

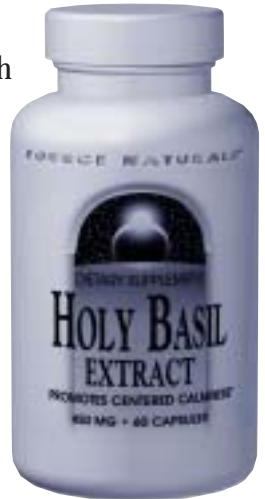
Holy Basil



For Natural Stress Reduction and COX-2 Inhibition

Skyrocketing stress is one of our nation's most pervasive public health problems. Daily stress can cause imbalances in inflammatory COX-2 production and cortisol levels, which can influence blood sugar changes and, ultimately, result in challenges to our health. To regain balance, Source Naturals introduces HOLY BASIL, a legendary Ayurvedic herb that is making news for its ability to inhibit the inflammatory COX-2 enzyme, balance cortisol levels and normalize blood sugar.

HOLY BASIL is rich in beneficial compounds—such as rosmarinic acid and eugenol—which work together to reduce stress. This herb also typically contains ursolic acid, shown to inhibit COX-2 in *in vitro* research. As a result, HOLY BASIL has a positive effect on mental well-being, and can support minor pain relief from everyday activities. Source Naturals brings you this special herb, used daily in India by millions, in a high-potency, 450 mg extract tablet.



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Stress, Blood Sugar and Nervous System Protection

For over five millennia, Tulsi (holy basil) has been used to improve digestion and restore imbalances of the body and mind. Now research has documented that HOLY BASIL may do this by decreasing levels of cortisol, a hormone produced and secreted by the adrenal glands. Nicknamed the "stress hormone," cortisol production increases in response to chronic stress. Cortisol triggers the body to make glucose from amino acids, which causes blood sugar to rise. Through normalizing cortisol levels in times of stress, holy basil may prevent not only the mood changes associated with stress, but also prevent the increases in blood sugar that researchers say can contribute to numerous health imbalances affecting more than half of all Americans.

HOLY BASIL has also been found to normalize neurotransmitter levels in the brain. Researchers found in animal studies that HOLY BASIL counteracted stress-induced changes in neurotransmitters and enzymes. Stress leads to a positive increase in brain serotonin levels, increases in dopamine levels and increases in SDH (succinate dehydrogenase) levels, while holy basil may help people maintain normal levels of these brain chemicals in times of stress. Another study found that animals that received the extract showed significant normalization of epinephrine, norepinephrine, serotonin, MAO, and SDH. Epinephrine and norepinephrine are used in coping with stress. The researchers suggest that when dopamine levels rise, these two neurotransmitters may be replenished since dopamine is a precursor for their synthesis. This may be the mechanism by which holy basil assists with stress adaptation.

A Powerful Adaptogen

HOLY BASIL is classified as a premier "adaptogen," an herb that can normalize body processes and restore overall health by maintaining body systems. Adaptogens support our systemic response to stress and give us stamina. HOLY BASIL is not to be used if you are pregnant, breastfeeding, or if you may become pregnant.

Taking personal responsibility for your health and exploring safe natural alternatives to support prevention is the basis for the current revolution in health care. And health food outlets are the center of this wellness revolution. It is here that Source Naturals HOLY BASIL and hundreds of other advances in nutritional science and natural health can be found.

References:

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