

# Are all *Ginseng* the same?

DR AMIR FARID ISAHAK

## *What's* **NEW?**

Wellous new product E-VITE, our  
awards achievement, charity  
events and much more!





# ARE ALL *Ginseng* THE SAME?

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## THE VARIETY OF GINSENG

There are several types of ginseng available in the market. The most famous are Korean Ginseng (*Panax ginseng*), Chinese Ginseng (*Panax notoginseng*) and American Ginseng (*Panax quinquefolius*). The Korean and Chinese varieties are often called Asian Ginseng.

**However, Siberian, Indian, Brazilian, Peruvian and Alaskan Ginseng actually do not belong to the same genus as the *Panax* ones.** Their active ingredients are different, and so are the expected benefits.

There are also many other plants called “ginseng” but they are not even related at all to the ginseng family!





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# GINSENG

is famous in Chinese and Korean traditional medicine, and later in American traditional medicine. It has been used for thousands of years and remains popular as a remedy for all sorts of ailments, and for longevity.

**I**t is mentioned in many old traditional medical texts, and is a must in folklore medicine in many parts of Asia.

The versatility of ginseng in traditional medicine is well-known, such that the scientific name given to them, *Panax* (Greek for panacea), means “all-healing”.

The many types of ginseng vary in the content, type and proportion of the active ingredients (ginsenosides,

gintonin and phyto-sterols), and this may explain the differences in the health benefits, although many of the benefits are common between them.

The age of the plant at the time of harvest also determines the content, and even the appearance of the roots. For example, fresh Korean Ginseng is harvested before 4 years, while white ginseng is harvested between 4–6 years and red ginseng is harvested after 6 or more years.

**In the past, ginseng was consumed mostly as herbal tea, herbal soup...**

and as herbal medicine (eaten raw or as tea/soup). In Korea, it is also used for some dishes, and for a traditional alcoholic drink.

Nowadays, it is also a favourite ingredient of energy drinks, and in health supplements, either in pure form or in combination with other herbs, vitamins and minerals. There are even ginseng candies.

In this article, we shall focus on the uses and benefits of American Ginseng.







# THE TRADITIONAL USES OF *American Ginseng*



American Ginseng is a **popular home remedy and traditional therapy** for many health problems, including for stress, to boost the immune system, and as a stimulant.



It is often used to **fight infections** such as colds and flu.

It is also used for other infections including HIV/AIDS, infections of the intestine (dysentery), and certain lung infections.

Some people use American Ginseng to improve digestion and for loss of appetite, as well as for vomiting, inflammation of the colon (colitis), and inflammation of the lining of the stomach (gastritis).

American Ginseng is also used for low iron in the blood (anemia), diabetes, fatigue, high blood pressure, insomnia, nerve pain, erectile dysfunction (ED), fever, attention deficit-hyperactivity disorder (ADHD), blood and bleeding disorders, dizziness, headaches, convulsions, fibromyalgia, atherosclerosis, memory loss,

rheumatoid arthritis, schizophrenia, improving athletic performance, improving mental performance, as an anti-ageing aid, menopausal symptoms, complications during pregnancy or childbirth, and for nervous exhaustion.

In TCM, American Ginseng is considered a Yin-tonic that is cooling, calming, relaxing and Qi-tonifying. **These properties have made American Ginseng the most popular supplement for urban dwellers whose fast-paced and stressful lifestyles may be helped by its calming and balancing effects.**



American Ginseng is also commonly used in patients who are having cancer-related fatigue. A randomised double blind test found that 2,000mg of American Ginseng (*Panax quinquefolius*) is able to help in reducing fatigue in cancer patients. This might be due to the active ingredient in it which is Ginsenoside that provides the benefit to counter fatigue.

As mentioned previously, the different types of ginseng do vary in their contents, and therefore their health benefits, although many of the benefits are common to all:

For example, traditionally it is believed that American Ginseng works as a relaxing or calming agent, whereas the Asian variety has an invigorating, energising effect.

# The Health Benefits OF AMERICAN GINSENG

Scientific studies have been done on American Ginseng and some of the traditional claims have been proven by these studies:

It may help control blood sugar in both diabetics and non-diabetics. This is useful in pre-diabetics who are not yet on medication, but would like to avoid becoming diabetic.

It may help improve erection in men with erectile dysfunction.

It may help improve memory, even in young people.

