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Indian ginseng

The herb Ashwagandha has many health-giving properties.

THE urban lifestyle places many stresses on our minds and bodies. The pressure of work, demands of family and friends and the quality of the environment we are in contribute to a lifestyle that is damaging to our physical and mental well-being. Ayurveda - a system of healing that focuses on establishing and maintaining health of the body, mind, soul and the senses, may be the panacea to modern living.

Originating from India, Ayurveda means "wisdom of life" or "book of life". Ayurveda works on a protective prescription to healthy living while its therapeutic prescription seeks to care for physical, mental, social and spiritual harmony. It has been practised in India for 5,000 years and has restored health and wellness of many people in many parts of the world. Today, Ayurveda has made its name in alternative herbal therapy.

One of the most popular Ayurveda herbs is Ashwagandha, a powerful adaptogen that helps the body adapt to stress and improve performance.

Aptly called "Indian ginseng" or "winter cherry", Ashwagandha works by nourishing the nerves and

improving nerve function to help you maintain calm during stressful situations. It provides an overall feeling of wellness through its high content of alkaloids like withanin and somniferin. In short, Ashwagandha rejuvenates and re-energises you.

Like other types of ginseng, the roots of the Ashwagandha plant have also been widely used to reduce inflammation, treat tumours, decrease stress, increase mental activity and invigorate the body. It also acts as an antioxidant.

Besides that, it can also boost the immune system and improve memory. Hence Ashwagandha is one of the most highly valued herbs in the Ayurvedic health system.

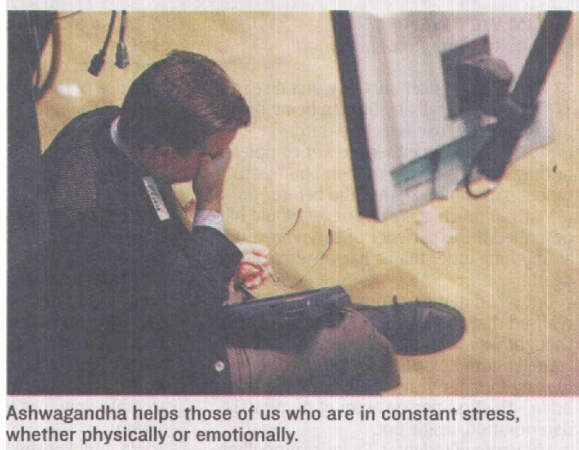
In addition, Ashwagandha is also held in high regard for its ability to increase vitality, energy, endurance and stamina, promote longevity and strengthen the immune system. Which is why, Ashwagandha is popular amongst people who do physical labour or exercise a lot to help the body adapt to physical stress.

Truly, the Ayurveda method is a boon to urbanites who are living life on the fast lane.

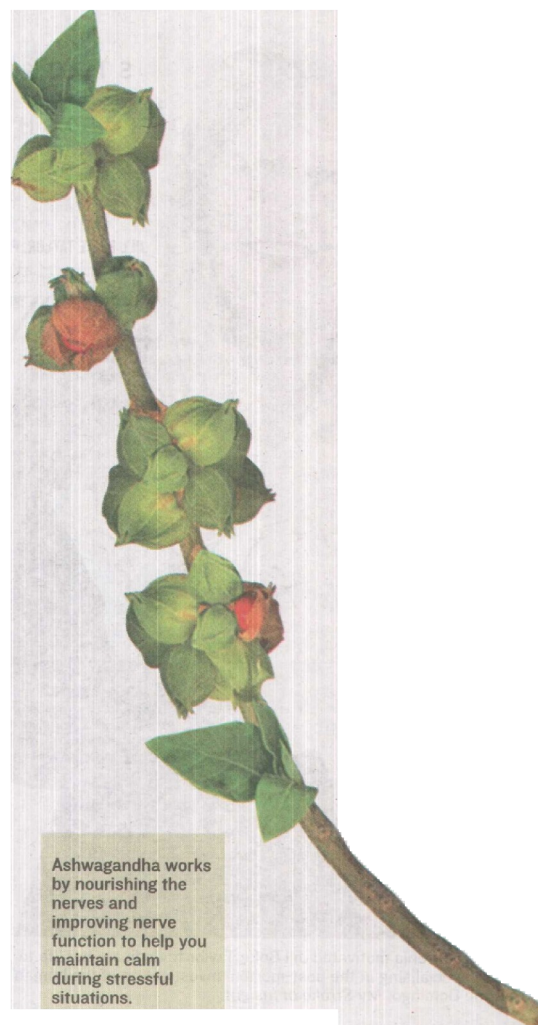
However, when you choose an Ayurvedic herbal supplement, remember to choose pure and total Ayurvedic herbs hand-picked from first-rate herb farms that conform to international standards of authenticity, quality and purity.

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Ashwagandha helps those of us who are in constant stress, whether physically or emotionally.



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