Shatavari & Ashwagandha for Stress, Hormones & Healthy Aging with Amber Lynn Vitale Transcript

(Transcripts are generated by AI and may contain errors)

Introduction to Elevate Organic and Ayurvedic Herbs

Why this herb, you know, the owners of this company, why are they so excited about this Herb? And why do you say it's your other favorite of the Ayurvedic herbs?

In a time when women are so divided, dispersed, distracted, overwhelmed, stressed, mental, hormonally imbalanced, pulled in a zillion different directions.

to bring an herb to us that lets us calm down, emotionally regulate, give back to ourselves, then start to include other women, and build a community.

Whether you're giving it to your church, whether you are giving to it your family, or whether your giving your school, Whether your a leader in your community, Chitauri is going to help women especially.

become elders again instead of just old. Welcome to Vitality Radio, the podcast that helps you make sense of natural supplements and thrive without pharma drugs.

I'm Jared St. Clair. Hello and welcome to Vitality Radio. I'm your host each and every week. My name is Jared St. Clair. And today we are going to talk about some really cool things, some of the most cutting edge things that are on in nutrition today.

We're going talk regenerative organic agriculture, what that means and what it means when herbs are raised that way. We've talked a little bit about that on the show before, but I've got an educator for you today that's gonna go into a, into it a bit deeper.

We're gonna talk about ashwagandha, which everybody that has ever heard of an herb at this point knows what ashwa gandh is. But we're going to talk a unique form that is raised in a way.

And we are going talk something that I think people need to know a lot more about specifically the women in this audience. It's known as Shaatavari or Shaataveri, depending on who you ask.

I'm thinking what part of India you are from perhaps. So we'll talk little about as well. and how that herb is perhaps just as important as ashwagandha is in women's health and hormone balance and things like that.

And we're going to talk about even a few other Ayurvedic herbs with a friend of the show, someone who's back for her second visit to the Show, Amber Vitale is with us again.

Amber, welcome back to Vitality Radio. Thank you so much. It's great to be here. Now, Amber, you are the national educator for a new brand called Elevate Organic.

Elevate Organics is an interesting company because as happens fairly regularly in this industry, people get their start in one spot and then find their place or their passion and go off and do their own thing.

Tell us a little bit about where EleVate organic came from. Yes. It's got a whole crew, a cast and crew that I was already very familiar with, so I'm really happy to be invited on board, especially because they kind of got me with Ayurveda because I am an Ayurevedic clinical consultant and then they got with Women's Health and they said they would have Shatavri which is my favorite herb in the world along with Ashwagandha and that they were using the right branded standardizations and then they're using bio bottles, which is no micro plastics left behind.

So it was like you had me at, you know, I was ready to jump in. But just even knowing the guys that started this, they cut their teeth at Garden of Life, one of the founders from the very beginning and all the way through building that brand and really focused on organic then went to ancient nutrition because of promise of regenerative agriculture.

And we're very invested and very excited about that. And then at one point, really a year and a half ago, they're on a farm in Colorado with a Savory Institute branch, which is all regenerative ag-focused.

And they just were like, you know, kicking around rocks and going like this is what we want to do. We believe in the regenerate of organic movements so much, we haven't been able to deal with the way that we wanted to when we really want get to the roots.

They built the company and they knew all the right people and were introduced to great ingredients suppliers and you know as far as ashwagandha goes, KSM 66 is the top researched ashwa ganda and that company, Exorio Biomed, has since reached into one other urban that is Chitauri and thats all they do.

Ashwagandha and Shatavari and all of the research efforts are put into that. So it's quite phenomenal. You're getting a very high quality ingredient there and then it just kind of expanded from there.

It's about having feet and connections within the natural products industry for years and years, and being able to combine forces with other people that care.

When organic is in your name, everything you make is going to be certified organic. I don't know if your listeners know that, but that is now a law, a rule from the FTC.

If your brand name is XYZ Organic, you cannot make anything that does not certified Organics. And then beyond that, we're always looking to include more and more regenerative organic certified ingredients and take that to the next level about soil health, microbiome diversity, social, welfare, the future, true sustainability, better than sustainable, return it better then you found it, invest in the feature of communities that they can farm there forever, because you're putting back in soil.

And we are clinically focused, in other words, We're not only using clinically studied ingredients, we are putting every product into a human clinical trial.

Yeah, and I love all of those things. When this was brought to me by Tina, our local rep here in Utah, I was immediately intrigued by pretty much that spiel that you just gave with the regenerative organic, everything organic.

Regenerative Organic Agriculture Explained

and the focus on actual, there's a couple of things because you mentioned clinical studies, which I cite all the time on this show, but clinical study are interesting because they're oftentimes talked about and then companies will take advantage in some cases of the information that is out there saying this herb does this and they'll put a little bit of that herb into the product but they won't put the actual clinically studied dose of herb in that product.

And as I was looking at your bottles and looking your formulations, it's pretty obvious that you're actually using the right stuff, but also at the doses, which matters a lot to me.

And I got really intrigued by regenerative agriculture a few years ago when I first started reading about it and hearing about and had. Rick Scalzo on talking about it not too long ago as well, who's a big champion of it also.