It may help reduce the symptoms and frequency of common cold, especially during the "flu" season.

It may help reduce muscle injury during sports or exercise.

Other possible benefits: it may stimulate the immune system, inhibit the growth of cancer cells, and may even treat dementia.

It is hoped that more studies will be done to prove the many health benefits experienced by the consumers over the long history of its use in traditional medicine.



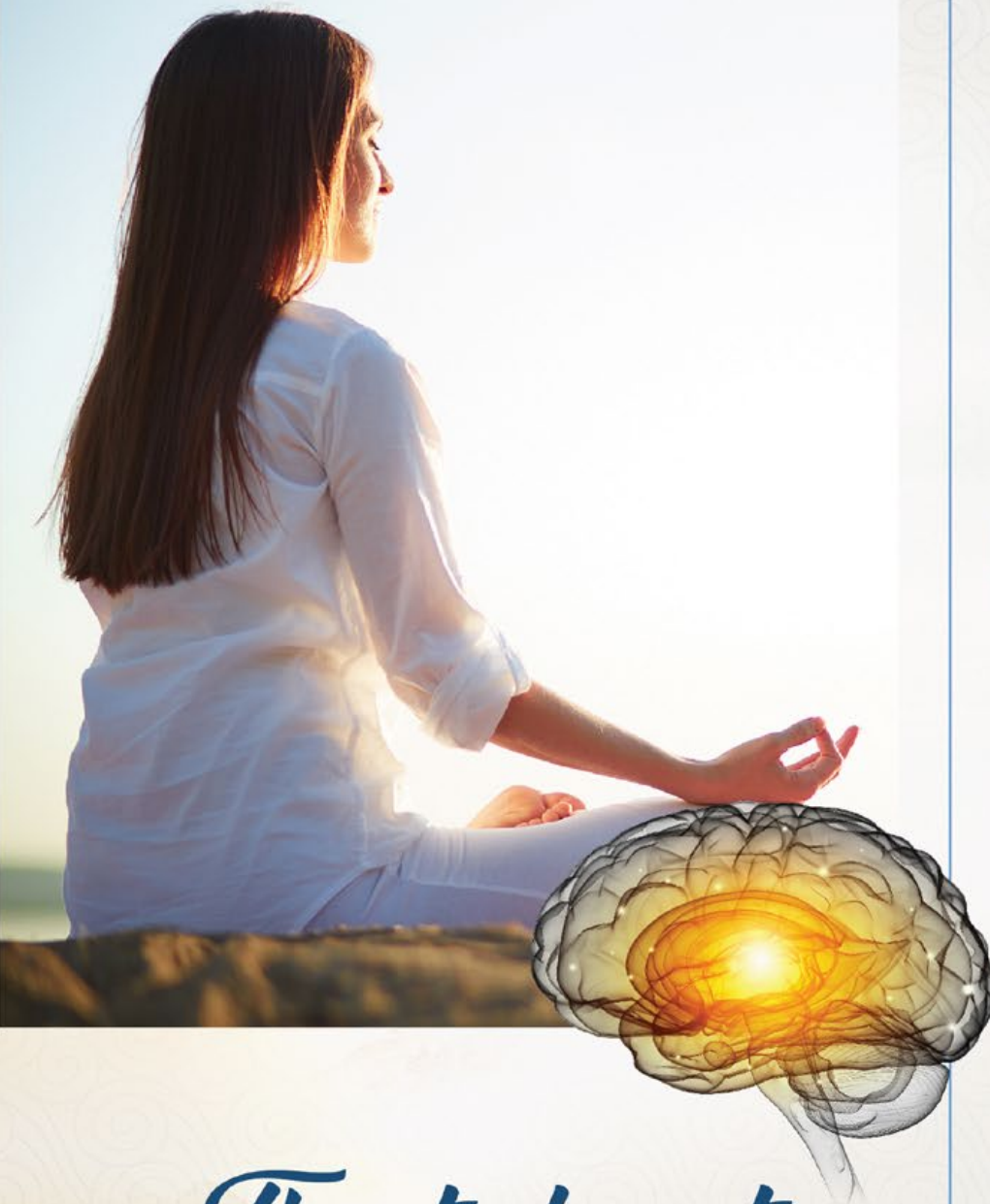
# History of AMERICAN GINSENG

Joseph Lafitau was the one who discovered American Ginseng as it is very similar to Asian Ginseng that was found in China. American Ginseng plant is very identical to the Asian Ginseng and possesses **beneficial effects such as, relieving fatigue and increasing vitality.**

