



*Introducing*  
**HOLIXER™**  
**The Holy Basil X Factor**

**Low dose  
solution for  
stress & sleep  
quality**





# What is the X Factor?

**Holixer™** is developed based on traditional evidence of ***Ocimum tenuiflorum*** (Holy Basil) and applying modern science for stress and sleep management.



**Innovation**



**Experience**

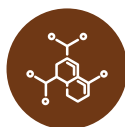


**Application**



**B.O.T**

B.O.T – Bioactive Optimization Technology



Optimized  
bioactive  
chemistry



Bioactives  
enhancement



Ocimum-  
Bioactive  
Complex  
(OBC)

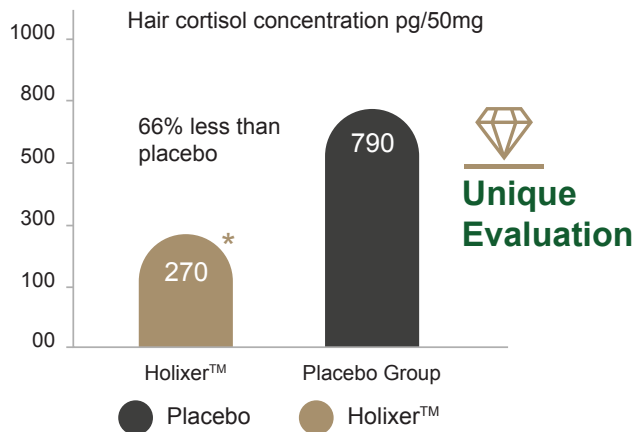
Patent application  
no. 202241023540



## Experience

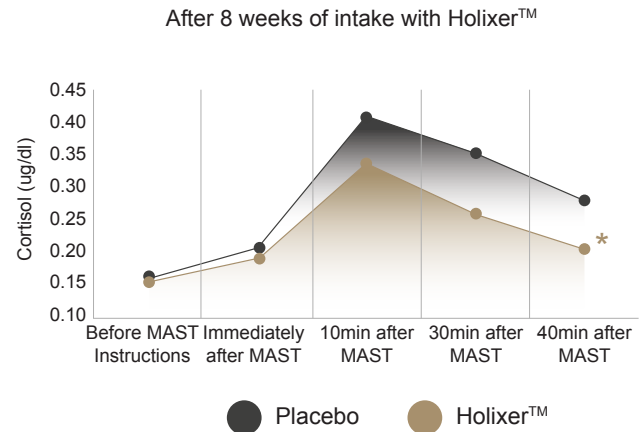
# Holixer™ is clinically studied to support Everyday stress, Acute stress and Sleep

### Everyday Stress: Effect of Holixer™ & Placebo on change in Hair cortisol concentration



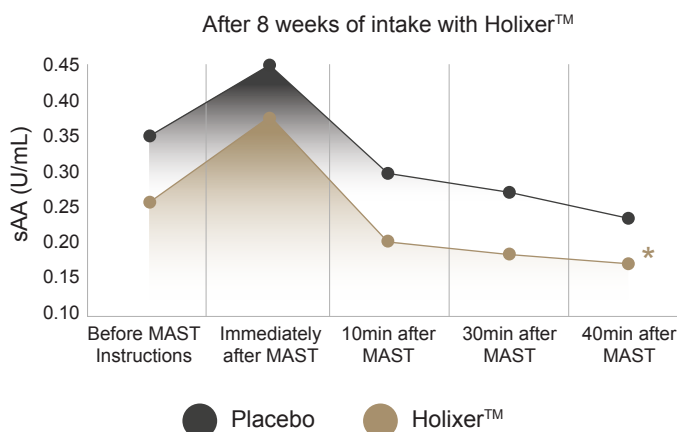
Holixer™ showed statistically significant lower hair cortisol concentration compared to placebo.

### Acute Stress (MAST): Effect of Holixer™ & Placebo on Salivary cortisol



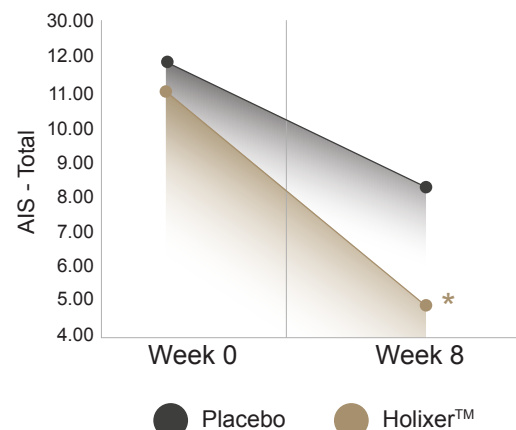
Benefits in acute stress was strongly correlated with reduction in salivary cortisol within 10 Minutes.

