

A Global Mental Health Epidemic

As Stress, Depression, and Anxiety ravage our world's population, more and more people are in search of an improved, unadulterated solution to ease or help...

The American Psychological Association (APA) is sounding the alarm after their 2020 Stress in America survey¹:
We are facing a national mental health crisis that could yield serious health and social consequences for years to come.

STRESS



Everyone experiences stress and anxiety at one time or another. The difference between them is that stress is a response to a threat in a situation.

ANXIETY



Anxiety is a reaction to the stress. Anxiety is an unpleasant state of inner turmoil, often accompanied by nervous behavior.

DEPRESSION



Depression is a state of low mood and aversion to activity that can affect a person's health.

Stress: Currently A Global Health Epidemic



75% - 90% of all doctor's office visits are for stress-related ailments and complaints.

77% of people say they regularly experience physical symptoms caused by stress.

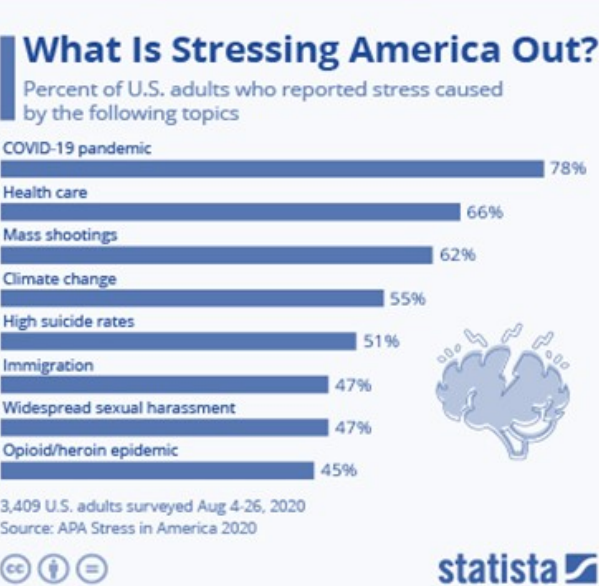


A 2017 **Harvard Study** suggested that stress could be as important a risk factor for heart attacks and stroke as smoking or high blood pressure.²

Covid-19 is a significant stressor For most Americans.³

Nearly 8 in 10 (78%) say the coronavirus pandemic is a significant source of stress in their life

Nearly 7 in 10 (67%) say they have experienced increased stress over the course of the pandemic



Stats Related With Anxiety & Depression Disorder

Depression

The leading cause of disability in the U.S. for ages 15 to 44.⁵

11% of adolescents have a depressive disorder by the age of 18.



Anxiety Disorders cost the U.S. more than **\$42 Billion** a year.

only about

1/3

of people suffering from an Anxiety Disorder in the U.S. received treatment.

approx.

18%

of the US population are affected by Anxiety Disorders.

8%

of teens ages **13-18** have an anxiety disorder, yet only **18%** will receive care.⁵



40 Million

adults in the U.S. age 18 and older, are affected by an Anxiety Disorder.⁴

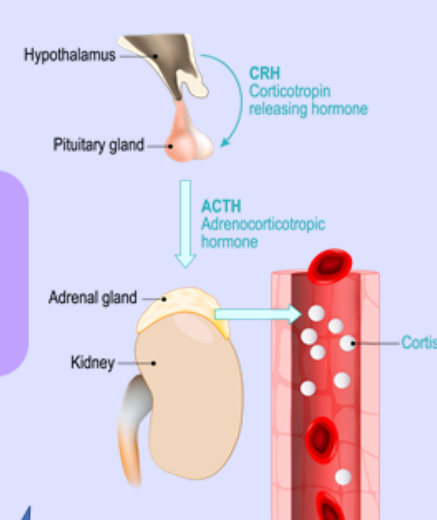
Depression affects more than **16.1 million** American adults, or about **6.7%** of the U.S. population age 18 and older in a given year.

The Science of Stress...

What Happens In Your Brain



STRESS RESPONSE SYSTEM



The stress response begins with the amygdala (an area of the brain that interprets images and sounds) sends a distress signal to the **hypothalamus**.

The hypothalamus (the part of the brain that communicates with rest of the body) floods the body with **adrenalin**.

This triggers a **"fight of flight"** response which produces changes in your body, including:

