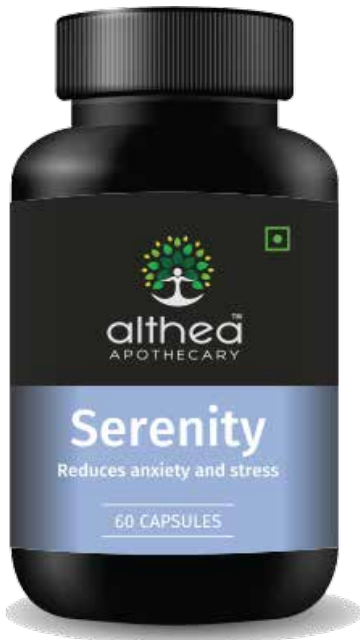


Serenity

Mood Elevator

A herbal anti-anxiety nutraceutical capsule comprising a unique blend of extracts such as St John's wort, ginseng and passion flower which helps in elevating mood and reducing anxiety & stress. It also helps in the balancing of autocooids (serotonin).



KEY INGREDIENTS

<i>Withania somnifera</i>	Helps to reduce stress and anxiety.
<i>Rosmarinus officinalis</i>	Relieves mild anxiety and enhances the mood.
<i>Panax ginseng</i>	Works as an antidepressant.
<i>Bacopa monnieri</i>	Calms the mind and stimulates vital functions.
<i>Passiflora foetida</i>	Relieves stress and anxiety.
<i>Beta carotene</i>	Reduces symptoms of anxiety and cortisol (stress hormone) level in blood.
<i>Hypericum perforatum</i>	Supports healthy nervous system.
<i>Cholecalciferol</i>	Helps in uplifting the mood and boosts the memory.
<i>Ascorbic acid</i>	Helps in preventing oxidative stress induced damage to neuronal cells.

Direction of use

Take 1 capsule twice a day.
Each capsule to be taken along with water.

Neuronal damage results in anxiety and stress. Cytoprotective effect against neuronal damage is helpful in overcoming anxiety. In addition, serotonin is a neurotransmitter secreted by neuronal cells, that has a popular image as a contributor to feelings of well-being and happiness. It is also known as natural mood stabilizer. Stimulation of serotonin secretion by neuronal cells and overcomes anxiety.

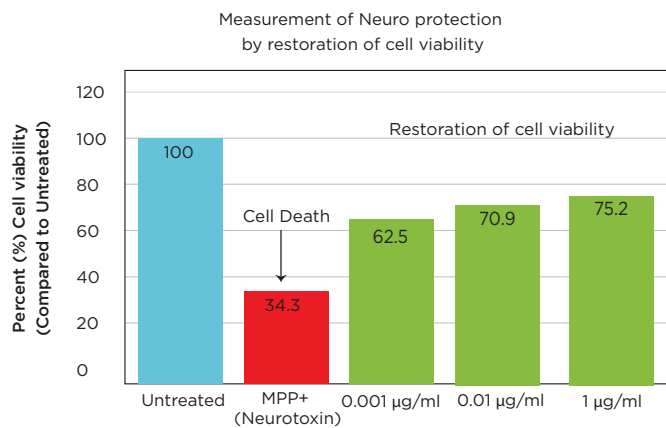
EFFICACY CLAIMS

Mood elevator

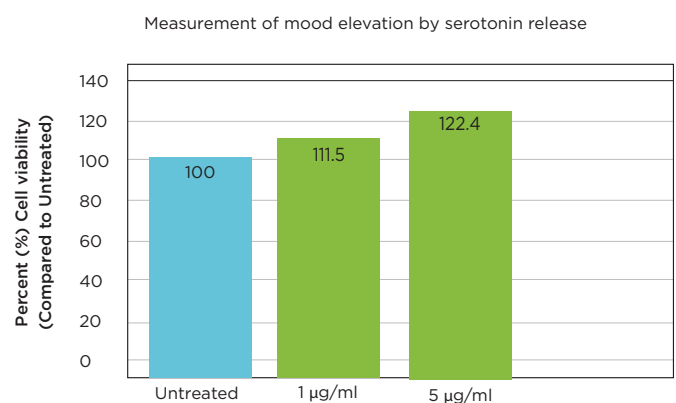
Overcomes anxiety and stress

Nerve calming effects

Relaxes Mind






Results obtained in vitro. Data demonstrates % Cell viability compared to Untreated group normalised to 100%.



Results obtained in vitro. Data demonstrates % increase in Serotonin levels compared to Untreated group normalised to 100%.

RESULTS

-  Serenity helps in restoration of cell health against damage in neuronal cells (SHSY-5Y) by a maximum of 22.8% as compared to damaged group.
-  Serenity exhibited increase in Serotonin secretion by maximum of 37% as compared to untreated group.
-  Serenity also showed antioxidant activity by free radical scavenging in DPPH assay with an IC₅₀ of 8.51 µg/ml.

These results substantiate the anti-stress, nerve calming, brain soothing, and mood elevating properties of Serenity.