



"Lower your stress levels for better health."

Recommended by  **W. Gifford-Jones, MD**

Follows the guidelines of the W. Gifford-Jones MD Philosophy for Natural Health
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CERTIFIED



**...for
stress
resistance!**



Contains KSM-66®
"the world's best ashwagandha"
to reduce cortisol for stress management

NEW!

Certified Naturals®
Stress Resist Capsules





- Are your everyday stress levels impacting your health?
- Feeling fatigued and exhausted?
- Do you crave “comfort food”?
- Can you get the restful sleep you need?
- Is your athletic performance not reaching its full potential?

Certified Naturals® Stress Resist with KSM-66® is your clinically proven solution to help you resist stress and anxiety symptoms.





Canadians – More stressed than ever

No matter our age, occupation, location or social situation, we all experience stress. Stress is the body's natural reaction to external physical or psychological threats. A normal degree of stress can be a positive force for getting us past life's hurdles, but too much stress can have a negative impact on one's mind and body.

Even before the COVID-19 pandemic began, most Canadian workers reported high levels of stress.¹ With the social and economic disruption of the pandemic, stress-related issues have only become more prevalent. Almost half of Canadian adults perceive their stress levels as being higher than prior to the pandemic.²

The challenge is clear. How can we get control over our stress levels?

The consequences of chronic stress

The body's natural response to stressful stimuli is to produce adrenaline and the "stress hormone" cortisol. The resulting increase in heart rate and anxiety gives a short term burst of energy but is followed by exhaustion. Constant exposure to high cortisol can lead to negative health impacts.

Mental health issues such as anxiety and sleeplessness are more common in those exposed to chronic stress. Physical health may also suffer, with those exposed to excessive stress experiencing higher rates of cardiovascular issues, diabetes, weight gain and a compromised immune system.

Strategies for stress management

Pharmaceutical companies provide a variety of prescription drugs to help individuals deal with anxiety. These drugs must be handled carefully, as the downside of these medicines can be dependence and withdrawal issues.³

Modifications in lifestyle and habits can help reduce stress. The Brain & Behavior Research Foundation suggests these tips for healthy stress management:⁴

- Get enough sleep
- Eat healthy (including fruits and vegetables)
- Get regular exercise
- Take a break from electronics and social media
- Meditate and relax
- Avoid alcohol and drugs
- Seek counseling from a mental health professional, if needed

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Adaptogens – Helping the body adapt to stress

Adaptogens are herbs or mushrooms that can improve one's capability to perform normally through periods of mental and physical stress. An adaptogen should be non-toxic in normal doses, help the body deal with stress and allow the body to return to balance.⁵

One of nature's best adaptogens is a herb known as Ashwagandha (Withania somnifera). The root of Ashwagandha has been a key tool in Indian Ayurvedic medicine for millennia as a rejuvenative herb. It has tremendous potential in helping to improve the lives of those with chronic stress and anxiety.

KSM-66® – "The world's best Ashwagandha"

KSM-66® is a concentrated 12:1 extract of Ashwagandha root. It is grown organically in its native India and processed to contain the highest active withanolides (5%) for an Ashwagandha root extract. KSM-66® is a full spectrum extract containing the complete range of phytonutrients naturally occurring in Ashwagandha root, the safest and most effective part of the plant. In addition, the KSM-66® extract has undergone 22 human clinical trials, proving health benefits for numerous conditions.

Researchers have highlighted KSM-66®'s success in reducing blood cortisol levels as the key to helping us resist stress and anxiety. Cortisol levels can raise several-fold during stressful events, causing accelerated heart rates and blood pressure. KSM-66® helps to lower cortisol to re-balance the body and mind.

Certified Naturals® selected the award-winning KSM-66® Ashwagandha to power its Stress Resist formula based on its extensive proven clinical results.



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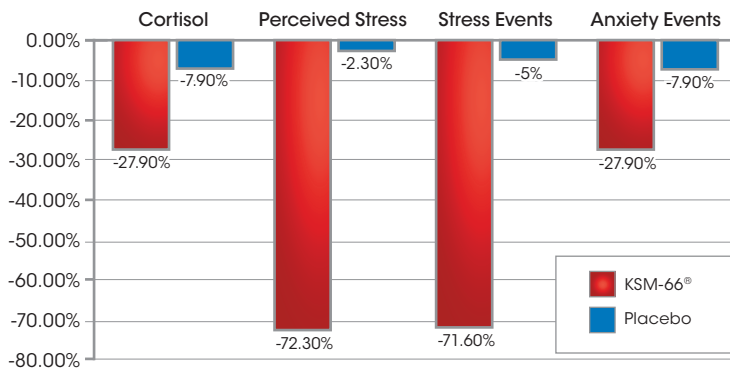
KSM-66® Ashwagandha Clinical Evidence

