



How One Company is Incorporating Ancient Healing Agents into Modern Medicinal Products

Researchers seek natural solutions to today's health concerns

NEW YORK, NY, October 19, 2016 **/24-7PressRelease/** -- For more Americans today, stress has become a part of their daily life. It is often attributed to work, the economy, finances, family and a host of other factors that are commonplace in today's modern lifestyle. With increasing high levels of stress being reported, related chronic illnesses are also on the rise.

Chronic stress is a leading cause of insomnia, and the importance of a good night sleep in promoting optimal health is a well-documented fact. Not getting the proper amount of rest can have significant consequences on both your mental and physical health, not to mention the impact it can have on all aspects of daily life and work.

The cycle is further compounded when prescription or over the counter drugs are added into the management or treatment of these conditions. Americans have become the leading consumers of prescription drugs that often carry with them, unintended side effects. But in the past few years a new trend towards use of natural remedies has been growing at a fast pace. We are seeing the medical and pharmaceutical worlds re-discovering the valuable healing properties contained in herbs and plants that date back more than 3,000 years.

The timing could not be better for the introduction of two new products manufactured by Difass USA, the American arm of Difass International, a respected European nutraceutical company, dedicated to the research and manufacture of health and wellness products. Difass USA is incorporating the Ayurvedic principle of natural healing practiced in India for centuries, into the formulation of several of their nutraceutical products.

Relaxiva, a mood balancing and stress relief supplement and Dormiva, a natural sleep aid, both contain Sensoril , a highly purified extract of Ashwagandha manufactured by Natreon, Inc. and licensed to Difass USA. Using a patented water extraction process, researchers at Natreon are able to optimize the levels of the key bioactive constituents, the withanolide glycosides, from the root and leaves of the Ashwagandha plant, one of the most powerful medicinal plants in all of phytotherapy.

Ashwagandha, or *Withania somnifera*, sometimes referred to as Indian ginseng, has been used for centuries in Ayurvedic medicine. It is well known as a powerful adaptogen and clinically proven to promote increased vitality and stamina, strengthen the immune system and help in the treatment of depression, anxiety, as well as insomnia.

Difass USA uses the most advanced technologies to guarantee the efficacy and safety of the products they market to consumers. They believe in advancing innovative production of natural supplements that use the highest quality ingredients. Made in the USA in FDA-approved facilities, consumers can be assured that both Relaxiva and Dormival have gone through rigorous standards of testing and that their natural benefits have not been diminished.

For more on the company and their full line of products visit www.difassusa.com.

Difass USA, a modern supplement brand committed to excellence, is the US arm of Difass International, a respected European nutraceutical company dedicated to the research and manufacture of health and wellness products. At Difass USA we hold ourselves and our products to the highest standards possible.

Here at Difass USA we incorporate our core values into every aspect of what we do. We believe in efficiently providing our customers with products that are in tune with the lifestyle of today's health conscious consumer. Our mission is simple: to create safe and effective supplements to improve your quality of life.

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