But for people that aren't familiar with that and without going into deep detail, what does it mean? What are we actually talking regenerative versus regular organic?

Well, you did just open up Pandora's box with me. I moved from Brooklyn, New York to Montana in 2020 and started farming 25 acres regeneratively, organically.

And so it's a huge passion for me, so basically there's five principles. You never leave the soil exposed, You keep a living root you're around, You plant a diversity of plants to attract a biodiversity of microbes to the root systems of those plants.

And the fifth principle that is really the hallmark of regenerative agriculture is that you introduce livestock. You don't have to eat them, you don' have milk them you, don have eat the eggs, You just need them to Eat plant matter and compost it.

as quickly as possible and they're the best builders of topsoil with a rich microbiome. So even if you just had pets, could have a rescue and move them through your property, you are doing incredible service to the soil and I've watched it with my own eyes here on my property.

It's absolutely incredible how animals can just like terminate a garden in two weeks, you know, at the end of the season, like I'm about to throw my sheep in there and they just like, it's gone.

And now it is all in their droppings and their urine and it all is in the soil. It's incredible how, paper and cartons and keeping that soil covered or leaf mulch And in the middle of the winter, freezing temperatures like you have in Utah and I have, in Montana, just earthworms this big, happy as little clams.

They're just working away. So you bring the soil back to life, you attract pollinators, the diversity of microorganisms, they in turn increase the nutrient density.

And I think Rick Scalzo first organic, elevate organic. You know, we're all using some of the very similar, aren't that many regenerative suppliers, regenerate organic suppliers globally.

So we may all be quoting some the same things. I think the turmeric study was incredible that organic turmeric planted year after year, Tennessee, Costa Rica, different farms doing it.

In one year of those five principles of regenerated organic methods The yield went up by five to six times from 6,000 kilos to 33, 000 kilos. That's already incredible.

The curcuminoid content went from one to three percent to eight to ten percent. carcuminoid content. So that nutrient density is what's gonna get us back to eating our grandfather's apple instead of eating seven today to get the nutrient content, right?

And I've seen, I am at year five, six in my property and I'm seeing that it takes about seven years to really, really remediate soil. But if you've already been using organic methods, the regenerative just takes it to that next level as we saw with the turmeric.

Well, it makes so much sense and it's funny because we do talk about that all the time. We talk, you know, the soil is so depleted now and so everybody's deficient in magnesium and everybody is deficiant in this and that.

And it is this problem that seemingly has no solution, but the solution is a solution that we've always had, right? We've just ignored and pushed off to the side.

Now, as with so many things, The world we live in, Amber, is a real mixed bag, right? There's so much chaos and so most division and everything, and yet people are waking up to a lot of what I would consider to be the traditional way of doing things.

have just almost been forgotten and and as that's happening and people are wanting to become more connected to the earth and wanting To be more Connected to their food and where their Food comes from and all of that stuff.

We're getting those that light is being shown on this a lot more than it has in my lifetime. And so when you look at all of the dark things that are in this world, there's also this beautiful light that is starting to be shown on some of these nourishing traditions that our forefathers were doing for millennia before.

I was telling you before we started recording, I just got back from Alaska last night. And we were up there for a couple of weeks, my wife and I, and we did nature for two weeks.

You know, that's all you do in Alaska, or at least that is all that you should do. And everything from glacier walking and you know walking on the beach and looking at.

grizzly bears and things like that. And when you see how nature behaves when it's essentially kind of left alone, it is a really beautiful thing. I can't tell you all the different species of mushrooms we saw on the hikes that we were on and how many pictures of different plant life that I'd never seen before and mushrooms that i'd ever seen because it was a rain forest.

So lots and lots of moisture and even just what the soil looked and felt like as you were walking on it. And as we get back to those traditions, and you mentioned animals and plants, you know, working together, what are we doing with rototillers when we have goats, right?

It's just a really interesting thing when you look at how technology has moved us so far in some places and so away from where we probably should be in others.

Well, it's the ease of it, and it is very tempting. I mean, when you've got a big batch of weeds and you just can't control it. It's very attempting. When I run out of cardboard and I need to get something planted, It is tempting, you know.

But yeah, Alaska has something else. it has a lot of hours of daylight in the summer, so you get just crazy growth if you got moisture and the right temperature.

and all that light, and in Montana I get quite a lot of light too, so I have to really capitalize on it in the summer and it becomes extremely important.

And you see it is Utah because of the dryness, when I see up here north of you because the intensity of sun and the long days in summer, you do not want bare soil.

It is getting sterilized. that is not good. And I cringe now when I see bare soil. That is just not a natural ecosystem. As you were just in Alaska and you saw it, that's not natural.

So when we return to sourcing herbals, I'm big about eating where you are, finding out about herbs in your area, fighting about mushrooms in you area and not getting them from across the world.

But there are mushrooms, there are not the same that grow here. I have a little Ashwagandha plants, a few of them in my garden, but it's just now blooming.

It don't think it is going to make it to fruit. You know, it isn't quite the right environment for it. And I don' t know what constituents the root will have.

This is my first year trying that. When you go to India, you've had millions of years of supervolcanoes. The soil is rich with volcanic humic and fulvic.

