



RIDGECREST  
HERBALS



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NO ANIMAL  
PRODUCTS

SALES INFO | SERENIZEN™ GUMMIES

60ct



# EAT YOUR FEELINGS.

## Supplement Facts

<b>Serving size</b>	1 Gummy	Adults &	2 Gummies	Adults &
<b>Servings per container</b>	60	Children 4+	30	Children 14+

	AMOUNT PER SERVING	%DV	AMOUNT PER SERVING	%DV &
Calories	10		20	
Total Carbohydrate	3g	1%**	5g	2%**
Total sugars	2g	†	4g	†
Includes Added Sugars	2g	4%**	4g	8%**
Sodium	3mg	<1%	5mg	<1%
<b>Adaptogenic Stress Relief Blend:</b>	475mg	†	950mg	†
Ashwagandha Root ( <i>Withania somnifera</i> ) 30:1 extract, Lemon Balm Leaf ( <i>Melissa officinalis</i> ) 10:1 extract, Chamomile Flower ( <i>Matricaria recutita</i> ) 10:1 extract, (Raw weight from extracts)				
GABA (Gamma Aminobutyric Acid)	50mg	†	100mg	†
L-Theanine	50mg	†	100mg	†

† Daily Value (DV) not established  
\*\* Percent Daily Values are based on a 2,000 calorie diet.

**Other ingredients:** Glucose syrup, sugar, citric acid, pectin, MCT, phosphoric acid, natural raspberry flavor, vegetable oil, carrot juice concentrate, blueberry juice concentrate, carnauba wax

**SUGGESTED USE:** Take orally. Adults and children age 4+ (administered by an adult) take 1 gummy for daily balance and stress maintenance. Adults and children age 14+ take 2 gummies for immediate or maximum support daily. Results are usually felt within minutes or hours and increase with continued use. Dose may be adjusted for individual needs and during times of higher stress.

**Results are usually felt within hours, and increase with continued use. Dose may be adjusted for individual needs.**

As with any supplement, **if you are pregnant, nursing, taking medication, have a medical condition, or have difficulty swallowing, consult your doctor before use. Keep out of reach of children.** Do not use if safety seal around cap is broken or missing.

**MADE WITHOUT** artificial colors, dairy, gluten, magnesium stearate, nuts, preservatives, sesame, soy, wheat, or yeast. Not produced with genetic engineering. Capsule size "00."

\*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.



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## SERENIZEN™ GUMMIES TARGET CUSTOMER:

- ◆ Individuals who experience everyday stress, need support for emotional challenges, or experience daily fatigue.
- ◆ Those who need help with focus, mental clarity, or an overall sense of peace and wellbeing, especially related to processing emotions and feelings.
- ◆ Those who prefer a chewable delivery format for their stress-management supplements.
- ◆ Customers who are already using a B-Vitamin supplement and want to avoid the B-Vitamin Complex in SereniZen™.

SereniZen™ Gummies support a calm and serene nervous system, helping you handle everyday stress and emotional challenges, while also helping with focus, mental clarity, and daily fatigue. Ashwagandha, Chamomile, and Lemon Balm are used to soothe and nourish nerves and encourage rest and recovery. Meanwhile, GABA and L-Theanine are used to support resistance to fatigue, relaxed alertness, and feelings of calm and act as adaptogens to balance the nervous system.

*"SereniZen™ Gummies are an answer to today's overly-stimulated and demanding society where stress is inevitable for most. It gives a quick and simple solution for helping the body cope with mild, daily stress and provides added support for more intense days when combined with our SereniZen capsule."*

- Brittini Gehring, Master Herbalist

## RETAILER EDUCATION SPOTLIGHT

## LET'S TALK INGREDIENTS:

### Herbs that work together

**Ashwagandha root:** This herb has a long history of use for everyday stress & fatigue, mental clarity, and support for energy levels. It is an adaptogen, which means it helps the body cope with stress by supporting healthy cortisol levels and the hypothalamic-pituitary-adrenal (HPA) axis.

**Chamomile:** Chamomile is well-known as a tea you drink before going to bed to help you relax. Used in traditional European folk medicine, science shows that the properties of this gentle relaxer support the same parts of the brain as some more modernly used anti-anxiety options. Chemical constituents found in Chamomile have very mild sedative properties that can promote a feeling of well-being and calm.

**Lemon Balm:** This calming herb comes from the Austrian folk medicine tradition. Rich in essential oil, lemon balm is a common ingredient in teas and is used both internally and externally for various health concerns. Part of the mint family, the restful eugenol in the leaves is perfect for addressing the effects of long-term stress.

**GABA:** (gamma-aminobutyric acid) is the most abundant inhibitory neurotransmitter in the central nervous system (CNS). It plays a vital role in regulating mood, anxiety, sleep, and pain perception. GABA acts by blocking signals between nerve cells, which has a calming effect on the CNS.

**L-Theanine:** L-theanine is an amino acid found primarily in green and black tea and some mushrooms. It is known for its calming and relaxing effects and is often used to support stress management and emotional calm. It has also been shown to encourage cognitive function and sleep quality. L-theanine works by increasing the levels of GABA, a neurotransmitter that has calming effects on the brain. It also blocks the effects of glutamate, a neurotransmitter that is associated with anxiety and stress.



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