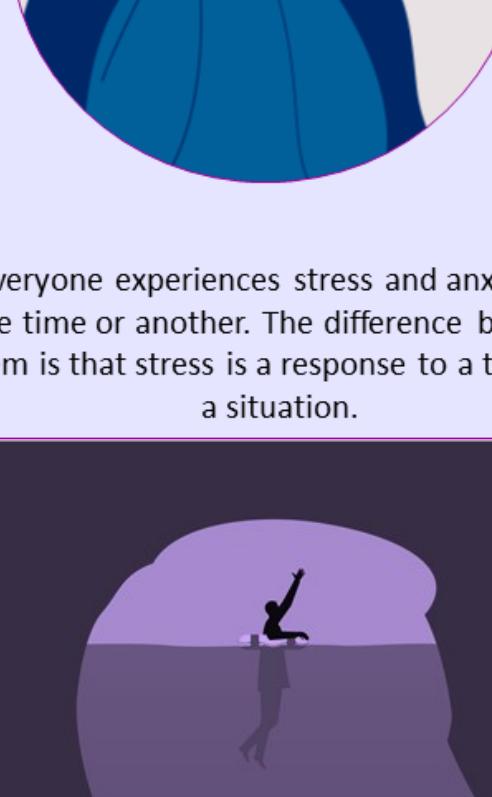


# A Global Mental Health Epidemic

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...

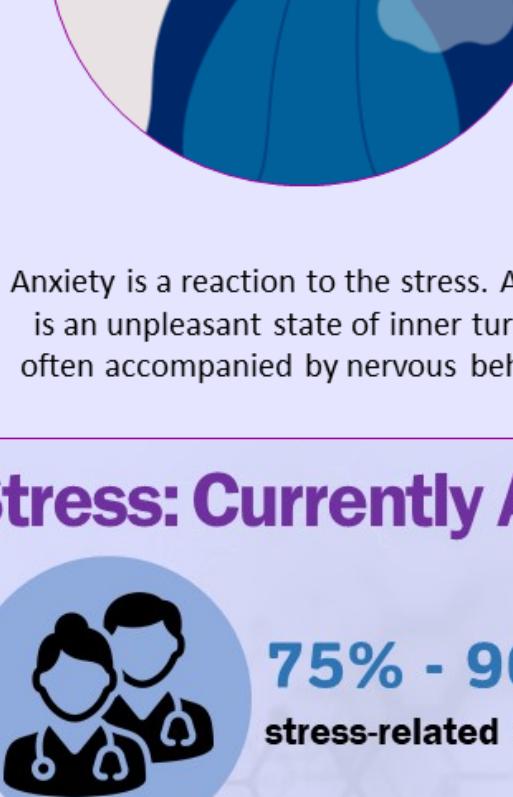
The American Psychological Association (APA) is sounding the alarm after their 2020 Stress in America survey<sup>1</sup>:  
**We are facing a national mental health crisis that could yield serious health and social consequences for years to come.**

## 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



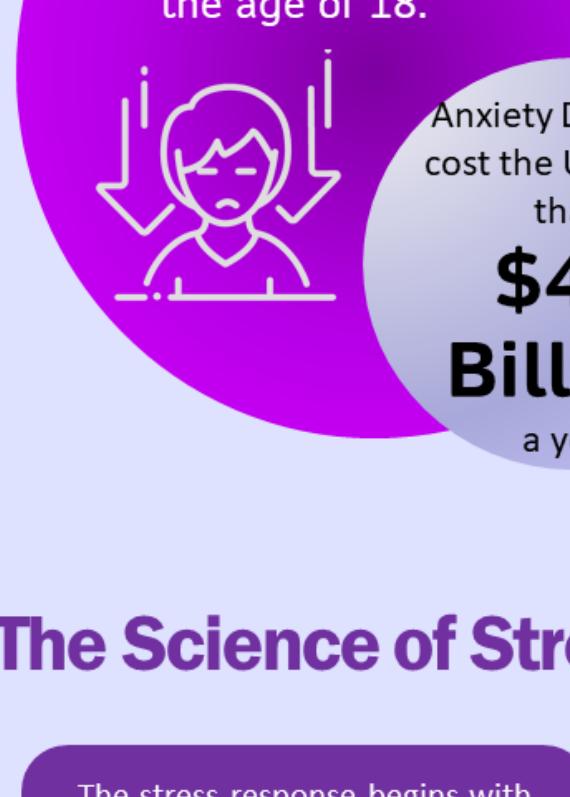
Anxiety is a reaction to the stress. Anxiety is an unpleasant state of inner turmoil, often accompanied by nervous behavior.

## 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



statista



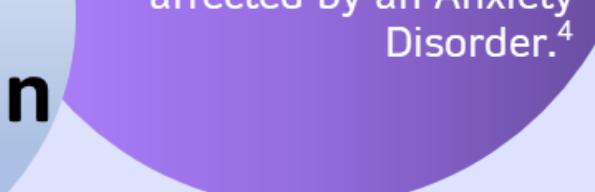
**75% - 90%** of all doctor's office visits are for stress-related ailments and complaints.