They've got warmer temperatures. But what they need is to return to methods of farming that are ancient that for people who are not going to move to a new pasture, a field.

You have to stay put. There is no one method of regenerative agriculture. It's flexible, it's changeable, depending upon whether you're in Alaskan, you have a short season, but lots of water and lots light, or you are in Utah or India, It is going be different.

But what I noticed in a lot of Indian agriculture, when you look at the videos and photos, it's just a lots of bare red soil.

Why Shatavari Matters for Women

So I'm really, really excited to see what happens as regenerative agriculture is invested in by already organic farmers and people who are buying it and were saying, we want to give back to you soil that was better than last year so that you can farm for generations to come if that's what you choose to do so you grow any food in the soil, not just the herb that your selling to us.

It becomes a social responsibility. Yeah, and it shoots a big hole in the whole concept of, you know, we've got to have things like glyphosate to feed the world and genetically modified organisms and everything else, right?

So, if we recognize that Nature is by design to do what it needs to if it's to some degree left alone or at least followed, right? It sets the example that we follow.

And I think that's really what regenerative agriculture is. So I love that there's a company here with Elevate Organic that is not just focused on, you know, organic's an interesting thing because it is an important word.

It's a critical word. It is something that all my wife and I do is look for organic this and organic that. We're at the grocery store and things like that, but this whole new level of regenerative and this focus on that is one of the reasons that I got excited about Elevate and what they're doing.

Let's get into these herbs and we'll start with the one that I think people know probably the least amount about that it needs more exposure. And it's an interesting thing because you brought this up, but I hadn't thought about it before.

The company that makes KSM 66 and there's, you know, in my book, there are a few really great ashwagandha extracts on the market that have, good proof and evidence behind them.

KSM 66, certainly one of them and one the most research I think that's been funded on it. But for a company that that all they do from India and then they decide, well, let's do another herb too.

And they decided they're going to do Shatabri as, as you're calling it, I've always called it Shadavari. So we'll let people decide I guess. Um, but why this herb?

You know, the owners of this company, why are they so excited about this Herb? And why do you say it's your other favorite of the Ayurvedic herbs? Yeah.

You know, as I said, I'm a proponent of finding what's around you. I've identified 20 medicinal herbs on my property alone, and that's beautiful. But there isn't an herb in North America that does what Chitauri does.

And so it's worth putting it on the Silk Road and the Spice Road, you know, and spreading it across the world because some herbs as described in Ayurvedic medicine have Prabhava, which is special potency.

And there's such a special you know sharing with everybody almost everyone can take it it creates a massive change very easy to use for a multitude of people but chitauri is a food it's a roots of an asparagus family plant.

It is used as food, meaning like they'll use spoonfuls of it. They'll feed it to their cow that they use for the milk for their family or their goat that the use the for milk the family.

Ashwagandha is very similar. It's a bit like astragalus in Chinese medicine where the whole thing is put in a soup. You know, it's not just that we're having a little capsule of, its being cooked into things.

Their considered tonics, their considered rejuvenatives. But chatavari is the queen of herbs. It is most important herb for women. In Ayurvedic medicine, it can also be used for men.

While ashwagandha means smell of a horse or vitality of the horse. You get this idea of this strength. Chatavri

means she who possesses 100 roots, and vari can mean root or husband.

So it could be 100 husbands or 100 routes or100 households. And so you get the idea that a woman is going to have the vitality of running 100 households, 100 families.

She's going nourish a whole community. And so in a time when women are so divided, dispersed, distracted, overwhelmed, stressed, mental, hormonally imbalanced, pulled in zillion different directions, to bring an herb to us that lets us calm down, emotionally regulate, give back to ourselves, then start to include other women, and build a community.

Whether you're giving it to your church, whether you are giving to family, to school, or whether a leader in your community, Shatavri is going to help women especially become elders again instead of just old.

And with hormones being such an issue at every stage from PMS to fertility to lactation and postpartum to perimenopause to the day of menopausal and beyond the nootropic effects of Chitauri are even being demonstrated in postmenopasal women.

We cannot be an elder if we feel terrible when we're old. If we don't have the cognitive functioning, if we do not have energy, that we can't stand upright, we're having hot flashes, stressed, distracted, our gut is a mess, don t want to go out, having to nap every day, can t give to our community and collaborate and consolidate and coalesce our communities.

This herb is meant to help us do that. And so I've known about it since I started studying Ayurvedic medicine in 2002. I have been taking it from 2002, 2003, 2004. It's been walking with me that long.

Through Perimenopause, I've also used Ashwagandha. I have used them together and separately. There are times to use them both and times use only one. You know, truly believe in this herb, Shatavari, and I believe the combination of the two.

They're literally like king and queen, you know. So I love what you said about elders as opposed to just old. And I loved the wisdom in that. It's an interesting thing because in society, for millennia, that's really how older people were looked at as elders, right?

As people who had wisdom, who have years behind them and knowledge that wasn't held by the younger people. And now it seems in modern culture, particularly in Western culture.

Maybe that's not the case. And unfortunately in America where we have so much chronic disease and everything else going on, it's getting harder and harder to find people who are feeling real vital in their 80s and beyond.

And we need to return to that. So I love that and the picture that you painted there. You talked about an herb that's for both men and women, but put a pretty heavy focus on women.

