Evera®
NUTRITION

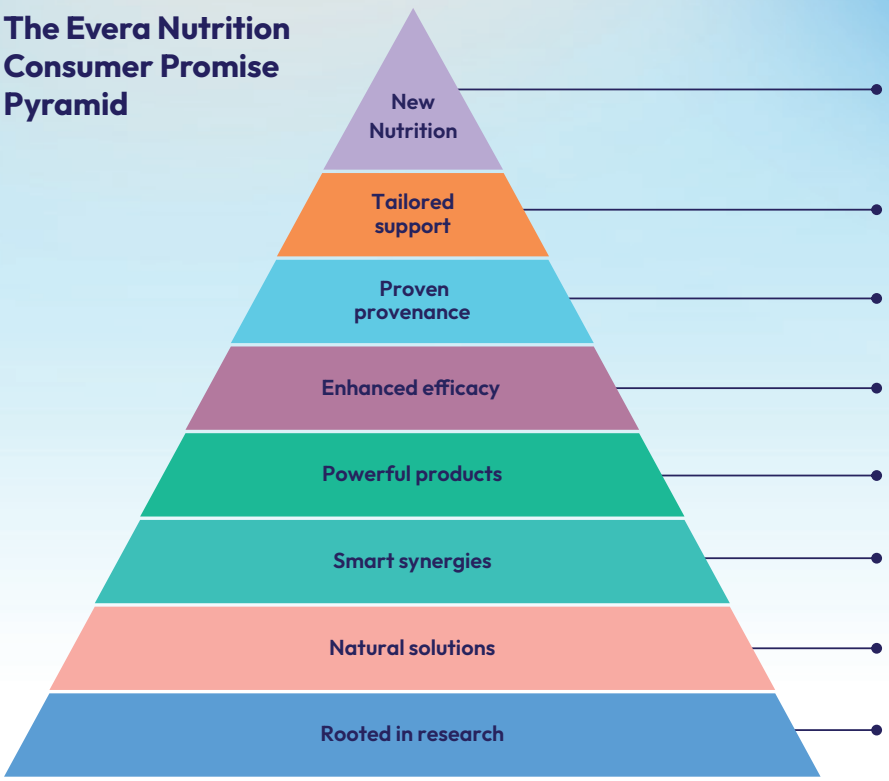
Your Health Redefined

CALM MIND

BOTANICALS MINERALS VITAMINS

A good mood and low stress levels offer a wide range of benefits for both physical and mental health. A positive mental state is linked to increased feelings of happiness, contentment, and overall well-being.

The Evera Nutrition Consumer Promise Pyramid



Our innovative supplements will support you on your wellness journey, delivering smart nutritional solutions that are as unique as you are.

Made with you in mind, our products are provided alongside lifestyle support to further enhance your health.

Ethically and sustainably sourced ingredients means quality you can trust.

Tried and tested products with proven health outcomes: that is our promise to you.

Optimised formulations that provide exactly what your body needs.

Powerful combinations of vitamins, minerals and botanicals that work better together.

Careful consideration of key nutrients which will deliver positive health benefits, naturally.

Demonstrated success in robust scientific studies provides the basis for our product development.

Delivering innovation in supplementation

Evera® NUTRITION

Evera Nutrition Calm Mind

Managing stress and maintaining a good mood can help alleviate symptoms of anxiety and depression. A positive mindset can make it easier to stay motivated and focused on goals. Positive emotions can broaden thinking and enhance problem-solving skills. Good moods can facilitate better communication and strengthen mental resilience. Reduced stress and anxiety can lead to better sleep patterns, which are crucial for overall health. Stress can weaken the immune system, while a positive mental state can help strengthen it. In essence, a good mood and low stress can have a profound impact on all aspects of life, leading to a healthier, happier, and more fulfilling existence.

The Bidirectional Relationship Between Stress and Mood

Low mood and stress are closely intertwined, often creating a cycle where one can exacerbate the other (1). Stress can trigger or worsen low mood, and low mood, in turn, can increase one's vulnerability to stress. This bidirectional relationship means that addressing either stress or low mood can positively impact the other (2).

How Stress Contributes to Low Mood:

Stress triggers the release of hormones like cortisol, which can disrupt the body's natural balance and contribute to feelings of sadness, fatigue, and lack of motivation. It can lead to irritability, anxiety, and a general sense of overwhelming, which can easily manifest as low mood. Stress can also impair concentration, decision-making, and overall cognitive function, making it harder to cope with daily challenges and contributing to feelings of negativity, all of which can lead to low mood (3).

