

Red Reishi: King of Adaptogens

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ADAPTOGENS: PROVIDING WHAT IS NEEDED

(San Francisco --) One of nature's great mysteries is the adaptogenic quality of certain plants. Key word – adapt. Imagine a plant that is able to provide you with the right healing nudge, in the right amount, at the right time, in the right direction. Science has not been able to duplicate this confounding yet therapeutic action in any pharmaceutical agent.

Only one in 300 herbs is an adaptogen. *Rhodiola rosea*, *Eleuthero* (once known as Siberian ginseng) and *Astragalus* are high potency adaptogenic herbs that are known in Traditional Chinese Medicine for giving you what you need: enhancing energy you if you're stagnant, calming you if you're irritable and wired.

An adaptogenic botanical for blood pressure will help reduce it for those with high blood pressure, and yet, taken by someone else with low blood pressure, the plant offers a gentle boost. An adaptogen for cholesterol will help boost the good (HDL) without raising the bad (LDL) cholesterol.

Red Reishi is notably Nature's crowning achievement in adaptogen science. Reishi's balancing qualities offer support for both the body's immune and nervous systems. Herbalists use Reishi to support allergies, bronchitis, viral infections and hypertension. Its adaptogenic effect also extends to detoxification, mood and appetite, vigor, and mental alertness.

ADAPTOGEN FOR DETOXIFICATION

But no organ enjoys Reishi's attention more than the liver! With its 300-plus biochemical processes and functions, the liver has the most to gain from regular intake of nature's strongest adaptogen. This proves to be the case in preliminary studies showing Reishi extract as an effective aid in hepatitis B, helping to reduce elevated liver enzymes. (Stengler, 2005)

Reishi is often used by Chinese medicine practitioners for detoxification, which is a primary function of the liver that occurs in two stages. Today's environmental toxins, overabundance of petrochemicals, additives, pesticides, herbicides and xenoestrogens have our poor livers waving white flags! They are working overtime and barely able to perform the metabolic functions the body insists upon for healthy weight management and thousands of other functions. For the average person, consistent support of the liver's filtering action is crucial for overall health and longevity.

ADAPTOGEN FOR STRESS REDUCTION

Besides detoxification, stress reduction is a key aspect to Reishi's adaptogenic qualities. No one escapes the stress of today's busy world. Noise pollution, overwork, traffic, expenses and more add up to powerful and what's worse – continuous—levels of stress.

As people search for effective de-stressing strategies such as meditation, moderate exercise, and a natural, whole foods diet, they still need a natural remedy to help the body ratchet down its chronic, and life-threatening stress level.

Red Reishi is the superior choice. The one-of-a-kind class of polypeptides acts as precursors to neurotransmitters and endorphins, and adjusts the effects of these chemicals through actions known as mediation, downregulation and upregulation—again, in whatever direction is needed, the perfect adaptogenic response.

ADAPTOGENIC TRAINING EFFECT

The effect of ingesting Reishi on a daily basis is akin to training the cardiovascular system through aerobic exercise, or training the musculoskeletal system through lifting weights. Reishi actually trains the body's immune system and nervous system to perform better. Natural medicine experts are beginning to suspect that the body's immune system requires such training, that we're born with an immature system that requires "cooking" through childhood fevers and early slaying of infections such as chickenpox and stomach flu.

That "cooking" action of a fever helps immune modulators and killer cells do their job later in life, as long-term studies have shown that children who don't live in pristine environments have a higher success rate vanquishing certain cancers. Their immune systems took on early struggles with dirt, poverty, filth, bugs and grew robust as a result.

If you were given every imaginable type of immunizations and live in germicidal-scrubbed homes, I'm not suggesting a daily ingestion of dirt, but I do know that Reishi can provide that training ground for your immune system at any age. Reishi can be taken daily without adverse effect to adjust the body's orchestration of powerful stress hormones such as cortisol and norepinephrine, enzymes, neurotransmitters, catecholamines, prostaglandins and a wide range of other compounds.

The end result is less wear and tear on the body's cellular lining, organs, and tissues, and greater support of the body's immune and nervous systems. Your resistance to infections, colds and flu, virus, bacteria, fungus and exotoxic substances is vastly increased. And your energy efficiency, concentration, mood, sleep, and general sense of well-being are significantly enhanced.

Reishi's adaptogenic qualities include:

- supports nerve function
- scavenges free radicals
- tones and improves immune system function
- helps detoxify and protect the liver
- reduces inflammation
- quells allergies

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