What is Chitavery actually doing? Why is it so beneficial for women? And then I want to talk about what can potentially be done for men as well. Yeah.

Chitauri is an adaptogen, so it's in that same class of herbs as ashwagandha. Adaptogens help us adapt to stressors. The stressors that we have today may not be the same stressor that were, you know, 2,000 years ago in India and Pakistan, the Indus River Valley.

You know they're different but stressers all the time and that's the thing. In Alaska, your body is going to respond chemically the exact same way if one of those grizzly bears starts to chase you.

as it is if you arrive there and had some fiasco at home and you're online and on the phone trying to solve some mental problem, your chemical stress hormones are going to flood your body in exactly the same way.

The difference is, if the grizzly chased you and got to safety, the actual movement of your muscles will use up that hormone, that adrenaline, the sugar that was dumped in your bloodstream.

And once you're safe, there's this like euphoric, ah, return to homeostasis that we see. You know, I think about deer. When you startle a deer, it leaps, usually poops, runs off.

It's all alert and shaking maybe. Then seconds later, its grazing again and chewing and totally relaxed as soon as the danger is gone. That does not describe us.

Adaptogens help us to get to that point. I was actually trying to finish a deadline yesterday on a Sunday, and I got to the end of producing what I needed to produce, but I couldn't get it to submit.

Error code, error code. Months ago, I'd have been like, ah! And I literally was just like… all right. You know, and I can tell that these adaptogens are helping me.

After a few months of taking them, I could tell they're helping. Now, Chitauri is also very specifically an absolute conductor of the orchestra of hormones.

Those that you are producing, even if they are infinitesimal, those few that may be producing are like, okay, we just have a chamber orchestra, but we're going to make it Amazing, right?

You know, if you have like a full orchestra, they're orchestrating the whole thing. If you're bringing in external hormones, their orchestrated the thing, it's a great nourisher of mucus membranes.

So whether it is dry eyes, dry nasal passages because you moved to Utah and you used to live in Alaska, you know whether its inflamed mucous membrane that are dry because they burned off the heat and that's kind of a very Ayurvedic concept.

Excess fire dries up. tissues that should be moist like mucous membranes. You translate that to the gut, it translates to stomach, the small intestine, and the large intestine and then it translate vaginally for women as well.

And it could translate to colon, rectum, you know, so it can be a muce membrane soother in any case. The thing is that it is a root. So immediately you now, okay, is going to have chitaverns, saponins, alkaloids, but it's going to have polysaccharides, so it is going interact with your microbiome.

And it will feed it, and your micro biome will eat it and make specific metabolites as a result of what it munching on. It will have very different metabolite than a bag of potato chips.

You know, so we forget about this with a turmeric root, with an ashwagandha root with the chitavari root right, rhodiola root. We forget that these roots, these herbs can interact with our microbiome.

And so, you know we brought chitavery actually into a probiotic now and we also have it with probiotics in our proteins and there's a very, very good reason for that.

So chitovery has been SRI 81 by the makers of KSM 66 ashwa ganda. SRI 81 is in, I think, 18 different studies now. Five have been published and are on the website, sri81.com.

5 have completed and written and in peer review to be published. The rest are ongoing. Some of them are in combination, like there's a Shatavri-Ashwagandha combo study for women that at the clinically studied amount 300 milligrams of Chitauri and 250 of Ashwagandha, saw an average 131% improvement over Chitavri alone in women from 40 to 55 in the areas of mood, sexual function, and stress response, with stress-response scale.

So these are self-reported, for sure they're subjective, but I mean, the sexual function and stress response was tremendous and they go together. This is what we don't understand.

When we normalize the stress-response and your adrenals are like, oh, I'm just, you know, there's just stress at home. I am not actually being chased by a grizzly bear, right?

when your whole being can realize that and not overproduce, you keep your hormonal precursors going toward reproductive health. And I don't care if you're 92. Reproductive health is the source of your vitality.

This is something we've known in Ayurvedic medicine forever that we don' realize yet in modern medicine. That if just want to be an amazing grandma or grandpa, You need reproductive system vitaly.

You are not going to, like all the great gurus know you will not reach enlightenment. You know, you'll not become realized if your every single system and tissue is not in the best shape possible.

It doesn't matter which age you are. Doesn't, You don't have to use it in a bedroom. Its being used for your creativity, for you engagement, the spark of life, zest, sparkle in your eye.

That is reproductive system vitality and Chitauri is the herb to do that for women. I love that. And what about men? What would be the purpose and the use case for men.

So just to be clear, the extract we're using hasn't been studied in men. But Shatavri, historically speaking, and in Ayurveda, we would give it so I can describe.

I see, because Ayureveda is all about constitutions. And so, I picture the person when I'm thinking about who this person is. A man who's red-faced, who has a lot of business meetings, Who always has cocktail with those business meeting, ulcers or chronic acidity or reflux who loves his fried food or big steaks, you know, who love beer at the ball game, whose kind of a larger than life, great guy, fun guy to hang out with, but, his body is really suffering the effects of excess acidities and the tearing down of those protective barriers.

in the gut gastrointestinal tract and that that will reflect itself. He might have yellow or bloodshot eyes, he might an enlarging nose, a really red tongue, prone to sunburn or rashes, and he sweats easily.