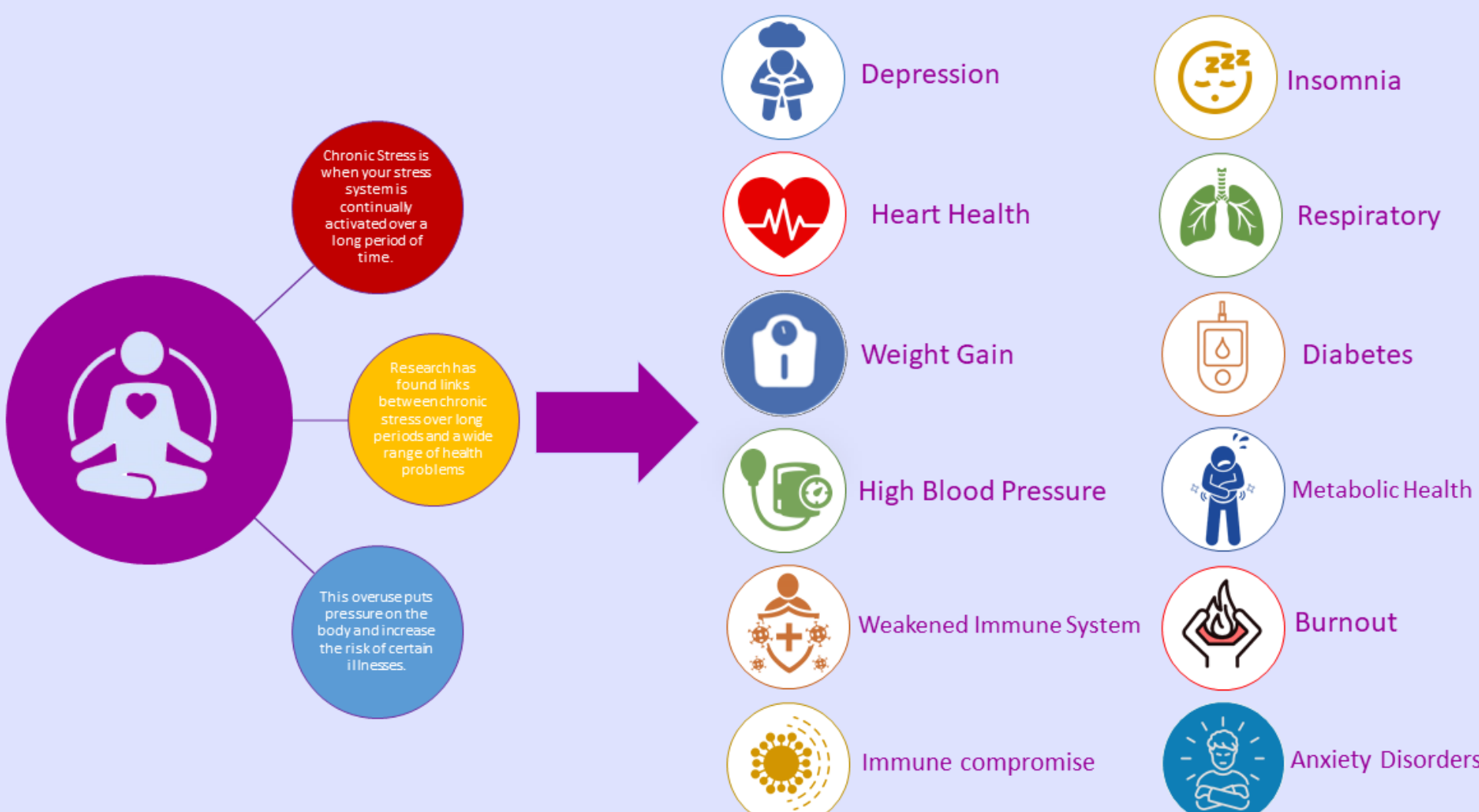
- Faster heart beats that push blood to the muscles, heart, and other vital organs
- Rapid breathing to take in as much oxygen as possible
- Extra oxygen is sent to the brain, increasing sensory alertness
- Blood sugar and fats flood into the bloodstream to energize all body parts.

In a state of high-alertness, Cortisol can temporarily modify or shut down functions that get in the way, such as your digestive or immune systems or even your growth processes.

When the stress passes, cortisol levels fall, and the **parasympathetic nervous system** puts a stop to the stress response.

As the initial surge of stress hormones subsides, the hypothalamus activates the **HPA Axis** and this promotes the release of the stress hormone **Cortisol**.

The Danger Of Chronic Stress



Ways to Reduce Stress in Your Life



Take a supplement that's effective and clinically proven.

Standardized extract of **Caralluma fimbriata**

CALMaluma

How Does It Work?

- Directly on the hypothalamus
- SSRI activity (increase serotonin)
- Inhibits cortisol production
- Increases BDNF

What does it do?

- Reduces feelings of anxiety, frustration & improves mood*
- Increase in positive experience of emotion* (helps with relaxation)
- Supporting healthy cortisol levels*
- Promoting a healthy adrenal response in men*

Evidence on Mood

- Published gold-standard clinical studies.
- Nootropic and anxiolytic activity in mice.⁶
- Reduction in hyperphagia in patients with Prader-Willi Syndrome.⁷

Clinical Evidence on Mood

- Double-blind, randomized, placebo-controlled trial⁸
- 8 weeks
- 97 mild-moderate anxiety males & females
 - CALMaluma® (2x500mg)
 - Placebo

Results compared to placebo:



Reduced **anxiety** [GAD-7]



Reduced **stress** [PSS]



Higher **positive effect** [PANAS]



Reduce **cortisol** in men

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

References

- <https://adaa.org/understanding-anxiety/facts-statistics>; 2. <https://lakeheadwellbeing.com/the-negative-impact-of-stress-infographic-by-smel/>; 3. <https://www.apa.org/news/press/releases/stress/2020/sia-mental-health-crisis.pdf>; 4. <https://nrc.com/anxiety-you-are-not-alone/>; 5. <https://visual.ly/community/infographics/health/stats-related-anxiety-depression-disorder>; 6. Rajendran et al, 2014; 7. Griggs et al, 2016; 8. Kell et al, 2019 - Journal of Affective Disorders