Although American Ginseng is a sensitive plant and hard to cultivate, however now it is most commonly grown in Wisconsin, United States. Until now, we still use it to obtain adaptogenic effects such as **tonifying, strengthening, and immunity for the body.**







## *Tips to boost* **BRAIN FUNCTION**

### **Meditation**

Not only it helps a person to relax but also benefits a person's memory, function and ability. It has been shown that meditation and some other relaxing techniques can improve short term memory in people of all ages, from young adults to elderly.

Other than that, it can also provide soothing effect and found to reduce stress and pain to those who practice meditation.

### **Get Enough Sleep**

Sleep is very important for numerous aspects of brain function, which include concentration, productivity and performance.



It is recommended to get between seven to nine hours of sleep every night for an optimal health and to maintain a healthy brain function for adult aged 18 to 60 years old.

### **Consume Moderate Amount of Sugar**



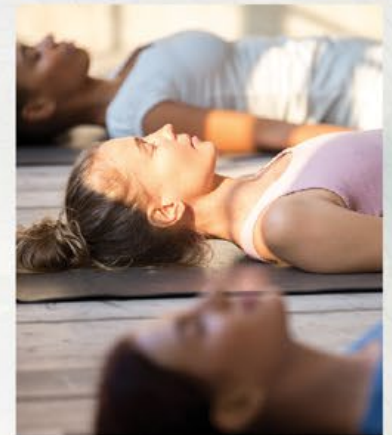
Having a sweet tooth can satisfy your craving however, taking sugary food can be linked to a lot of chronic diseases such as cognitive decline.

High intake of sugary food had been found to lower brain volumes and poorer memories. Hence, it is advisable to take carbohydrate or sugar moderately.



## Exercise

Other than improving physical and mental health, exercise can also aid in improving memory for people of all ages, from children to adults.



Studies found that, exercise allows you to relax your mind and get better sleep to allow your brain to rest well. Moreover, it also increases the secretion of neuroprotective proteins and improve growth and development of neurons which lead to improvement of brain health.



## Train your Brain

Practice makes perfect, hence it is good that you practice your brain to solve problems. Games like scrabble, Sudoku, crossword and some other puzzle games are suitable to enhance problem solving skills and allow the brain to work and think.

However, this should be done moderately and should not be addicted to the game.







## Take Omega-3 Fat

Omega-3 fat is a type of polyunsaturated fatty acid which usually comes from fish oil.

This brain-boosting fatty acid is in the form of docosahexaenoic acid (DHA).

This component is commonly found in children's milk powder to enhance their brain function and promote cognitive function.



## Antioxidants as Protection

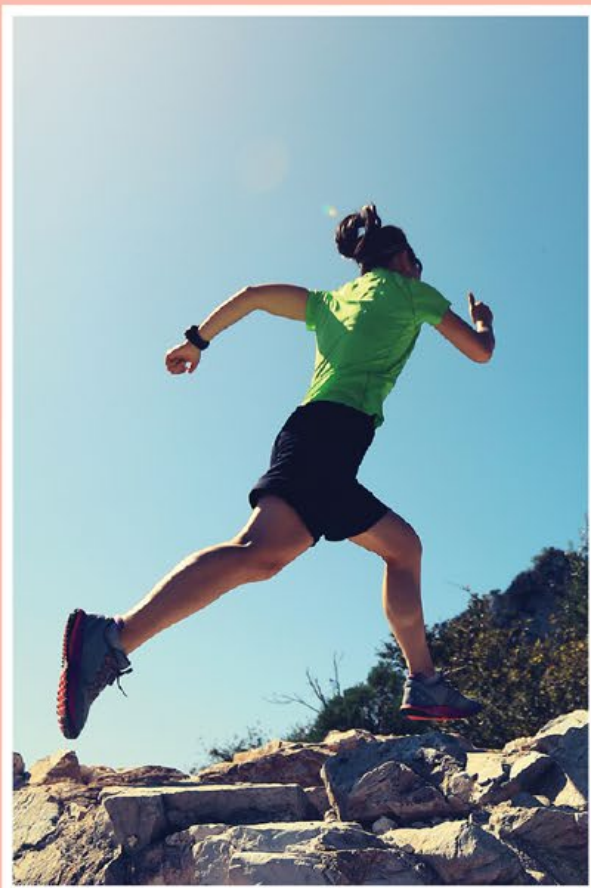
Taking food high in antioxidant benefits the memory.