### Acute Stress (MAST): Effect of Holixer™ & Placebo on Salivary alpha amylase (sAA)



Benefits in acute stress was strongly correlated with reduction in salivary alpha amylase within 10 Minutes.

### Sleep: Effect of Holixer™ & Placebo on Sleep Athens Insomnia Scale (AIS)



Holixer™ showed 50% improvement in sleep as compared to placebo.

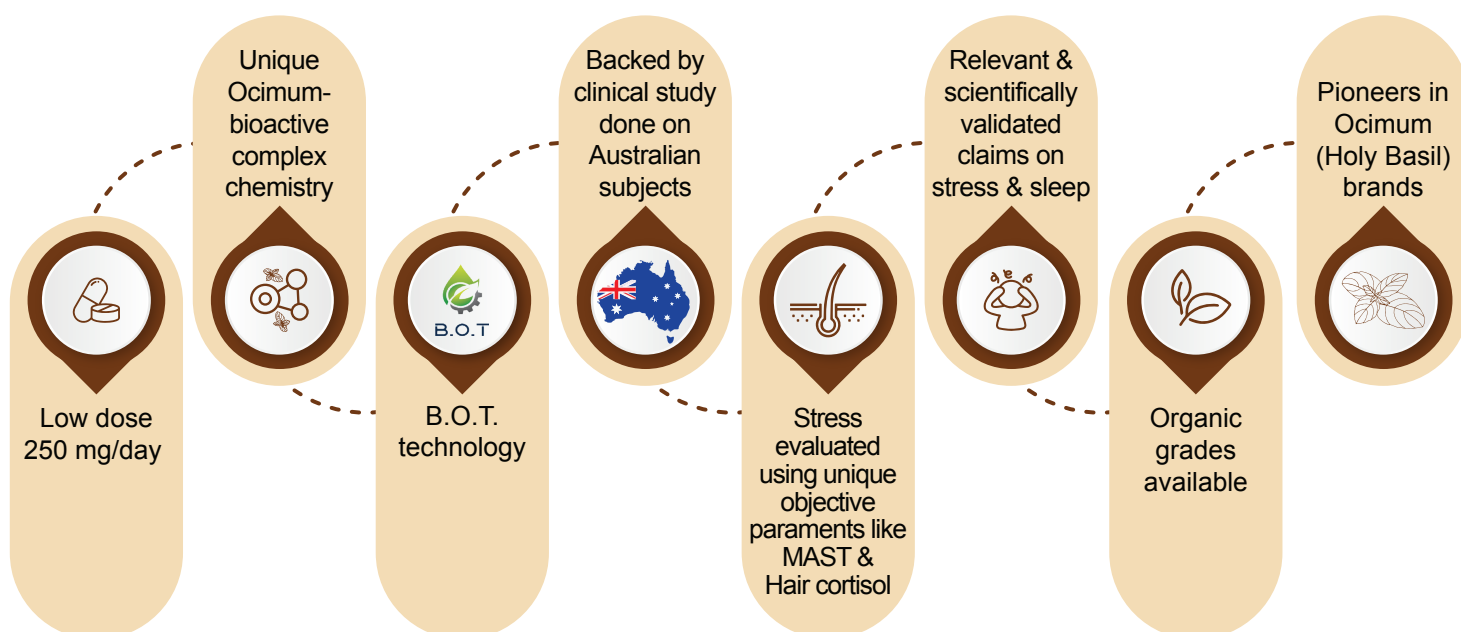


## Application

### Possible Health Claims<sup>#</sup>

Health Claims	Parameters
Helps maintain healthy cortisol levels during everyday stress	Hair cortisol
Regular intake for 8 weeks helps the body quickly respond when facing acute stress	MAST (BP, VAS, CORTISOL, ALPHA AMYLASE)
Helps you work relaxed during everyday stress	PSS
For resolving the irritability that ruins the day	PSS
Helps in physical and mental well-being during everyday stress	PROMIS-29
Day and nighttime aid for everyday stress and occasional sleeplessness	AIS, FITBIT®
Helps to be calm during everyday stress	PSS
Support resilience to combat everyday stressors	PSS
Helps improve sleep efficiency during occasional sleeplessness	FITBIT®
Non-drowsy calm aid	AIS
Stay asleep longer during occasional sleeplessness naturally	AIS

### Why choose HOLIVER™ ?



**Want To Know More?**



Natural Remedies, India



hnp@naturalremedy.com



www.naturalremedieshumanhealth.com

<sup>#</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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