This guy could really benefit from Chitauri. If it's somebody who's, we've got a lot of men because of stress dealing with inflamed intestinal tract lining, you know, whether it has a name like Crohn's colitis, ulcerative colias, or it is just IBD, IBS, flare-ups.

that heat and inflammation and resulting dryness, Chitauri is very soothing for that. Also, and even in all the women's studies where they're measuring all these blood markers because they are looking at hormones and they were doing full blood panels and everything, side note, not a part of the study, elevated liver enzymes were normalizing.

That's a huge sign of that heat and fire being brought back into homeostasis.

Shatavari for Men and Hormone Balance

The liver is fire, hormones are fire. Enzymes are a fire that are transformative. They're very important, but if they're excessive, hyperthyroid fire is Graves' disease, and you eat yourself up.

Right. And hyper digestive fire without a good mucus lining is eating the digestive tract lining and having ulcers and and areas that are just inflamed and they're not digesting well.

A pancreas that's a bile duct that blocked or you know the pancreates producing enzymes and have a blockage, it will eat itself. up and destroy itself.

So that's excess fire. That's a forest fire, a wildfire that is not contained. And Chitauri is very good for that. Even in women who have what we call in Ayurvedic medicine, hormone toxicity, which is Pitta Amma.

It's usually a woman who either has a lot of detoxing to do and already has high liver heat and or she's had a Xenoestrogenic exposure, so maybe she was big on dry cleaning, perfumes, deodorants that block all the stuff, the makeup.

Maybe she took birth control, maybe he's on HRT. A lot of xeno-estrogens to process and a liver that's tired. Ashwagandha isn't necessarily the best for her, not in that full dose.

It can exacerbate it. Shatavari can come in and help to soothe all of that, bringing in some bitter foods can help cleanse the liver or bitter herbs even and then she can come in with that ashwagandha and mitigate the stress response and it can all work well together.

So this is where that, you know, 40 to 55 is like, man, we're just going for it as women, right? We're trying to go to the gym. We are trying go work.

we are taking care of everyone else's kids. If we aren't going to work, everything, our parents are aging. It's just everything. Try to be superwoman, right?

So if you can actually give a touch of ashwagandha to that woman and it drops her stress response so much that Shatavri can come in and actually do the job of reproductive hormone support, that's beautiful.

That's helpful. All right. Yeah, I love it. It's a really interesting herb. I remember, you know, old enough to remember when ashwagandha wasn't on the market here in America, right?

And now it's, and I think up there with like berberine as, uh, maybe two of the most well-known herbs in the world. And in this country in particular, turmeric.

Yeah. And Chitauri is one of those herbs that I think needs that status. It needs level of understanding and awareness. And I'm hoping that this show at least gives a few more people that information because it's a cool herb with so many promising potential benefits.

So we do have a lot of people in this audience. I've been trying to push it forward for 15 years and it just did not catch on and did. It's been just on the bottom shelf, just a little herb in a capsule that a lot of stores had, but some didn't.

I think it's time has finally come and I'm really, really excited about that. Yeah, I think that's probably the case because I'm hearing about it in a few different places now.

But one of the things that I love, like I mentioned, you know, with, uh, Uh, always forgot to say, is Xorial. How do you, how do say? Xoreal? I don't know.

I didn't get the training on that. A bit of a strange name, but they've had this massive focus on Ashwagandha for years. I remember when they first popped up at the supply side show that I first saw them at maybe 10, 12 years ago, and they're very much pushing the Ashwa Gonda education and research and everything out there.

The fact that they've wrapped their arms around this and they have the type of market awareness from so many people in this industry, I anticipate Chitauri is going to really get a kick in the butt in a good way in terms of getting it out in front of people for sure.

And I thought it was actually really interesting because when Elevate Organic pops up and Tina brought it to me and said, okay, here's, you know, the product line and I'm looking at six products and three products are Shatavri-focused products, and Ashwagandha-focus products.

They're taking this pretty seriously. This is, this is good. And, and interestingly enough, I've known about it for a long time too, but it's, it is a little bit tough.

You say I'd been pushing this thing for 15 years, you know, trying to push something uphill at a pretty steep grade when nobody's ever heard of it before.

Yeah, yeah. A tough one to get off of the shelves, and I'm hoping that it gets out there. Well, we do have a little bit of a secret weapon. And I hate to say the word weapon, but we have secret sauce, let's say, with ours.

Even having taken Shatavri for 20 some years, I took our Shantavari and noticed a change in a week. That's supported through the studies that when we add our activator to it, which is a blend of six Ayurvedic fruits and spices, it activates it, the ashwagandha and the shatavri.

So the Ashwagonha, we have the results back already. We got 58% increase in efficacy over KSM-66 ashwa gonda alone when these six fruits and spices were added to it.

They basically, it's brilliant and I'm so proud to say that the formulator said, let's use ancient Ayurvedic wisdom that always uses these things when people have digestive issues, absorption and digestion issues which, hello, you know, United States, we've got that problem, modern living.