How Low Mood Contributes to Stress:

Low mood can lower one's ability to cope with stress, making even minor stressors feel overwhelming and debilitating. This can lead to negative thinking patterns, where individuals perceive situations as more threatening or challenging than they actually are, increasing their stress levels. Low mood can manifest in physical symptoms like fatigue, sleep disturbances, and loss of appetite, which can further contribute to feelings of stress and anxiety (4). Furthermore, low mood can make it harder to engage in healthy coping mechanisms, such as exercise or social activities, which can in turn worsen the low mood and increase vulnerability to stress. It's important to remember:

- Low mood and stress can be interconnected, with one often exacerbating the other.
- There is often no single cause, and multiple factors can combine to trigger low mood or stress.

Neurochemical Pathways and Stress And Mood

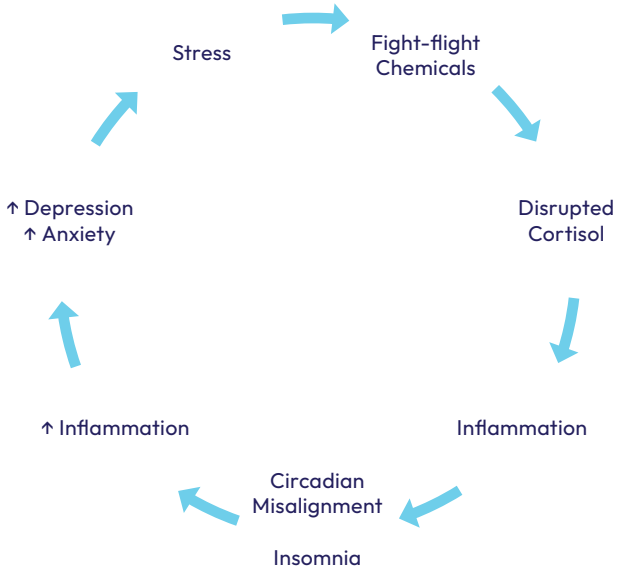
Low mood and stress are linked to imbalances in key neurotransmitters, particularly serotonin, norepinephrine, and dopamine. Chronic stress can disrupt these neurotransmitter systems, contributing to depression and anxiety (5).

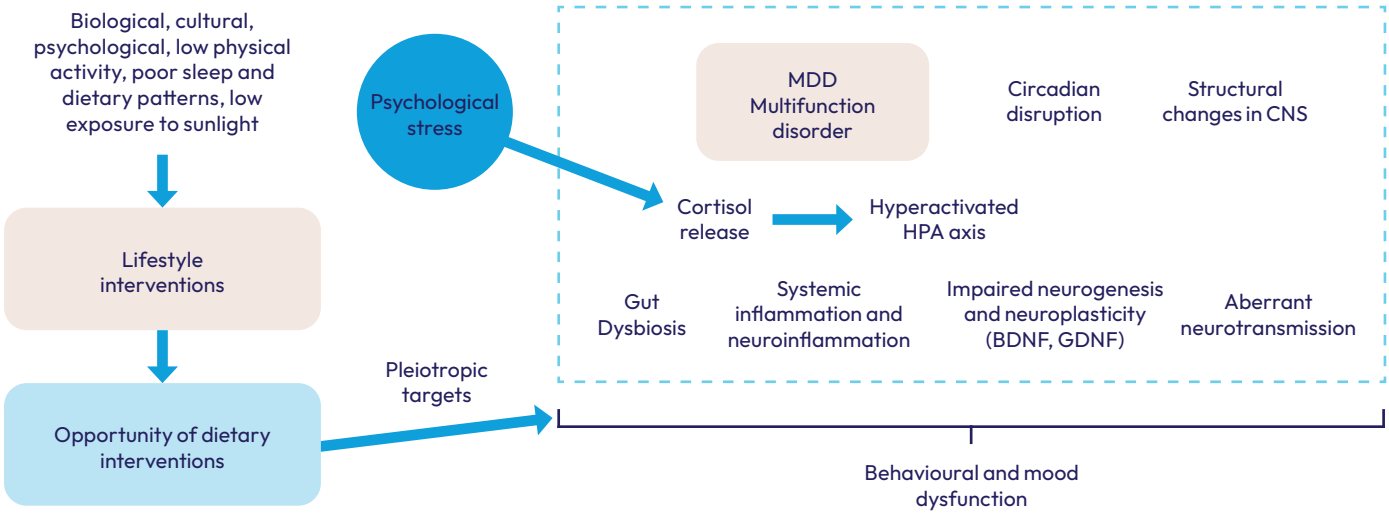
Neurotransmitters involved include:

- **Serotonin:** Low levels are linked to depression and anxiety (6).
- **Norepinephrine:** Plays a role in alertness, arousal, and the body's stress response. Imbalances can affect mood and energy levels (7).
- **Dopamine:** Low levels can lead to decreased motivation and anhedonia (inability to feel pleasure) (8).
- **Cortisol:** Elevated levels are often associated with chronic stress and can negatively impact mood and cognitive function (9).
- **Glutamate:** A key neurotransmitter involved in the stress response. Chronic stress can alter glutamate pathways, potentially leading to changes in brain structure and function that contribute to mood and anxiety disorders (10).

