

KSM-66 ASHWAGANDHA: THE IDEAL ADAPTOGEN FOR GUMMIES

PART OF THE ASHWAGANDHA EXPERIENCE



As consumer expectations evolve, so too does the delivery of nutraceuticals. Modern and health-conscious individuals are increasingly seeking products that are both efficacious and enjoyable, paving the way for a surge in functional gummies. With their convenience, taste-driven compliance, and clean-label potential, gummies have become one of the fastest-growing supplement formats across North America and Europe.

According to SPINS data, gummy supplements are outperforming traditional formats in growth rate, especially in categories such as stress support, immunity, and energy. Consumers are drawn to clean-label, non-pill alternatives that offer both efficacy and experience.

The global gummy market, valued at \$23.93 billion in 2023, is projected to expand at a CAGR of 11.8% through 2030, with adaptogens like Ashwagandha playing a critical role in this momentum¹. Amid this growth, Ashwagandha, particularly KSM-66, a root-only, high-purity extract, has emerged as a hero ingredient for stress support, energy balance, and overall wellness.

WHAT MAKES KSM-66 ASHWAGANDHA IDEAL FOR GUMMIES?

Palatable and Neutral Flavor Profile

One of the key formulation challenges with botanical extracts is masking their bitterness. KSM-66 addresses this issue with a naturally neutral taste, providing smoother sensory compatibility compared to other extracts or raw powders. Because it is extracted exclusively from roots, without the use of alcohol or aggressive solvents, its organoleptic properties are significantly more favorable for formats like gummies.

Thermal Stability in Gummy Production

Gummy manufacturing typically involves heat processing, which can degrade sensitive actives. KSM-66's bioactive constituents exhibit robust stability even at temperatures approaching 100°C, as confirmed by thermal stability assessments. This ensures the integrity of the extract is preserved from production to shelf.

Formulation Efficiency and Solubility

KSM-66 is ideal for nutraceutical gummies, as well as other functional foods and beverages, due to its good water solubility. Its free-flowing and non-hygroscopic properties also ensure efficient gummy manufacturing and product stability.

Clinically Validated at Gummy-Compatible Doses

Most gummy formats accommodate 125–150 mg of Ashwagandha per unit. KSM-66 is one of the few clinically studied extracts that demonstrates efficacy at these lower doses. In a randomized, double-blind, placebo-controlled study published in *Cureus*, 125 mg twice daily significantly reduced stress levels, lowered serum cortisol, and improved sleep quality².

This makes it highly effective even within the typical dosage limits of gummy formulations.

GRAS Status and Broad Regulatory Acceptance

KSM-66 is self-affirmed GRAS by a panel of independent toxicologists and backed by 46+ quality and safety certifications, including USDA Organic, ROC, Non-GMO Project Verified, Gluten-Free, Certified R.A.W., and major global food safety frameworks (BRC, FSSC 22000, SQF, etc.). Its manufacturing facilities carry GMP certifications from USP, NSF, UL-NPA, and WHO, reinforcing its safety and compliance in food-grade applications.

WHY TOP BRANDS TRUST KSM-66

Many of today's leading gummy brands consistently choose KSM-66 as their flagship ingredient due to its optimal balance of taste, stability, bioavailability, and clinical effectiveness. KSM-66 continues to drive innovation in adaptogen-based gummy formulations, offering solutions for stress, energy, sleep, and cognitive health.

REFERENCES

1. Grand View Research. Gummy Market Report 2023.
- 2. Salve J, Pate S, Debnath K, Langade D. Cureus. 2019 Dec 25;11(12):e6466.