Let's put that with the herb, just like we would with somebody who has compromised digestion and absorption, and let's actually study it. And we are seeing it in the numbers and I felt it immediately, even having been someone who had taken it for years, maybe especially, because I already knew it was like, it helps and it saved me postpartum, saved in a multitude of ways, lactation, recovery, mucous membranes, all of it, getting the groove back, you know, literally.

And so that was just straight Ashwagandha powder. I used Ashvaganda as well. But this with the Acta Veda, and it's a tiny amount that it took, was like, holy cow.

holy cow, that is the secret. Doing it like they did in Ayurvedic medicine, then bringing the science to show that there are numbers that are actually attached to that, and then using that formula going forward, it's in the proteins, in capsules, the gummies, what we're doing going on forward too.

We are going to put Triphala on the map as well I can tell you because that has been a hard one to get people to stick to and I am telling you The way that we're doing it people are gonna feel the difference Wow.

That's exciting. Cause I am a huge believer in Triphala and I've been trying to get that one off the ground for a while as well. So that's awesome. Well, so then let's get into Ashwagandha because of limitation of time.

And because we have so many people that are already pretty familiar with Ashwa gonda. Let's cut to the chase a little bit on this one. First off, you mentioned a few things.

You mentioned protein, gummies, and capsules. We'll let people know that these two herbs are available in those three formats from Elevate Organic. They've got the capsules that look like this.

If you're watching on YouTube, they've go the gummies that looks like these. People know that I'm not a big fan of gummys in most cases because most gummis are either too full of crap and not full enough of the good stuff or some combination of those things.

But as I routinely say, there are really good gummiess on the market. You just have to be a lot more cautious when it comes to gummies, and Elevate is doing it right.

They've got gummys that are actually at legitimate doses that still taste really good. In fact, I've tried some ashwagandha gummis that aren't bad and these ones taste good, it's surprising how good of a job they did with how clean of formula it is.

And then the protein powders are really really cool and unique. So let's just spend like three or four minutes on the unique form of Ashwagandha that we're talking about.

And this is important too, correct me if I'm wrong, but I think I am right in saying this, that the only KSM 66 Ashwa Gonda that is regeneratively grown is the one that Elevate Organics has in America.

Is that right? That's true. It is our exclusive. So KSIM 66 is always only root and that's important to know because that is the Ayurvedic part of the plant that you would use.

And if you think about a nightshade plant, we use root or fruit, leaf and stem go to compost. There is no night shade that we eat leaf in stem, ever. Root or root, and in the case of Ashwagandha, it's root.

In the cases for Elevate Organic, We have the exclusive on regenerative organic. grown ashwagandha and it's fermented which will also improve nightshade tolerance for anybody who thinks they might have night shade sensitivity which I challenge a little bit because night-shades sensitivity is really a microbiome problem, not a night shave problem.

So that can be, you can get around it by fermenting, by including probiotics with that and enlisting the help of a microbiome.

KSM-66 Ashwagandha and Product Formats

clinical studies and the way that it's actually grown and that same blend that you talked about of Ayurvedic herbs in there, specifically designed to enhance the absorption and is fermented.

So I mean, there's not any steps that haven't been taken to make this as bioavailable as possible to the human body and as gentle really in terms of digestion and absorption as well.

We've got this form of ashwagandha in the capsules as the gummies, We've got a lot of people listening that already have familiarity with ashwagandha, that are already using ashwa ganda, and many of which are probably using KSM-66 ashwasganda because it's such a well-known ashwhaganda.

Why would a person want to potentially add Shaatavari or Shatabri to that mix, or why would they want use one versus the other? Let's talk about that for just a minute.

Yeah, there's practically not a woman of a reproductive age that wouldn't want to start taking Shatari for life. I mean, I know that's great job security for me, but I believe it and I've taken it.

Whenever I could get a hold of it, and taken little breaks, not intentionally, simply because I ran out, didn't have access. But for the most part, women in India take it from the age of two until the day that they die.

So it is a lifetime typer, but so is true root-only minimal standardization ashwagandha. You know, KSM-66 is 5% with anilides. That's a good efficacious dose.

When you have to take 600 milligrams of it, that tells you it's not a 300 or 150 milligram dose that is recommended. You're actually getting a lot of that whole herb.

That still makes it a food. It's a formula. The Chitauri, again, we've got plenty of men using the women's plant protein, especially because we did not make a men's protein just because there's not as many men in the market that want a plant proteins, turns out, but then everybody complained.

so i think we need to bring out a man's plant protein but we've got a lot of men using the women's so they are getting that three hundred milligrams of chitauri along with their ashwagandha and it is not going to be feminizing again it's not bringing in a hormonal change to your body is a conductor of the orchestra.

of hormones. And so, again, for men who have high heat conditions, high inflammatory conditions affecting mucus membranes, it can be very soothing, can very helpful for that, whether it's the gut, which should be the first thing to be affected because the minute we put something in our mouth, The microbiome is going to consume it and it's

going help with rebuilding that lining of the gastrointestinal tract.

You add to that the activator that has Trifola, and the microorganisms are eating that Triffola too, which is super antioxidant rich. Your really restoring health to the lining the of gastric intestinal tracts and then actives that are meant to get beyond that barrier and into the bloodstream and to other parts of your body and work with the organs that are producing these hormones, the adrenal glands, and the reproductive glands.