Other processes which can affect neurotransmitters:

- **Circadian Rhythm:** Disruptions in the body's natural sleep-wake cycle can affect neurotransmitter levels and contribute to mood imbalances (11).
- **Inflammation:** Inflammatory processes in the body, potentially triggered by stress, can also affect neurotransmitter function and mood (12).





Nutritional Factors Involved in Neurotransmitter Synthesis

Deficiencies in essential vitamins and minerals can disrupt brain function, leading to mood disorders like depression and anxiety, as well as increased stress and irritability (13). These deficiencies can affect neurotransmitter synthesis, hormone regulation, and overall brain health, contributing to emotional instability and difficulties managing stress (14).

- **B Vitamins:** Play crucial roles in the production of neurotransmitters like serotonin and dopamine, which are vital for mood regulation (15).
- **Vitamin D:** Low levels have been associated with depression and anxiety, potentially due to its role in serotonin synthesis and anti-inflammatory effects (16).
- **Magnesium:** Deficiency can contribute to stress, anxiety, and depression, as it plays a role in regulating the stress response and neurotransmitter function (17).
- **Zinc:** Essential for neurotransmitter function, neurogenesis (the process of generating new neurons in the brain), and antioxidant activity. Deficiency can lead to depression, anxiety, and cognitive impairment (18).
- **Iron:** Deficiency can cause anaemia, leading to fatigue, weakness, and mood disturbances like depression and anxiety (19).

The Role of Oxidative Stress in Mood and Stress Disorders

Oxidative stress, which occurs when there's an imbalance between the production of free radicals and the body's ability to counteract them, is linked to depression and anxiety. Major depression and anxiety are often correlated with lower antioxidant levels and increased oxidative stress in the body (20). The body has its own antioxidant defence mechanisms, but when these are overwhelmed by excessive stress, oxidative damage can occur.

The Burden of Low Mood and Stress

Low mood and stress carry significant economic costs through lost productivity, increased healthcare expenses, and reduced quality of life. The global economy loses an estimated US$1 trillion annually due to lost productivity from anxiety and depression (21). In the UK alone, mental ill-health costs the economy at least £118 billion per year, representing 5% of the UK's GDP (22).

- **Lost Productivity:** Higher levels of absenteeism and presenteeism (where an individual is not fully engaged or performing below expected levels); Reduced performance; Impact on career development and progression (23).
- **Healthcare Costs:** Increased use of healthcare services; Higher medication costs; Strain on resources (24).
- **Social and Individual Costs:** Reduced Quality of Life; Impact on interpersonal relationships; Increased risk of negative thoughts and behaviours (25).
- **Economic Factors:** Financial stress; Poverty and inequality; Impact of globalisation and technological change (26).

In conclusion, the economic costs of low mood and stress are substantial, impacting individuals, families, and the wider economy. Investing in mental health services and preventative measures is not only beneficial for individual well-being but also essential for a healthy and productive society.

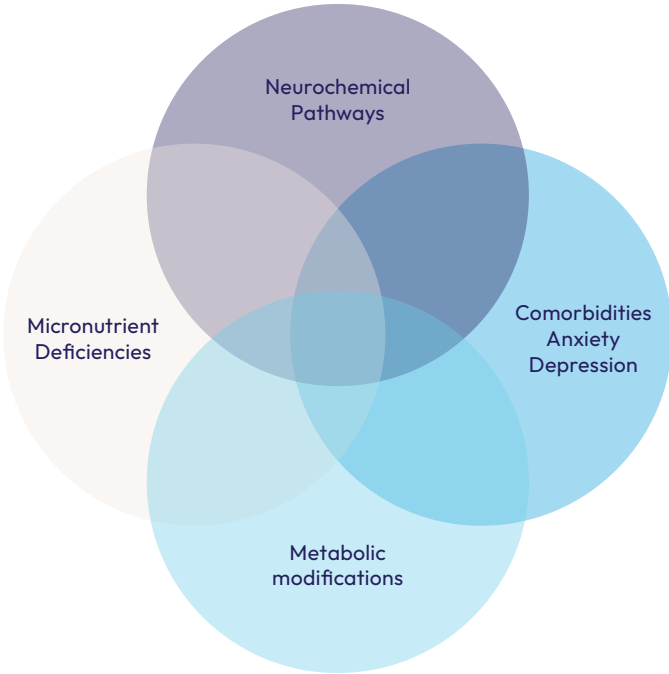
How Evera Nutrition Calm Mind Delivers Improved Mood and Reduced Stress

At Evera Nutrition we understand that the issues which might impact upon healthy management of stress and mood are complex and vary from individual to individual. Our team of scientists have reviewed the scientific literature to identify the most common causes and created a formulation that uses specific ingredients that work together synergistically to address the most likely causes and deliver efficacy in the most natural way.

