



## PRESS RELEASE

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Media Contact: Krista Nilsen  
Public Relations Manager  
Phone: 831-461-6337  
[KristaN@ThresholdEnt.com](mailto:KristaN@ThresholdEnt.com)

### **PLANETARY HERBALS INTRODUCES PLANETARY AYURVEDICS HOLY BASIL**

*For Natural Stress Reduction*

**SCOTTS VALLEY, Calif. – May 14, 2009** – Planetary Ayurvedics, a sub-line of Planetary Herbals, is pleased to offer Holy Basil for a wide range of health benefits. Holy basil, or Tulsi as it is known in India, is considered the “Queen of Herbs.” This amazing herb has been revered for centuries as a natural tonic for body, mind and spirit. Holy Basil contains many beneficial compounds, known as phytochemicals, with strong antioxidant, anti-inflammatory, adaptogenic and stress-reducing properties that naturally support immune strength and overall health.

Stress causes imbalances in the body that can potentially compromise health. Planetary Ayurvedics Herbalist Roy Upton says, “Stress can elevate cortisol levels, which triggers the production of inflammatory COX-2 enzymes. This cascade effect then influences blood sugar changes and increases metabolic inflammation. Research has shown that ursolic acid and the triterpenic acids, isolated from holy basil, effectively improve the body's response to stress. Other vital elements in Planetary Ayurvedics Holy Basil, such as rosmarinic acid and eugenol, work together to reduce stress by further inhibiting the activity of the COX-2 enzyme.”

Planetary Ayurvedics offers this powerful herb in liquid capsules and liquid extract form. The capsule consists of an ethanol extract of holy basil and a super critical Co2 extract of holy basil for a *Full Spectrum* of compounds. The liquid extract is a 1:2 extract of holy basil that can be added to water or juice.

The stress of modern life requires greater attention to diet, health and supplementation than ever before. Planetary Ayurvedics Holy Basil is a simple yet powerful way to reduce stress, support health and strengthen immunity.

To learn more about Planetary Herbals and Planetary Ayurvedics Holy Basil, or to find purchase locations, please visit [www.PlanetaryHerbals.com](http://www.PlanetaryHerbals.com).

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#### **About Planetary Herbals**

Planetary Herbals integrates the best of worldwide herbal traditions with modern clinical and pharmacological research. The result is an herbal product line that is unequalled for efficacy, safety and dependability. For more information or purchase locations, please visit [www.PlanetaryHerbals.com](http://www.PlanetaryHerbals.com).