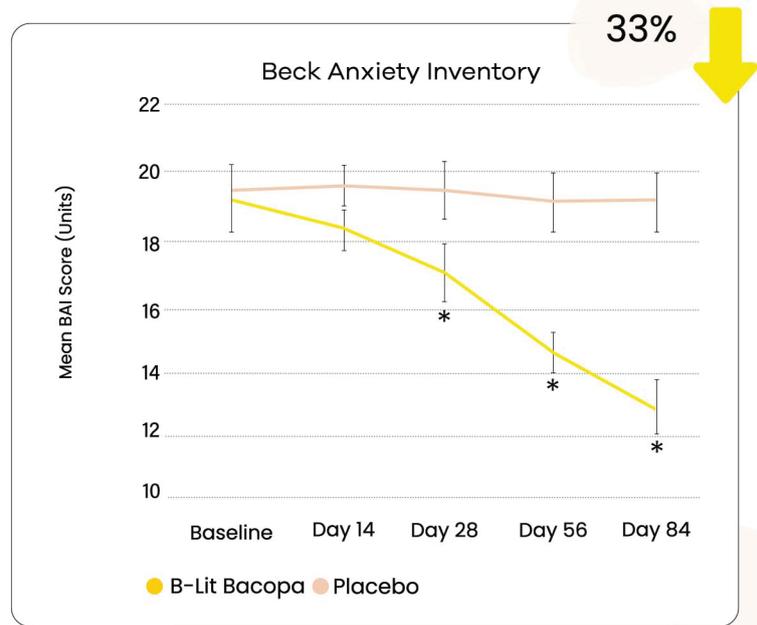
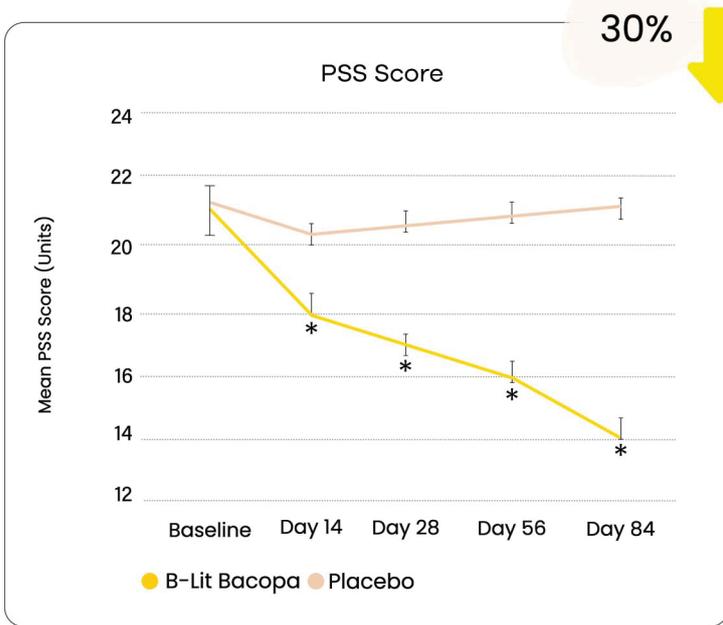
Clinically studied

- Backed by 2 gold-standard, most comprehensive studies
- Impact as early as Day 1



Formulated with BEAT TECH

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



Serum Cortisol

Serum Cortisol, also a stress biomarker, is known to increase occasional stress and has a powerful influence on sense of well-being. B-Lit Bacopa has demonstrated statistically significant reduction in serum cortisol levels against placebo.

CONCLUSION

The clinical studies highlight the effectiveness of B-Lit Bacopa in reducing perceived stress and occasional anxiety as early as Day 14 and Day 28, along with improvements in mood as early as Day 28. B-Lit also demonstrated significant reductions in serum cortisol levels that were sustained over the 12-week supplementation period in both the studies. As an adaptogenic herb, B-Lit Bacopa supports the body's stress response by modulating neurotransmitters, reducing total mood disturbance, providing antioxidant support, lowering serum cortisol levels, and potentially enhancing overall mood and mental well-being.