The Evera Nutrition Calm Mind Formulation

Ingredient	Amount per 2 capsule serving	% NRV*
Vitamin A (Vitamin A Acetate)	800mcg RE	100
Vitamin D (Cholecalciferol)	10mcg	200
Vitamin E (d-alpha Tocopheryl)	12mg αTE	100
Vitamin K 2 (MK-7)	75mcg	100
Vitamin C (Ascorbic Acid)	160mg	200
Vitamin B1 (Thiamine Hydrochloride)	4.2mg	382
Vitamin B2 (Riboflavin-5-Phosphate)	4.8mg	342
Vitamin B3 (Nicotinamide)	20mg NE	125
Vitamin B5 (Calcium-D-Pantothenate)	18mg	300
Vitamin B6 (Pyridoxal-5-Phosphate)	2.1mg	150
Folic Acid (L-5-Methyletetrahydrofolate)	500mcg	250
Vitamin B12 (Methylcobalamin)	10mcg	400
Biotin	50mcg	100
Magnesium (Magnesium Citrate)	56mg	15
Iron (Ferrous Fumarate)	14mg	100
Zinc (Zinc Citrate)	10mg	100
Selenium (Sodium Selenate)	55mcg	100
Chromium (Chromium Picolinate)	80mcg	200
Manganese (Manganese Sulphate)	2mg	100
Iodine (Potassium Iodide)	150mcg	100
Copper (Copper Sulphate)	1mg	100
L-Theanine	60mg	**
Chill adaptogenic Botanical Fusion: Consisting of standardised extracts of Rhodiola Rosea; Ashwagandha; Siberian ginseng; Korean Ginseng; Green Tea; Bacopa	Equivalent to 2560mg of natural botanicals	**
Chill ayurvedic Botanical Fusion: Consisting of standardised extracts of Mulberry; Tulsi; Schizandra; Brahmi; Deglycchrized Liquorice; Saffron	Equivalent to 884mg of natural botanicals	**

Common Pathologies Mood and Stress



- **Neurochemical pathways:** Vitamins B1, B2, B3, B6, B9, B12 and D, zinc, copper, selenium, choline, Saffron, L-Theanine, Ashwagandha, Bacopa and Schisandra are all involved in supporting metabolism and regulation of key neurotransmitters (27-35).
- **Co-morbidities:** Ashwagandha, Curcumin, Saffron, Rhodiola, magnesium, B vitamins and Vitamin D have been shown to benefit anxiety and depression (36-42).
- **Metabolic modifications: A**daptogens-Rhodiola, Ashwagandha, Tulsi, Schisandra, Siberian ginseng, Korean ginseng, Bacopa, Mulberry and liquorice (43-49).
- **Micronutrient deficiencies:** B vitamins, Vitamin D, choline, iron, zinc, biotin and magnesium (50-53).

Why Recommend Calm Mind?

- Evidence based ingredients that support all the important elements involved in delivering mood and stress relief
- The ingredients in Calm Mind have been investigated in numerous clinical studies, and their robustness is illustrated in the outcomes of the systematic reviews and meta-analyses below:

Ingredient	Studies	Participants	Outcomes
Ashwagandha	9	558	Beneficial for stress and anxiety (54)
Ashwagandha	5	259	Reduction in stress (55)
B Vitamins	18	2015	B vitamins benefit stress May benefit populations with poor metabolic status/ poor mood or stress (56)
Magnesium	7	325	Significant decline in depression score (57)
Saffron	21	1064	Significant decrease in Beck Depression and anxiety Inventory/PSQI (58)
Green Tea	59	3802	Increase In total antioxidant status (59)
Green Tea	21	536	Reduction in anxiety (60)
Bacopa	9	518	Improvement in cognition (61)
Rhodiola	5	327	Improvement of moderate depression and mild anxiety (62)
Theanine	9	250	Reduction in stress and anxiety in stressful conditions (63)
Micronutrients	8	1298	Reduced perceived stress and anxiety (64)
Ginseng	12	617	Defence against oxidative stress-induced diseases (65)

Studies show:

- Saffron and Rhodiola improve depression with the former as effective as SSRI medications (66,67)
- Green Tea with Rhodiola, magnesium and B vitamins enhance coping capacities and protect from oxidative stress (68)
- Ashwagandha and B vitamins improve mood and stress in women (69)
- Green Tea extract and L-Theanine improve cognition (70)

(References available upon request)

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