



focus

Support the brain and the gut for a healthy, systemic stress response with AnxiaEase™



Stress is unavoidable in our society today. Stress is a natural physical and mental reaction to everyday life and is regulated by the hypothalamus, which releases "stress hormones". These hormones trigger various physiological and emotional responses.

No age group is exempt, with Millennials and young adults being the hardest hit. All age groups report that near-constant stress has impacted relationships, work-life and even basic decision-making.

Protracted states of stress can negatively affect mood, behaviour and body:

- Adversely affect well-being
- Negatively affect healthy digestion
- Disrupt healthy blood sugar levels
- Negatively affect reproductive health
- Disrupt the quality of sleep
- Negatively impact mood, causing feelings of irritability and anxiousness
- Increase undesirable behaviors

→ All these factors reduce the overall quality of life

Physiological stress response

Multiple hormones are involved in the stress response:

Cortisol

Primary stress hormone. Essential to regulating the stress response, the sleep-wake cycle, and increasing available energy during stress

- Prolonged stress can increase cortisol to unhealthy levels, negatively impacting nearly every organ system
- Long-term elevated cortisol is associated with multiple health complications

Epinephrine/Norepinephrine

Hormones that are part of the “**fight-or-flight**” stress response

- Constant stress causes dysregulation, can lead to rapid heartbeat, anxiety, hyperventilation, organ stress, poor sleep, and unhealthy blood sugar levels

Serotonin

Important neurotransmitter for **mood regulation**

- Prolonged stress can deplete serotonin levels, disrupting mood and wellbeing

Gamma-Aminobutyric Acid (GABA)

Regulates chemical messages to other nerve cells

- Constant stress can decrease GABA, low GABA levels are strongly associated with mood disorders and poor sleep quality

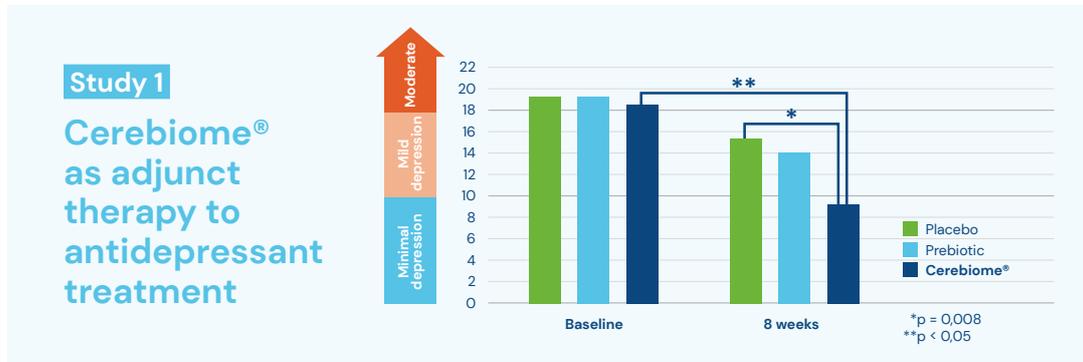


Mechanisms of action

- Optimizes the gut-brain axis via targeted probiotics
- Supports healthy cytokine, serotonin and cortisol function
- Adaptogenic herbs promote a healthy physiological response to stress



AnxiaEase improves health in-part through the psychobiotic Cerebiome®, proven by the published research below



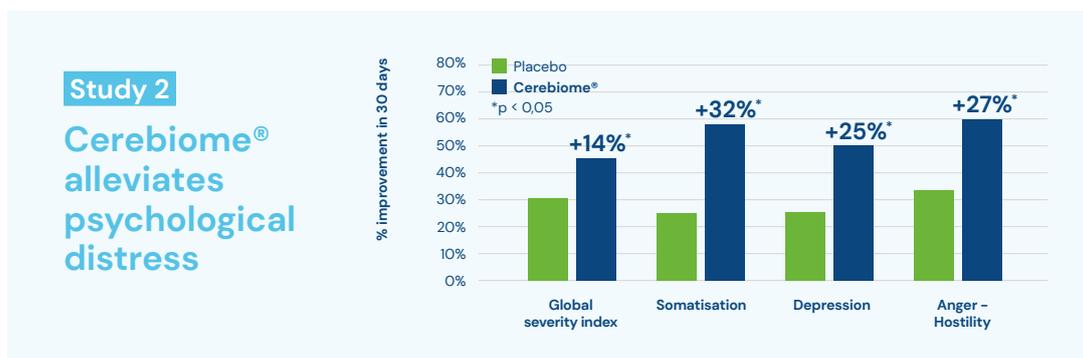
Study design summary

110 patients suffering from mild to moderate depression, receiving an antidepressant treatment for at least three months. The probiotic was used as an adjunct therapy to conventional antidepressant treatment.

Results

After 8 weeks, Cerebiome® showed a significant decrease in Beck Inventory Depression (BDI) scores, from 18 down to 9 on average. These results are clinically significant, showing the patients were now categorized with “minimal depression” according to the validated assessment scale.

Kazemi, A., et al. (2018). “Effect of probiotic and prebiotic vs placebo on psychological outcomes in patients with major depressive disorder: A randomized clinical trial.” Clinical Nutrition.



Study design summary

Double-blind, controlled, randomized clinical trial, 55 healthy participants were evaluated using a range of validated psychological assessment scales for anxiety, depression and stress, while subjects were also subjected to a stress biomarker sampling using a 24-hour urinary free cortisol test (UFC).

Results

After one month, the data indicated that a daily dose of Cerebiome® significantly alleviated psychological distress and had a beneficial effect on general feelings of anxiety and depression; more specifically on somatization (medical symptoms with no known origin) and depression. This provided clinical proof that the gut-brain axis is characterized by bidirectional communication.

Messaoudi et al. (2011). Assessment of psychotropic-like properties of a probiotic formulation (Lactobacillus helveticus R0052 and Bifidobacterium longum R0175) in rats and human subjects. British Journal of Nutrition, 105(5), 755-764.



AnxiaEase™

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indication	Mood enhancer Indicated in anxiety, stress disorders, cognitive impairment	
dosage	Take 2 caps per day with food	
packaging	120 vegecaps per container	
daily dose (based on 2 vegecaps)	Lemon balm (<i>Melissa officinalis</i>)	310 mg
	Holy basil extract (<i>Ocimum sanctum</i>)	300 mg
	Lavender (<i>Lavandula officinalis</i>)	200 mg
	Ashwaganda root, stem & leaf extract (<i>Withania somnifera</i>)	120 mg
	Passion flower (<i>Passiflora incarnata</i>)	100 mg
	Phosphatidylserine Sharp-PS® (from Sunflower)	40 mg
	Vitamin B6 (Pyridoxal-5-phosphate)	25 mg
	Magnesium (Magnesium taurinate)	25 mg
	CereBiome®:	1.5 Billion CFU (60 mg)
	Lactobacillus helveticus (Rossell®-52)	
	Bifidobacterium longum (Rossell®-175)	