Some of the examples of antioxidants include turmeric, blueberries, broccoli and so on.

Food that contains high amount of Vitamin C and Vitamin E had been shown to be effective in combating the symptoms of cognitive loss and oxidative stress.







## What are the benefits of taking American Ginseng?

Taking American Ginseng can aid in numbers of function, for example: may help to regulate blood glucose and maintain it at a healthy level, aid in boosting cognitive function and help to improve stamina by reducing fatigue.

## FAQ ON AMERICAN GINSENG



## Will American Ginseng cause sleeplessness?

No, unlike coffee, it does not contain caffeine and will not stimulate the central nervous system instantly and will not cause sleeplessness.

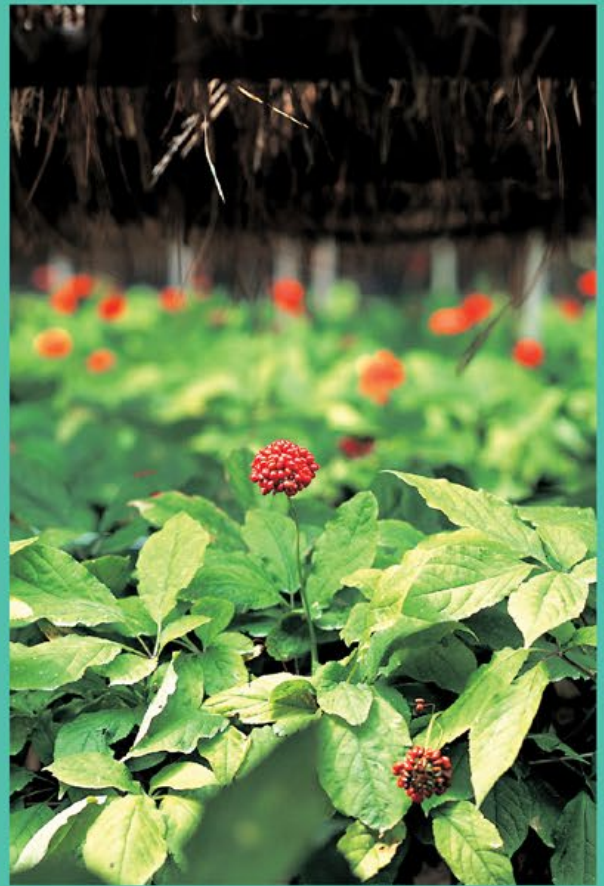




## Does American Ginseng cause heatiness?

Unlike other ginseng, American Ginseng provides cooling effect and enhances yin energy which does not cause heatiness.

## FAQ ON AMERICAN GINSENG



## Where is American Ginseng mostly being cultivated?

Most of the American Ginseng are grown and cultivated in Wisconsin, United States. It has been centuries since the start of cultivation in Wisconsin. Wisconsin has cool summer, virgin soil and good farming practice which are favourable to cultivate American Ginseng.





## Is American Ginseng the same as Panax Ginseng?

No. Panax Ginseng is also called Asian Ginseng. American Ginseng is from the plant *Panax quinquefolius*. Although both contain the same active ingredient: Ginsenoside, however they are different. American Ginseng indicates for Yin and Qi deficiency, helping you get cold faster, while Panax Ginseng is warm, promoting heat and the production of Yang energy.



## Is American Ginseng an adaptogen?

Yes. Adaptogenic herb is a natural substance that may help your body "adapt" to stress and help to boost immunity.

## FAQ ON AMERICAN GINSENG





## Does the age of American Ginseng matter?

It is until a certain point. The active ingredient Ginsenoside in American Ginseng will increase drastically in the starting years, however at the age of 5, the content of Ginsenoside will start to slow down and even standstill.

