

HOLY BASIL

For Natural Stress Reduction



Holy basil, or Tulsi as it is commonly known in India, is considered the “Queen of Herbs,” and the most sacred herb of India. Holy basil has been revered in India for over five thousand years as a tonic for body, mind and spirit. This amazing herb has been known to bestow a wide range of health benefits. Offering the best of the botanical world, Planetary Ayurvedics introduces organically cultivated HOLY BASIL, which contains multiple beneficial compounds known as phyto-chemicals that assist the body to maintain health. These compounds have strong antioxidant, anti-inflammatory, adaptogenic and stress-reducing properties that naturally support immune strength and overall health.

Today, stress is known to cause a number of imbalances in the body that can potentially compromise health. Chief among stress-induced imbalances are elevated cortisol levels which trigger the production of inflammatory COX-2 enzymes. This in turn can influence blood sugar changes and increase metabolic inflammation. Planetary Ayurvedics HOLY BASIL is a rich source of antioxidants which protect cellular health, and its leaves contain vital elements such as rosmarinic acid and eugenol which work together to reduce stress. Research has also shown that the triterpenoic acids isolated from holy basil effectively improve the body’s response to stress. HOLY BASIL also contains ursolic acid, which studies indicate inhibits the COX-2 enzyme. Recognizing its profound value, Planetary Ayurvedics has included HOLY BASIL in its line of herbal products in liquid caps and liquid extract form.



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Stress Response and Holy Basil

Most people know the stress of modern life can trigger stress response and have far-reaching effects on health. What is less well-known is how herbs and botanicals can counter the negative effects of stress. Research now shows that holy basil may reduce adverse stress response by decreasing levels of cortisol, a hormone produced and secreted by the adrenal glands. Nicknamed the “stress hormone,” cortisol levels increase in response to acute or chronic stress. Cortisol triggers the body to make glucose from amino acids, which causes blood sugar to rise. Holy basil reduces cortisol levels in times of stress, thereby helping to stabilize blood sugar levels. Reduced cortisol levels may also mitigate mood changes associated with stress response.

During times of stress, the adrenal glands also release the stress hormones adrenaline and corticosterone, which can also have adverse effects. Scientific studies found that holy basil decreases corticosterone levels in particular. Lower levels of corticosterone are associated with improved mental clarity and memory, which can assist with healthy aging. Taking Planetary Ayurvedics HOLY BASIL is a simple way to ease the stress of daily life and its accompanying health challenges.

Stress and the Brain

Research indicates that prolonged, intense stress can alter brain cells and brain structure, which in turn may affect brain function. Resulting effects could be mood imbalances, memory loss or impaired concentration. Scientific research found that ingesting holy basil counteracted stress-induced changes in critical brain neurotransmitters and enzymes. The neurotransmitters epinephrine, norepinephrine and serotonin are used by the body in coping with stress. Studies showed that ingesting holy basil extract normalized quantities of epinephrine, norepinephrine and serotonin in the body.

A Powerful Adaptogen

Holy basil can be called a premier “adaptogen,” one of a select few herbs that can normalize body processes, and strengthen immune and body functions. Adaptogens produce a non-specific response in the body, or an increase in the power of resistance against multiple stressors including

physical, chemical or biological agents. They have a normalizing influence on physiology, balancing both highs and lows. The adaptogen holy basil supports our systemic response to physical and emotional stress and enhances well-being.

Nature's Multi-Purpose Herb

Holy basil has been extensively researched and found to have far-reaching benefits to health and well being. Planetary Ayurvedics brings you this powerful herb in liquid capsules and liquid extract form. The capsule consists of an ethanol extract of organically cultivated holy basil and a super critical Co2 extract of organically cultivated holy basil for a *Full Spectrum* of compounds. The liquid extract is a 1:2 extract of organically cultivated holy basil that can be added to water or juice. In addition to HOLY BASIL from our Ayurvedic line, Planetary Herbs offers a HOLY BASIL 5:1 extract in capsule-form.

The times we live in are characterized by greater stress than ever before. Human health will be measured by one's ability to endure the stressors of today. Without adequate nutrition and supplementation, stress can alter body chemistry leaving one vulnerable to poor long-term health. Planetary Ayurvedics HOLY BASIL is a simple yet powerful way to support your health and minimize stress in today's world.

References

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