Then you're getting the benefits of those actives that identified. It's with thanalyze and ashwagandha and it's chitaverns and chitavari, not difficult.

For the most part, women are going to be taking the chitarvery But there are a few men who have jumped into it even though we don't have the studies with the SRI-81 on men.

Gotcha. Okay. And then let's talk about these proteins because now you mentioned a plant protein. Full disclosure, I didn't know there was one. I only have The Way proteins here at Vitality right now.

We can help you with that. Well, the plant protein, but the whey proteins, I didn't want to bring another whee protein in. I've got enough whay protein.

Everybody wants to come out with a new protein powder. And more often than not, there's nothing really special about what they're offering me that I already have two or three or four on the shelf.

This one, when I originally looked at it, my initial thought was, oh, another protein power, right? But there's a few things that grabbed my attention right out of the gate.

One is that it's organic regenerative A2 milk protein that they're using. So talk about A-2 really quickly for people that don't know the differentiation there.

Right. A 2 is referring to the genetics. of you can't tell by looking at the cow. You got to do the genetic test to see what type of milk protein they produce.

Milk protein is called casein. And you've probably heard of case in or calcium caseinate. It's in a lot of workout proteins because it's longer burning and it helps you in that recovery and muscle building post workout.

So a of people really trying to get strong or bodybuild are using a type case. There's a one and there's A two beta case and A one is It seems to be some kind of a modern version that seems be contributing to a lot of the milk intolerance, dairy intolerace that a lotta people have, above and beyond lactose.

Many people think they're lactos intolerant and they might actually be protein intolerate. Also became very known about in the autism community because there's an enzyme in your microvilla of your gut, intestinal cells that is supposed to break down casein and gluten.

And if that enzyme is not present because this has been inflamed and it's not being made, that case, those casein proteins get in the bloodstream whole and they wreak havoc.

Well, the A2 beta-casein is much easier to digest, doesn't require so many enzymes, is better tolerated, much easy for the body to break down and seems to come from a more ancient genetic lineage of cattle.

So a lot of people have found it became very popular whether it's milk or ice cream or yogurt or whatever. It's become very a popular to create herds that are all a two heard so that you're producing a milk product that is entirely a to beta casein with no a one contaminating it so people can enjoy.

Dairy products without having any of the digestive discomfort. Yeah, exactly. And yeah, we have a, for people here in Utah or anywhere near Vitality Nutrition, We've got in Centerville, the Milk Barn, people do raw A2 milk, which is what I mix with my protein.

So it's an awesome resource as far as that goes. Yeah. Very delicious. Organic regenerative A-2 Milk protein, and then of course the women's formula has the SRI-81 in it and it has a good dose of it.

It has 300 milligrams in there. That's the clinically studied amount. Yeah, exactly. And it has the 250 milligrams of the KSM-66. I think the study you referenced earlier was those two doses, right?

Exactly that. So you've got, and that's first serving. One scoop of protein is giving you 20 grams of proteins, zero grams The right kind of protein, it's got that activator complex in there as well and a couple of additional herbs and one of my all-time favorite probiotics, bacillus subtilis is in their at 2 billion CFU.

So let's say loaded protein. This is a really unique protein and it tastes really good. You've got all those things going for it and then you've the men's version.

The men version has the full 600 milligrams, the clinical dose of the KSM-66. as well as the activator in there, same form of protein, 22 grams instead of 20 grams of proteins in the men's formula.

And then it's got a little bit of mucuna and tribuluses in their as, well, as bacillus subtilis. So these are proteins that I, again, initially I was like, no, I don't want another protein.

Then I looked at the bottle. I'm like yeah, do I want these proteins. They made sense. there and when we sample them to people, people love the flavor of them.

And it's, I think you called it earlier on a two for one kind of a thing you're getting, and really you can look at it as a three or four for once because you got a great probiotic in there.

You've got the key herbs that are either the Chitauri or the Ashwagandha or both. plus the protein and in a format that should be extremely easily digested by even people that tend to be more sensitive to these types of things as well.

What are you guys hearing about these proteins? Yeah, the Bacillus subtilis 2ab22, that particular strain, Despite all the research on bacillus subtilis already, which you and I love, also clausioidoclagulins, I can write, love bacilus organisms, but AB22 specifically, we have studied the enzymes that it makes, proteases that break down our protein, lipases, that breakdown our fat, amylases and cellulase things that breaks down are fibers and starches in the plant protein.

So we already know we don't need to put digestive enzymes in here. We already know that bacillus subtilis is helping you to digest, absorb, and assimilate all the goodness in this particular protein.

It's also going to help with any polysaccharides in the herbs and get those going where they need to go. The better your microbiome is, the more you get out of everything you put in your mouth.

You know, even every supplement that you take is better for you when your microbiome is dialed in. So of course we want to put in a probiotic. Bacillus subtilis AB22 has also been studied in the presence of glyphosate and helps to protect intestinal cells from the damage that glyphasate can cause while it is in intestinolumen.

So it is a very powerful strain. We are moving forward with that strain and doing a lot with the strain, bacillus subtilis is the strength that's used to ferment soy or chickpea into natto and produce lots of bioactive peptides.