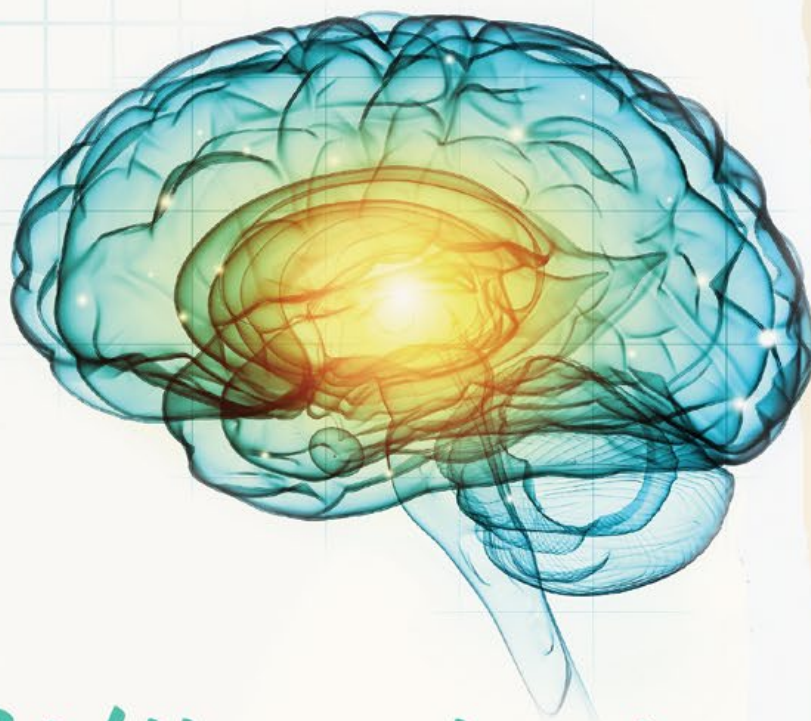
## FAQ ON AMERICAN GINSENG



## What is the recommended dosage of taking American Ginseng?

It is recommended to take 200-400mg of American Ginseng for improvement in cognitive function.





## Will our brain SHRINK?

As we age, our brain function will start to degrade over time. These are some changes that will affect our brain. For example, **when we reach 60 or 70 years old, our brain will start to shrink in size.** Our brain mass will start to decline and this affects our cognitive and memory functions.

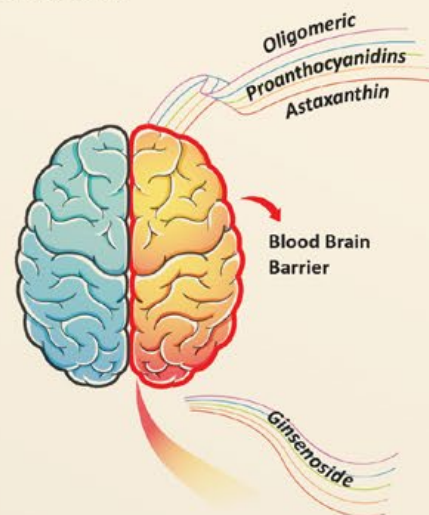
This can be a serious issue as brain is extremely important to us as it is one of the vital organs for a living organism. Our brain is still active even when we are sleeping, this can be proven as our body is still functioning like breathing and heart pumping.

## FUN FACTS

Blood brain barrier is like a shield for our brain.

It is a membrane around the brain that functions to **protect our neurons, protect the brain from toxins, pathogens, inflammation, injuries and diseases.**

This blood brain barrier is a semipermeable membrane which only allows certain components to pass through this 'wall', certain protective components are allowed to pass through but toxins and harmful components are restricted.



Components that can pass through this blood brain barrier include Oligomeric Proanthocyanidins, Astaxanthin and Ginsenoside. These components are **able to penetrate into our brain and provide protection to counter ageing and degeneration.**



## EVENT AND NEWS



Based on the high level of service quality of our company and the utmost satisfaction of our valued consumers, Wellous Sdn Bhd stands out among the selected 24 winner brands out of 113 participating companies.

### Consumer's Recommend Awards

#### Golden Wellness Award

23<sup>rd</sup> June 2019

Wellous is thrilled to receive the Consumer's Recommend Award – Golden Wellness Award by National Consumer Action Council (Majlis Tindakan Pengguna Negara).



This award marks the credibility that Wellous demonstrates to keep the customers satisfied with the products offered. We are very grateful for the recognition and affirmation, and we are committed to continuously produce good quality products to serve you better.

