

TECHNICAL DATA SHEET

Product Name: Ashwagandha Powder 10:1

INCI Name: Withania Somnifera Root Extract

CAS: 90147-43-6

Botanical Name: Withania Somnifera

Synonyms: Indian Ginseng, Winter Cherry, Withania Somnifera (Latin name), Ajagandha, Kanaje Hindi, Samm Al Ferakh, Asgand, Amukkara (in Tamil)

Product Quality: The product is concentrated at a 10:1 ratio, meaning the amount of plant material used to obtain the extract is ten times greater than the final extract amount. This ratio is used to emphasize the extract's strength and effectiveness.

Origin of Material: China

Description: Ashwagandha is a medium-sized shrub that reaches a maximum height of 1.70 meters and produces small red fruit. It grows in warm climates, originally from the north-eastern part of India. It is successfully cultivated in Pakistan, Nepal, Sri Lanka, and Bangladesh. The powder contains over 35 biologically active ingredients. It includes Withanolides, steroidal lactones which are the primary bioactive components of ashwagandha, alkaloids (withanin, somniferin, tropine, and anferine), saponins (Withanoside IV and Withanoside V, Sitoindoside VII and Sitoindoside VIII). Flavonoids help fight oxidative stress. Withaferin A is one of the most researched withanolides. It has potent anti-inflammatory, antioxidant, antitumor, and anxiolytic properties.

Benefits:

- **Anti-aging:** Ashwagandha helps preserve skin elasticity and firmness by encouraging collagen production, thus reducing the appearance of wrinkles and fine lines. Thanks to its anti-inflammatory properties, it can reduce redness and swelling, giving the skin a healthier and revitalized appearance. Ashwagandha contains powerful antioxidants that help protect the skin from free radical damage.

- **Improves skin tone and texture:** Regular use of ashwagandha in cosmetic formulations can help improve skin texture and tone.

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• **Hydration:** Skin hydration is one of the key effects of ashwagandha that contributes to preserving a youthful appearance and skin health. Ashwagandha helps maintain the skin's natural moisture balance, preventing dryness and dehydration. Thanks to its components that promote regeneration and renewal of skin cells, ashwagandha strengthens the skin's protective barrier, making it more resistant to negative external influences, improving its elasticity and softness.

• **Hair and scalp health:** Ashwagandha can help stimulate hair follicles, which may lead to improved hair growth. Its adaptogenic properties can reduce stress levels, a common cause of hair growth problems and loss. Rich in essential minerals, including zinc and iron, ashwagandha nourishes the hair, helping reduce breakage and damage. This can lead to stronger, thicker, and healthier hair. Thanks to its antimicrobial and anti-inflammatory properties, ashwagandha can help reduce dandruff and scalp inflammation. By keeping the scalp clean and healthy, the risk of irritations and infections that can affect hair health is reduced.

Usage: Used for making water-glycerin extracts, glycerites, tinctures, and other cosmetic semi-products. Recommended concentrations range from 1-10%.

Storage and Shelf Life: Stable when stored in a dry and cool place. Shelf life of 2 years.

Animal Testing: The substance is not tested on animals.

GMO: Not GMO.

Vegan: Does not contain components of animal origin.