



**PURE PLANET • 1495 SEABRIGHT AVENUE • LONG BEACH, CA 90813 • 800-695-2017 • INFO@PUREPLANET.COM**

**Pure Planet's American Ginseng Liquid** is comprised of the master herb of Chinese and Native American medicine, an herb that has been used for centuries for its impressive ability to revitalize and restore balance in the body, as well as for its potential life-extending properties.

**Why we offer Pure Planet's American Ginseng Liquid:**

American Ginseng is recognized internationally as the ginseng of choice. Our American Ginseng contains at least 28 active ginsenosides, all pure, including calming and stimulating elements that promote energy without jitters. When taken the body knows where its healing properties are most needed to maximize its calming, energizing balance.

**Interesting Facts:** American ginseng contains compounds called saponins that regulate both the strength of the heartbeat and blood pressure; American ginseng can also help your body lower blood pressure by stimulating the conversion of the amino acid arginine to nitric oxide which causes the walls of the blood vessels to relax. Ginseng has been shown to have a positive effect on the cardiovascular and central nervous systems. There are also several studies suggesting that ginseng affects cholesterol. Though the ginseng itself is not a cholesterol lowering agent, better circulation is a welcome byproduct of cleaner metabolism, which it promotes. In Japan, researchers found that ginseng can boost the immune system by fortifying both the white blood cells that stand guard as well as the antibodies that are their weapons. Ginseng furthermore enriches the blood with protective cells and accelerates the proliferation of these cells in the bone marrow.

**History:** Throughout history ginseng has been used for its powerful abilities to revitalize and restore balance in the body. Native Americans used the root as a stimulant and to treat headaches, fever, indigestion, and infertility. Ginseng remains one of the most popular herbs in the

United States. In the 1980s, a researcher at the University of California discovered that ginseng promoted more efficient use of the body-energy and provided extra storage of energy-producing compounds in the liver. In this study it was found that when animals were subjected to extensive exercise, their energy levels were less depleted in the presence of ginseng. A species native to eastern North America from Quebec to Manitoba and south to northern Florida, Alabama and Oklahoma, American Ginseng has long been an export commodity, sold primarily to China. In China an ancient and reverent tradition has evolved between elderly Chinese and their ginseng. Many who are "getting on in years" have discovered that American ginseng can substantially increase joint mobility.

**Potential Benefits:** Ginseng usually provides energy and alertness and helps improve reflexes and endurance. American Ginseng is known for also aiding in stress relief. Ginseng may help lower blood pressure and blood sugar levels. Ginseng also prevents infections and helps with anti-aging. It has later also been discovered that ginseng can regulate the basal metabolic rate, which in turn can increase the breakdown and metabolism of foods, liberate more energy and remove more waste products. Perhaps it is these unique metabolic effects that have led some researchers to conclude that ginseng can prevent hangovers. Ginseng constituents such as the ginsenosides may affect the nervous system, blood flow to the brain, and certain brain neurotransmitters. American ginseng has been shown to contain 3 - 4 times as much ginsenosides as Korean or Chinese ginseng.

**How it is made:** We use a glycerin alcohol extract. The alcohol is reduced and the constituents stay suspended in a glycerin base.