KSM-66® has 22 human, placebo-controlled clinical trials proving its effectiveness for multiple health benefits. The dosage used in the studies is 300 mg twice daily or two capsules of Certified Naturals® Stress Resist. A few of the more notable studies are highlighted below:

Study	Results
Resistance of mental stress and reduction of cortisol ⁶	<p>A two-month, placebo-controlled study was conducted on healthy individuals complaining of mental stress. A daily dose of two 300 mg capsules of KSM-66® was given to the experimental group vs. two placebo capsules for the control group.</p> <p>The two groups were evaluated using validated, self-evaluation questionnaires and blood tests:</p> <ul style="list-style-type: none"> • KSM-66® group had a 44% reduction in perceived stress vs. 5% in the placebo group. • KSM-66® group had a 72% drop in stress events vs. 2% for the placebo group. • KSM-66® group had a 72% decline in anxiety events vs. a 5% reduction for the placebo group. • KSM-66® group had a 28% reduction in blood cortisol levels vs. an 8% change in the placebo group. <p>The study concluded that KSM-66® improves an individual's resistance to stress and anxiety. Further, KSM-66® did its job safely – with no side-effects beyond those shown with the placebo group.</p>
Stress, cortisol and weight management in stressed individuals ⁷	<p>Stress levels and cortisol are inter-linked. High cortisol levels are associated with hunger cravings and resulting weight gain. A two-month study of high-stressed individuals was conducted using two doses of 300 mg of KSM-66® ashwagandha vs. a placebo.</p> <p>The KSM-66® group had a 33% reduction in perceived stress and a 22% reduction in cortisol. Patients supplementing with KSM-66® also had a 3.0% reduction in weight vs. a 1.4% reduction in those taking the placebo.</p>
Relief of physical stress and enhancement of performance ⁸	<p>Cardiorespiratory endurance is a key measure of overall physical fitness. A published placebo-controlled study conducted with two 300 mg doses of KSM-66® Ashwagandha daily showed that this unique extract was able to enhance the cardiorespiratory endurance of both male and female subjects, safely and effectively.</p> <p>VO₂ max tests are an accepted measure of athletic endurance, conducted through an evaluation of an athlete's ability to intake, transport and use oxygen. After periods of 8 and 12 weeks, athletes using KSM-66® supplementation improved their VO₂ max scores by 11.8% and 13.6% respectively vs. the placebo control group - a significant improvement in performance.</p>
Work-out performance ⁹	<p>Over an 8-week double-blind study, it was observed that taking 300 mg of KSM-66® Ashwagandha twice daily had benefits for males undergoing resistance training:</p> <ul style="list-style-type: none"> • Increased muscle mass in chest and arms and overall strength • Faster recovery from muscle injury • Decreased body fat percentage

KSM-66® also has published, clinical studies for its benefits for better sleep, male and female sexual functioning, thyroid performance and overall health in seniors.

KSM-66®: 2 month study on Stress and Anxiety⁶



In just two months, KSM-66® was able to significantly reduce cortisol, perceived stress, stress events and anxiety events for patients.

KSM-66® Ashwagandha hormone-friendly for both sexes

KSM-66® Ashwagandha has been researched to be safe for males and females. High cortisol levels can interfere with the production of testosterone in males and progesterone in females. Reducing cortisol helps each sex get back to normal hormone production. Studies have shown that KSM-66® can boost testosterone production in stressed males by 17%, while also increasing sperm activity.¹⁰ For females, KSM-66® has been clinically backed for improving female sexual function.¹¹





Certified Naturals® Stress Resist Capsules

Recommended use: Helps increase resistance to stress/anxiety in individuals with a history of chronic stress, thereby improving their overall quality of life. Helps promote healthy testosterone production in males. Athletic support or workout/exercise supplement.

Recommended dose: Adults: Take one capsule twice daily.

Medicinal ingredients:
Each vegetable capsule contains:

Ashwagandha S.E (KSM-66®) (Withania somnifera) 300 mg
(5% withanolides, 12:1 root extract equivalent to 3600 mg dry herb)

Non-medicinal ingredients: Colloidal silicon dioxide, microcrystalline cellulose, magnesium stearate, hypromellose (vegetarian capsule).

Risk information: Consult a health care practitioner prior to use if you are pregnant or breastfeeding. Consumption with alcohol, other drugs or natural products with sedative properties is not recommended. Consult a health care practitioner if you have benign prostate hypertrophy and/or prostate cancer.

KEEP OUT OF THE REACH OF CHILDREN.

Do not use if under cap safety seal is broken.

Free from, artificial colours, artificial flavours, corn, gluten, wheat, preservatives, soy, added sugar, yeast and GMO materials. Product contains milk ingredients.



Certified Naturals® is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are

Certified...for your health.



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