

# Reduce **TENSION** and Relieve **ANXIETY** Naturally

## KEY WORDS

**Echinacea, anxiety, stress, tension, anxiolytic, calm, immune system**

Have you ever thought about how much of your life and energy is sapped by anxiety? It might be minor. Maybe you are usually quite relaxed, but worrying over work makes you snap at the kids, or a fight with your spouse keeps you tossing and turning all night instead of resting. Or maybe it is major, and you find all your waking moments clouded by a sense of impending disaster, and outright fear.

Wherever you fit between these two extremes, reducing anxiety will benefit your relationships, your happiness, your physical and mental health—and maybe even your job success, too.

People use the words “stress” and “anxiety” interchangeably, but that’s not exactly correct. Put very simply, stress originally meant something that pressures or influences you, and anxiety is your response to the stress. You are asked to give a speech in front of a hundred people (stress) and you get butterflies in your stomach and your palms are sweaty (physical signs of anxiety). You don’t like planes but have to fly to California (stress) and you feel wound up, a bit nauseous, and irritable (anxiety). At the end of the trip, you are exhausted, because your energy was consumed by anxiety.

We can’t always change the stressful situations we encounter. We live in a world with 24 hour news channels, financial woes, record unemployment, and frequent acts of terrorism. All this stress results in a huge increase in people’s anxiety levels. And anxiety isn’t just bad for our spirit—it is hard on our bodies, raising blood pressure and heart rate

immediately, and adversely affecting sleep, digestion, libido, weight gain and hormonal balance in the long term.

Anxiety can impact our lives in ways that may surprise you. It can prevent you from functioning on the job with confidence. It influences the risks you are willing to take to improve your employment. Anxiety might make you keep good ideas to yourself instead of sharing them publicly. It has been my observation, after many years of working with all kinds of people, including successful business leaders, that people with less anxiety have higher levels of financial success. It makes sense to me that reducing anxiety could not only benefit your health and happiness, it could have a tremendous impact on your bank account, too.

Since we are awash in an environment saturated with stress, with ever-increasing levels of anxiety, it only makes sense to take steps to defend ourselves and restore some balance to our lives. The answer will likely surprise you: **A new standardization of *Echinacea angustifolia* root.**

### **Echinacea for Anxiety? Really?**

Echinacea is widely-known for support of the *immune* system—in fact, it may be one of the best-known herbal remedies in the world. One would think that with millions of people worldwide using echinacea, an anti-anxiety effect would have been detected before now. It turns out there are good reasons for missing this effect. First, only *one* species, grown in controlled conditions and using special extraction procedures, produced the plant compounds that reduce anxiety. Second, **high doses don’t work to relieve anxiety.** Most immune supplementation is at high dosages, or standardized to high amounts of immune stimulating compounds. In a country where

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“more” is equated with “better,” it is hard to conceive of active compounds that work only in a narrow therapeutic window of activity. It took a team of European researchers to unlock this secret from echinacea.

The first indication that echinacea might have previously undiscovered effects came when researchers at the Hungarian Academy of Sciences, analyzing different species of echinacea, found that some of the plants contained compounds known to influence brain chemistry. These compounds could greatly reduce anxiety. In a comparison test of 7 different echinacea extracts, **only one**—*Echinacea angustifolia* root—possessed high levels of the special compounds associated with relieving anxiety. These compounds are able to safely bind to brain receptors that trigger feelings of calm and relaxation. The researchers then set about finding ways to extract and concentrate these unusual compounds.

### **Reduce Tension, Relieve Anxiety (Clinical Data)**

An extract of this special echinacea was tested in human volunteers experiencing increased

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anxiety and tension. After only one day of use, the participants experienced a *significant* reduction on the anxiety measurement scale, which increased to a 25% reduction by day 7. The participants did not have issues with drowsiness or confusion, and there was no interference with their daytime activities.<sup>2</sup>

In a scientific study, 7 types of echinacea extracts were compared to the prescription anti-anxiety drug, chlordiazepoxide (also known by the brand name Librium). While 2 preparations showed some mild effects, only one demonstrated a robust ability to reduce anxiety in a wide dosage range comparable to the prescription drug. The results of this study were amazing. Once again, this special echinacea root extract was found to not only meet or exceed the drug anti-anxiety effects, but to not cause drowsiness, which can be a common side effect of prescription drugs for anxiety.<sup>3,4</sup>

**Look for this formula at your local health food store:**

Narrow-leaved Coneflower Root (*Echinacea angustifoliae radix*) Extract standardized for biochemical fingerprint or proprietary echinacosides 20 mg

### How Does it Work?

The scientists report that this special *Echinacea angustifolia* root contains substances that bind to certain brain receptors that signal our bodies to reduce anxiety and restore calm. Two of these are cannabinoid receptors, activation of which has been proven to reduce anxiety. However, the special echinacea did not cause side effects commonly associated with prescription drugs. The scientists reported that this new specialized echinacea compound shows great promise as an entirely new way to effectively address anxiety and improve mood.

The researchers knew they had discovered something unique—a calming and anxiety-relieving extract that did not cause significant side effects, from a plant with over a hundred years of safe use. With proven safety through toxicology and medical studies, researchers felt confident that this unusual extract would prove a major tool in alleviating tension, nervousness and anxiety.

### Dosage and Safety – More Is Not Better

No significant side effects were experienced by the participants in the clinical trial. However, dosage levels have been found to be very important. At high levels (hundreds of milligrams) echinacea acts as an immune stimulant. However, anxiety relief only occurs at *low* doses, and *disappears* when the dosage is greatly increased. Typically, no more than **20 mg at a time** is necessary for significant stress, tension and anxiety relief. This special echinacea root extract can be used several times a day if necessary. It also can be taken an hour before a stressful event such as public speaking, a presentation or before traveling by air. Anytime you are presented with a stressful situation or if you deal with anxiety on a daily basis, this special *Echinacea angustifolia* root has been proven to work as effectively as prescription drugs without the side effects.

### Conclusion

Sometimes you can't control stressful events. But when anxiety starts to take its toll, robbing you of rest, energy, and spirit, there are effective *natural* interventions that can make a real difference in your life. The special 20 mg echinacea extract, developed specifically to reduce anxiety, works quickly to restore a sense of balance. You will feel the difference the first day, and it keeps getting better. You can start on the road to getting your life back today. <sup>TM</sup>



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