So the huge return, a regenerative return to these soil-based organisms, which are what regenerate the soil. They do all the same stuff in the cow or a goat or sheep when they graze on that soil and they do the thing in us.

Proteins, Probiotics, and Final Takeaways

So we're regeneratively farming your gut when you take this protein And we're regeneratively farming the soil where we are growing everything for the ActaVeda and for Ashwagandha.

We're growing the Shatavri regenerative this year. The farm that's producing the A2 beta casein, that is regeneratives certified. All of the rest of Rumiano dairy farms are using regenerate methods, they just don't have their certification yet.

So, you know, we know we getting the best nutrition possible. totally dialed in and you own the store and said it's a three for one so I'm going to go with what you said.

I think it is. Yeah. No, these are, really cool products. It's getting to the point now where it's pretty difficult to get something new into my store over the last little while.

I shoot down a lot more than I accept in. We've found the products that we love. we're always looking for newer, better stuff, but so much of what's out there is just kind of same old, same all.

And when I saw this brand, I was immediately, uh, kind of blown away with what they're doing. And not just, this is an important fact too, because one of the challenges with doing it the best way is price, right?

Stuff gets expensive. That was the other thing that really shocked me is I feel like everything in this brand is a really reasonable price for what you're getting.

I felt like the protein easily could have been $10, $15 more per bottle considering what your getting in that bottle and the gummies feel like they could be more expensive than they are.

There's gummys with almost nothing in them, you know, vitamin D gumies and things like that that cost what these do. And so I've been really, really impressed with this brand so far.

I wanted to, especially when I found out you're educating for them and we had such a good conversation last time, I want to make sure that I let my listeners know.

So to wrap this up, because we've taken longer than I anticipated taking, and I hope I haven't taken too much of your time. There's basically three options that you have with the herbs that we've discussed through Elevate Organic.

You've got the capsules, which is a real simple one-a-day capsule. If you want to just keep it simple of the Chitauri and the Ashwagandha, you've also got, I think the ashwagonha is one a day as well, isn't it?

Yeah. And you got gummies, if you're got a little bit of capsule fatigue or whatever, or you like the idea of a sweet when you are taking your herbs, these actually taste good.

I can tell you this, my sweet wife, Jen, who is Well, let's just say she has a much more picky palette than I do. I'm the one that grew up in a health food store eating weird things.

She loves these Chitaver gummies. Uh, she's been using them ever since they came out. So she is on board. It's hard to limit yourself to two to be quite honest.

That's the challenge. Exactly. Yeah. So which is why people might want to use both, right? Because then they get two of each of the gummies at least. And then you've got the chocolate and vanilla in the protein powders, men's version, women's versions, and every one of these products I am excited about.

I have tasted the Protein, but I've not actually started using it consistently yet. But I think I'm actually going to give it a whirl for a month. Now that we've had this conversation, I like the idea of it all being in one, because it means I don't have to add, you know, this one here and this on there.

So that's nice as well. But I'll add this in with the Rebuild bone broth protein that I normally use and we'll get a little bit of whey protein in that way.

Anyway, very excited about the brand. I think you've shed some really good light on this. What else do you want to leave my listeners before I let you go?

Yeah, I mean, with Chitavery, don't forget, there's so much focus on menopause, perimenopausal and postmenopas, but reproductive age, fertility, premenstrual symptoms, we get a lot of questions about that.

And again, it is the conductor of the orchestra of hormones. You've just got to stick with something. The sooner we start, whether it's with ashwagandha or Chitavari in men and women, We are building tissue for life.

And if you get the tissue doing the right thing early on, you will benefit so much more 10 years, 20 years 30 years 40 years from now. If you're 72 and you are just now starting great, it's going to take time to build but you'll see improvements.

All of the studies are done in people who have never taken it before. But I myself having attended to these herbs for 20 some years, I know how much they have helped me now that I'm 54 and starting to aim for elder status.

How do I continue this trajectory to not feel old, used up and tired, but actually be a help to my family and to society, right? I love it. Well, thank you so much, Amber.

This is great information. I think it's an incredible brand. That'd be great. And for everybody else listening, thank you so much. Thanks for putting up with me coming off of two weeks of vacation.

I don't know if I was as sharp as I usually am. It's hard to say, but I am thrilled to be back and back in the saddle doing this. some really exciting stuff coming up and you're going to see a lot more of me on social media too in the next little bit.

So if you haven't jumped on Instagram to follow us, follow Us at Vitality Nutrition Bountiful at vitality radio as well. And of course, if You haven t found us on YouTube yet, check us out on youtube.

If you leave a comment over there, that really helps with the like and the subscribe and all that kind of stuff to get the word out. We greatly appreciate that.

And with that, I will say thank you once again for joining us. And thanks once to Amber and to the great people at Elevate Organic. I'm Jared St. Clair and this has been Vitality Radio.

Thanks for listening to The Vitaly Radio Podcast. If this episode helped you, follow the show, share it with someone, and explore trusted education and resources at vitalitynutrition.com.

See you next time. Hello, everyone. I hope you enjoyed this week's episode of Vitality Radio. Just a reminder that this podcast is for educational purposes only.

This podcast has not been evaluated by the FDA. Thank you.