



Why Experts are Now Saying Kava is Not Only Safe, but Needed Now More Than Ever



Applied Food Sciences sets the record straight about kava at SupplySide West with the release of their newest ingredient KAVOA™ kava extract for relaxation, stress relief and sleep support.

BOULDER, Colo. - Oct. 3, 2016 - [PRLog](#) -- After more than a decade of some negative attention, [Applied Food Sciences, Inc.](#) (AFS), along with other industry experts, are setting the record straight about the safety and efficacy of Kava. During SupplySide West Expo October 4-8, AFS is set to debut its newest offering, KAVOA™ kava extract, a safe and effective ingredient for sleep support, relaxation and stress relief.

"Kava [kava-kava or piper methysticum] is an herb with a long ethnobotanical history in Polynesia, and it produces clinically-documented anti-anxiety benefits," said Mark Blumenthal, American Botanical Council's (ABC) founder and executive director — AFS is the newest contributor to ABC's [Adopt-an-Herb Program](#) with its adoption of kava. "ABC is deeply grateful to Applied Food Sciences for its adoption of kava on the HerbMedPro database, which will allow ABC to stay current with emerging research on kava's benefits and new information that helps to clarify prior concerns about its relative safety."

Watch: Importance of Kava Video
<https://youtu.be/e-CqKeRgndI>

With its long history of use and the growing body of evidence on the benefits of kava, why any concern for its safety?

Over the last two years AFS has been evaluating methods for growing, harvesting, and processing and has identified five main reasons for safety concerns within kava production:

- Use of Non-Noble or incorrect chemotype cultivars(s).
- Unstandardized harvesting practices (yielding byproduct contamination to the kava before processing).

- Use of the incorrect parts of the plant, namely the peelings and stems (instead of the root and rhizome).
- Inadequate methods of manufacturing for producing standardized extracts (low quality, unstandardized extracts).
- Lack of scientifically validated methods for measurement of actives (kavalactones and chalcones).

"Working together with farmers, researchers, and agronomists we wanted to promptly address these concerns creating best practices to develop a better standard in kava," says Chris Fields, VP Scientific Affairs, AFS. "From the farm level, to processing and extraction, we have implemented a [six-point plan](#) for the commercialization and sustainability of our kava supply to the nutrition market."

By optimizing the beneficial lactones and reducing or eliminating the negative ones, AFS has created a new safer extract, [KAVOA™ kava extract](#), that formulation experts can confidently use in products moving forward. Details can be read in the recently [published white paper on kava](#).

"We also acknowledge AFS' commitment to a robust supply chain program that helps to ensure the sustainable harvest of the appropriate variety of kava for use in consumer products," ABC's Founder Mark Blumenthal added.

Why is Kava needed in the U.S. today?

"Individuals spend their day searching for ways to increase energy trying to get more done during the day," explains Brian Zapp, Director of Marketing, AFS. "Combine that with the ongoing stimulation from technology at night and we are left hardwired, unable to unwind."

The nation's Center for Economic and Policy Research states that Americans get the least amount of vacation days in the world. While other countries require as much as 40 paid days off, the U.S. has zero prerequisites in this area (CEPR, 2016).

The FDA reports that Americans consume on average 300mg of caffeine per person per day (FDA - Caffeine Intake by the U.S. Population, 2012). That is equivalent to 3 cups of coffee or two 16oz energy drinks.

Therefore, it comes as no surprise that the National Center on Sleep Disorders Research states that around 70 million Americans are reporting to have sleep problems (NCSDR, 2016).

AFS targets certain kavalactones, particularly kavain and the dihydrokavain, that contribute most significantly to relaxation and sleep benefits yielding a specific chemotype or fingerprint for their [KAVOA™ kava extract](#).

Learn more about KAVOA™ kava extract at SupplySide West "[The Return of Safe Kava](#)." Friday, 10/07 2:00PM Booth WW111 www.appliedfoods.com/kava (855) 885-2399.

Contact

Brian Zapp, Director of Marketing
***@appliedfoods.com

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Source Applied Food Sciences, Inc.
City/Town Boulder
State/Province Colorado
Country United States
Industry [Biotech](#), [Education](#), [Health](#), [Research](#), [Science](#)
Tags [Kava](#), [Relaxation](#), [Stress](#), [Sleep](#), [Safety](#), [Ingredient](#), [Kava Extract](#), [Food Science](#), [Ingredient Launch](#),
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