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Health Benefits of Holy Basil

Modern scientific research indicates that Holy Basil has the following health promotion benefits:

Holistic Health Promotion – Enhances general health and well-being, having positive overall effects on the body and mind. This is backed by many thousand years of positive results.

Adaptogenic and Stress Resilience – Enhances the body's natural bipolar adaptogenic homeostatic balancing capacity and helps return stressed physiological systems to normal. Increases the capacity to cope and adapt to changing and challenging environments, and reduces the negative physical and psychological effects of stress. Supports normal cortisol.

Heart and Vascular Protection – Lowers dangerous cholesterol and stress-related high blood pressure, protects the heart and blood vessels, and has mild blood thinning qualities, thereby decreasing the likelihood of strokes. Moderates blood glucose levels in diabetics. Protects against damage caused by foreign toxins in the blood (such as industrial chemicals).

Antioxidant and Nutrition – Provides significant antioxidant and free radical scavenging protection. Neutralizes dangerous biochemicals that contribute to premature aging, cancer, and degenerative diseases. Contains vitamins C and A, and minerals calcium, zinc and iron, as well as chlorophyll and many other phytonutrients. It also enhances the efficient digestion, absorption and use of nutrients from food and other herbs.

Immunity Support – Strengthens and modulates the immune system. Reduces allergic histamine, asthmatic and other adverse immune reactions.

Anti-inflammatory – Reduces the painful and dangerous inflammation that plays a key role in various forms of arthritis, cancer and degenerative neurological disorders.

Liver Support – Generally contributes to healthy liver function, improves the metabolic breakdown and elimination of dangerous chemicals in the blood, and counteracts various liver diseases.

Antibiotic Protection – Offers significant natural antibacterial, antiviral and antifungal properties and is, thereby, helpful in treating many serious systemic diseases, as well as localized infections.

Lung and Bronchial Support – In addition to contributing generally to respiratory health, Holy Basil has been shown to be helpful in the treatment of a variety of serious allergic, inflammatory and infectious disorders affecting the lungs and related tissues. Generally supports healthy pulmonary function.

Anti-Aging Effects – Slows the biological aging process by reducing the impact of physiological aging factors – such as stress, free radicals and decreased immunity.

Radiation Protection – Reduces the cell and tissue damage caused by harmful rays of the sun, TV, computers, X-rays, radiation therapy, high altitude air travel, etc.

Psycho-Spiritual – Aids meditation and delivers nutrients to the mind necessary for the experience of enlightenment.

Energy and Performance – Improves stamina and endurance, and increases the body's efficiency in using oxygen. Enhances protein synthesis and strength.

Allopathic Medicine Complement - Enhances the effectiveness and reduces the

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negative and often dangerous side effects of many standard modern medical treatments.

Antipyretic – Prevents, removes or reduces fevers.

Anabolic Effect – Enhances protein synthesis, muscle mass and strength.

Benefits Skin – Reduces eczema, psoriasis and various other skin disorders.

Ayurvedic – Regulator of three doshas.

- See <u>Disclaimer</u>

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