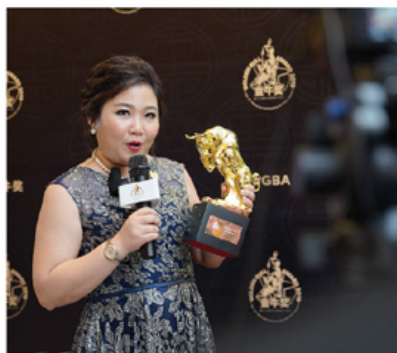


## Golden Bull Award Outstanding SMEs Award

26<sup>th</sup> July 2019

We are graciously honoured to be conferred the Outstanding SMEs of The Golden Bull Award 2019.

The Golden Bull Award serves as one of the nation's pioneer and most representative annual business awards, acknowledging the best of Small Medium Enterprises (SMEs) by celebrating their hard-earned success and remarkable achievement. This award also symbolises the strength of Wellous in demonstrating visionary quality



in product development & business growth.

Wellous' effort will never stop and hence we will always go-all-out to be the ultimate health caretaker that all consumers can refer to.



## Merdeka Promo

3<sup>rd</sup> August 2019

31<sup>st</sup> of August is about liberty and birthday of our country. We cherish the moment where all Malaysian unite as one big family.

As we celebrate national freedom, Wellous launched a Merdeka special promotion as by purchasing any of the Wellous products worth RM300 and above, 2 free vouchers will be given in return as a tribute to the 62<sup>nd</sup> Merdeka celebrations.





## New Product Launch, E-VITE!

9<sup>th</sup> August 2019

In the third quarter of 2019, Wellous launched a new product line, called iBling! And, E-VITE is the first product of iBling.

“ E-VITE, the eyecare expert that protects your eyesight from digital screen! ”

E-VITE is lutein, zeaxanthin and astaxanthin based eye-nutrition formula which can help the eyes fight against blue light, delaying ageing eyes and preventing macular degeneration.



## E-VITE Product Micro-Insight Seminar

19<sup>th</sup> August 2019

In conjunction with the launching of E-VITE, Wellous organised a workshop designed to raise the awareness on eye health. **Wellous Medical Advisor, Dr Amir Farid Isahak** was invited to give a talk regarding eye health.



During the workshop, the participants learned more about eye health, as well as the problems caused by various eye diseases through simple eye test and multiple eye health issues experience corner. Besides, Wellous also prepared some **interaction games** and **E-VITE tasting session** for the participants.



## 2019 Charity Festival of Chinese - Chinese Integrity Brand Golden Award

28<sup>th</sup> August 2019

Wellous made it to the international market and proudly received Chinese Integrity Brand Golden Award of 2019 Charity Festival of Chinese in Taiwan.



Chinese  
Integrity  
Brand Golden  
Award



The award recognises enterprises from all around the world that focus on consumer's interest in their core concepts and commitment of the brand.

The victory puts Wellous at a higher level as it can create a broader market range especially in Malaysia. It indicates that brand recognition by external party enables consumers and customers to stay loyal and believe the strength Wellous portrays.



## EVERY DROP COUNTS - Wellous-SVO 1<sup>st</sup> Blood Donation Campaign

5<sup>th</sup> September 2019

Recently, the National Blood Centre issued a statement stating that the blood bank is currently facing blood supply shortage. Hence, people are urged to actively donate blood to overcome the shortage of blood to supply the necessary.

With the intention of helping patients in need, Wellous organised the First Blood Donation Campaign in collaboration with Synergy Via Online (SVO). The event was held at the SVO Academy. We believe the campaign can save more lives.



“ Wellous raised and donated  
a total of RM22,539  
to those in need. ”

## Help Amra Qhadeeja to survive from Treacher Collins Syndrome

16<sup>th</sup> August 2019

Wellous believes charity is one good old way to achieve and share our blessing. In line with our commitment to society, Wellous began to raise funds for individuals who need medical funds, so that they can undergo treatment in time.



Wellous successfully fundraised a total donation of RM7,539 for a 5 year-old girl named Amra Qhadeeja who was born with a rare congenital disease known as Treacher Collins Syndrome (TCS). The donation for Amra will be used for surgery to close the palate cleft that she suffers and to reconstruct the jaw allowing her to breathe normally without the tracheal tube.

Other than that, Wellous also donated RM5,000 to 梁羨頤, a 5 year-old girl who is suffering MPS IV, 刘宗恒, a 18 year-old teenager who has brain infection and 吴巧琳, a new-born baby who has a hole in her heart each to support their medical fees.

