

# WISCONSIN GINSENG



As a Holistic Nutritionist and practitioner, I focus on the whole individual when working with clients, including their physical, mental and emotional health.

I love turning to herbs for supplementation. When used properly, herbs can help with many different ailments at once, both physically and energetically. The practice of using herbal supplements dates back thousands of years. Not only are herbs natural but they can be incredibly effective.

Stress is a major factor in creating disease in the body. Herbs, such as adaptogens, in combination with healthy lifestyle practices, are a useful part of correcting imbalances. In my practice, most of my clients are looking for natural solutions to reduce stress, increase energy and improve immunity. These are the primary reasons I recommend effective adaptogenic herbs such as Wisconsin American Ginseng.



## CARLEY NADINE

*Carley is a Toronto-based Holistic Nutritionist and Wellness Educator. Her goal is to educate and empower those to live a happy, balanced, and abundant life using food, herbs, and holistic lifestyle practices.*

## WHAT ARE ADAPTOGENS?

Adaptogens (like American ginseng) are a class of herbs that are non-toxic to the body's physiological functions, they offer widespread support, and help bring the body back to equilibrium (balance).

Adaptogenic herbs offer widespread support by modulating stress responses, enhancing energy production, sleep quality and improving immune function.<sup>1</sup> They work to bring the hormones of your adrenal system back into balance and overcome adrenal fatigue, a common condition of chronic stress. Adaptogens naturally help you respond to stress more effectively when taken over a longer period. Ginseng is one of the most popular adaptogens available today and is the most commonly used herb in traditional Chinese medicine.<sup>2</sup>

As an adaptogen, Wisconsin American Ginseng may help to increase the body's resistance against stress by regulating the nervous system, cardiovascular system and endocrine glands.

## WHY I RECOMMEND WISCONSIN GINSENG

I recommend Wisconsin Ginseng to my clients because it is very effective at reducing stress in the body. Ginsenosides, which are found in high concentrations in American ginseng, can increase the brain's serotonin levels. Serotonin contributes to enhanced mood and wellbeing.<sup>3</sup>

Wisconsin Ginseng has also been shown to improve energy, increase immunity and improve overall cognitive function. American ginseng is cooler in nature, more gentle and less stimulating than other forms of ginseng. Cultivated Wisconsin Ginseng is known as the highest quality American ginseng (*Panax quinquefolius*) in the world. Every ounce of ginseng grown in Wisconsin is carefully and properly grown locally in North America, by farmers that have many years of experience.

American ginseng (*Panax quinquefolius*) enhances the immune system. Clinical studies have reinforced American ginseng's role as an antioxidant, boosting the performance of cells which play a vital role in immunity.<sup>4</sup>

## DIFFERENT TYPES OF GINSENG

The two most common types of ginseng are the **Wisconsin American Ginseng** (*Panax quinquefolius*) and **Asian ginseng** (*Panax ginseng*).

Wisconsin Ginseng shares many properties with Asian ginseng but is less stimulating. Traditional Chinese medicine defines North American ginseng as a cooling or calming (yin) tonic, useful for treating stress-related problems. Asian ginseng, on the other hand, is regarded as a heating (yang) tonic, and is inappropriate for people who are already 'overheated'. Asian ginseng (*Panax ginseng*) is also recognized to have potential for elevating blood pressure and may cause mild anxiety in individuals who are prone to stress.<sup>6</sup>

The cooling and yin properties have made American ginseng the most popular supplement for city dwellers whose energetic and fast-paced lifestyles may need more calming and balancing herbs. Wisconsin Ginseng can provide the strengthening and immune-enhancing effects without over-stimulation as it contains higher levels of ginsenoside, which has a sedative effect on the central nervous system. Therefore, it is more suitable for teens, middle-aged and stress-prone individuals.<sup>7</sup>

## CULTIVATED WISCONSIN GINSENG

It generally takes four years to bring cultivated ginseng root to harvest. American ginseng is endangered in the wild, therefore it is now grown on farms for protection against overharvesting. **I recommend Wisconsin Ginseng because it is grown locally in North America and replicates the way wild ginseng is grown in the forest.** I recommended purchasing a Wisconsin American Ginseng product that has been commercially grown to protect what is left in the wild.

The **Wisconsin Ginseng Seal**<sup>®</sup> assures that products contain 100 percent pure Wisconsin Ginseng, which is grown and harvested in Wisconsin. This seal provides consumers with a convenient way to identify authentic Wisconsin Ginseng products.



## TAKING WISCONSIN GINSENG

**Interested in adding Wisconsin Ginseng to your routine?** There are many ways to enjoy the benefits of this wonderful herb. Due to its energizing effects, Wisconsin Ginseng is best taken in the morning or early afternoon. Each individual is different when it comes to herbs, so it's important to start with a low dose and increase as needed. It is possible to feel the effects immediately, but some may take up to a month before experiencing the benefits.



**TEA:** Wisconsin Ginseng tea, can be taken to improve your mental power, boost immunity and increase energy. American ginseng can be taken any time of year, and is effective during hotter months due to its cooling properties.

*(Recommended: one cup daily and increase as needed)*



**DRIED ROOT:** Can be added to soups and healing broths.  
*(Consider: up to 1 gram of dried root)*



**POWDER:** A small amount of powder can be added to smoothies or mixed with warm water.  
*(Consider: 200-800mg of dried powder)*

*\*Depending on your condition, I highly recommend working with a practitioner to find the right dose for you. Ginseng is not recommended for children and women who are pregnant or breastfeeding.*

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