



# FOCUS

ON NUTRITION

## THE POWER OF ADAPTOGENS

An adaptogen is an herb that increases your body's ability to adapt to stress and rapidly changing conditions. We're all aware that herbs have amazing properties. Teas can help relieve headaches or soothe sore throats. Many plants help relieve physical pain or depression. Even pharmaceutical companies recognize the power of herbs, and many companies extract compounds from herbs in order to produce medicines and treatments that help with blood pressure, diabetes, and mental health. Despite the role of herbs in our everyday life, people often don't know about the amazing adaptogenic properties that many herbs have. That knowledge can transform the way you live and feel.

### Five Traits That Set Adaptogens Apart

#### 1. Adaptogens benefit your entire body

Many medicinal herbs target just one part of your body, but adaptogens work by targeting your entire body. This whole-body approach has wide-reaching effects that can enhance your energy, mental clarity, endurance and composure. People who regularly take adaptogens can experience sharper mental performance, enhanced muscle development, improved circulation, and an ability to deal with the crazy stress that characterizes our modern lives. All of these benefits make your day easier.

#### 2. Adaptogens benefit people from all walks of life

While the first adaptogens were used by the ancient Chinese and Russian peoples, today's adaptogens are used by people from all walks of life: professional athletes, CEOs, doctors and everyday people. Whether they're looking to reduce the stress related to athletic performance or the stress associated with the hustle-bustle of everyday life, adaptogens help all of them reach new levels of wellness and performance.

#### 3. Adaptogens help restore balance

Great for dealing with fatigue, stress and anxiety, adaptogens help your body achieve its natural equilibrium. That's why a diet rich in adaptogens helps keep you quick on

## PRODUCT CORNER

Primorye®



This exclusive adaptogenic formula has helped people from all walks of life, from professional athletes to everyday people, reach new levels of wellness and performance.

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your feet and at the top of your game. If you've ever felt "out of whack" or "slightly off," you know exactly how much better you feel when your body is in its natural equilibrium.

#### 4. Adaptogens are natural

They're not pills, so they aren't developed in labs or created by scientists. They're not genetically modified mystery plants. In fact, adaptogens can easily be found in the wild, especially in the lush, isolated Primorye region of eastern Russia. But if you can't get to Russia, you can always find them in the gardens of millions of people who turn to natural and safe solutions for their mental and physical wellbeing.

#### 5. Adaptogens are safe

More than 7,000 medical compounds in modern pharmacology are derived from plants, but because most adaptogenic plants are only found in isolated parts of Asia, it wasn't until the 1940s and 1950s that Western scientists were able to study them in depth. Unlike many medicinal herbs, adaptogens are nontoxic, and they've been in continual use for hundreds of years. This long track record coupled with decades of rigorous scientific study has cleared the way for people to discover safe, effective, and natural ways to deal with stress.

#### Closing Thoughts

Armed with this information, Oxyfresh began a crusade to bring these amazing adaptogens to you. Nutritional scientists in the United States, Canada and Russia worked with Oxyfresh to isolate select adaptogenic herbs and combined them in an exceptional health and performance-boosting product line named for its home, Primorye. Find out how Primorye can benefit you, and see what true balance feels like.

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