**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.<sup>2</sup>



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.<sup>5</sup>

**11%**

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



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.<sup>5</sup>



**40**

Million adults in the U.S. age 18 and older, are affected by an Anxiety Disorder.<sup>4</sup>

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

**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

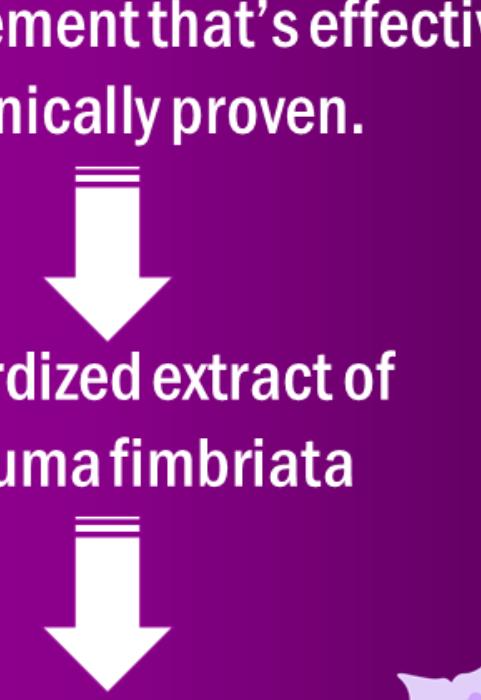


**2**

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

**4**

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

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

**1**

This triggers a "fight or 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.

**3**

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.

**5**

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

**6**

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

Chronic Stress is when your stress system is continually activated over a long period of time.

Research has found links between chronic stress over long periods and a wide range of health problems.

This overexerts pressure on the body and increases the risk of certain illnesses.

**Depression**

**Insomnia**

**Heart Health**

**Respiratory**

**Weight Gain**

**Diabetes**

**High Blood Pressure**

**Metabolic Health**

**Weakened Immune System**

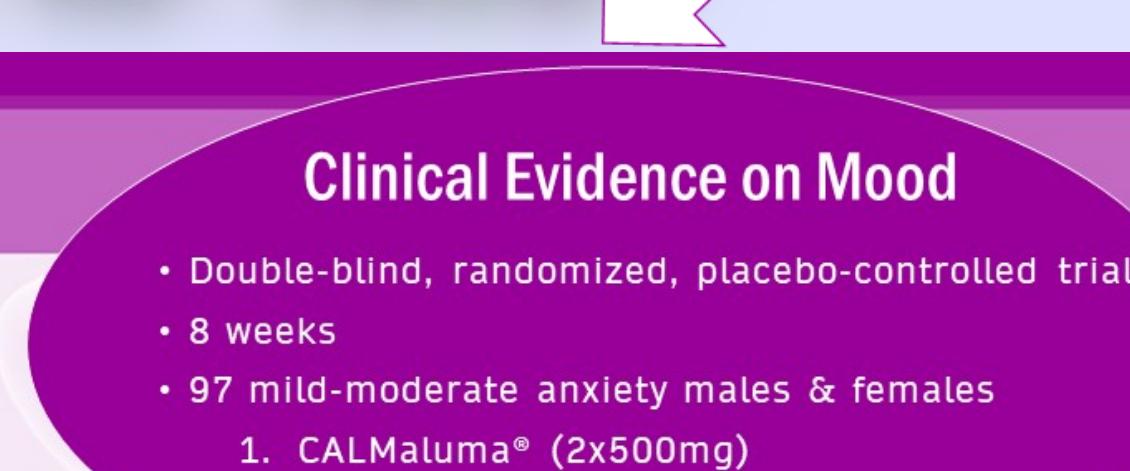
**Burnout**

**Immune Compromise**

**Anxiety Disorders**

Ways to Reduce Stress in Your Life

Take a supplement that's effective and clinically proven.



Standardized extract of **Calmaluma fimbriata**

**CALMalamu**

### How Does It Work?

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

### What does it do?

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

### Clinical Evidence on Mood

- Double-blind, randomized, placebo-controlled trial<sup>8</sup>

- 8 weeks

- 97 mild-moderate anxiety males & females

- 1. CALMalamu® (2x500mg)

- 2. Placebo

Results compared to placebo:



Reduced anxiety [GAD-7]



Reduced stress [PSS]



Higher positive effect [PANAS]



Reduced cortisol in men

\*These products have not been evaluated by the Food and Drug Administration.

<sup>1</sup> <https://www.apa.org/understanding/stress/facts-statistics> <sup>2</sup> <https://www.apa.org/communities/infocenter/health/stress-related-impacts-stress-in-people> <sup>3</sup> <https://www.apa.org/news/press-releases/2020/2020-global-mental-health-crisis> <sup>4</sup> <https://www.apa.org/understanding/stress/facts-statistics> <sup>5</sup> <https://www.apa.org/communities/infocenter/health/stress-related-impacts-stress-in-people> <sup>6</sup> Rajendran et al. 2014; 7. Griggs et al. 2016; 8. Keller et al. 2019; <sup>9</sup> Journal of Affective Disorders