



# Daytime Calm and Nighttime Sleep in a Convenient, Off-the-Shelf Formula

More than ever, Americans want solutions for stress and sleep. According to a 2025 report by Nutrition Business Journal, sleep is one of the top age-related concerns consumers are using supplements to address, while mood and mental health are among the fastest-growing areas of supplement use.<sup>1</sup> Yet many available options fall short.

## Introducing VeneCalm™

Give your customers the relief they're looking for, with VeneCalm™. Featuring a trio of Venetron® rafuma extract, Shoden® ashwagandha extract, and CBD (Cannabidiol (CBD) – THC – not detected), this calming formula can be used day or night—without the drug interactions, side effects, or prohibitive costs associated with other supplements.\*

### VeneCalm™ Benefits:

#### BRAIN HEALTH

- Helps manage occasional stress and anxiety\*
- Reduces cortisol levels\*
- Enhances concentration\*

#### EYE HEALTH

- Improves sleep quality\*
- Reduces time to fall asleep\*
- Alleviates daytime sleepiness\*

## Stress and Sleep Supplement Market Stays Strong

Demand for stress and sleep supplements continues to grow, driven by rising stress levels across age groups, greater attention to mental health and the importance of sleep, and a growing preference for natural approaches to managing stress and sleep concerns.

### STRESS SUPPLEMENTS

**\$530 million**

Global market size for stress relief supplements in 2024.<sup>2</sup>

**5%**

Estimated compound annual growth rate (CAGR) of stress relief supplements from 2025 to 2035.<sup>2</sup>

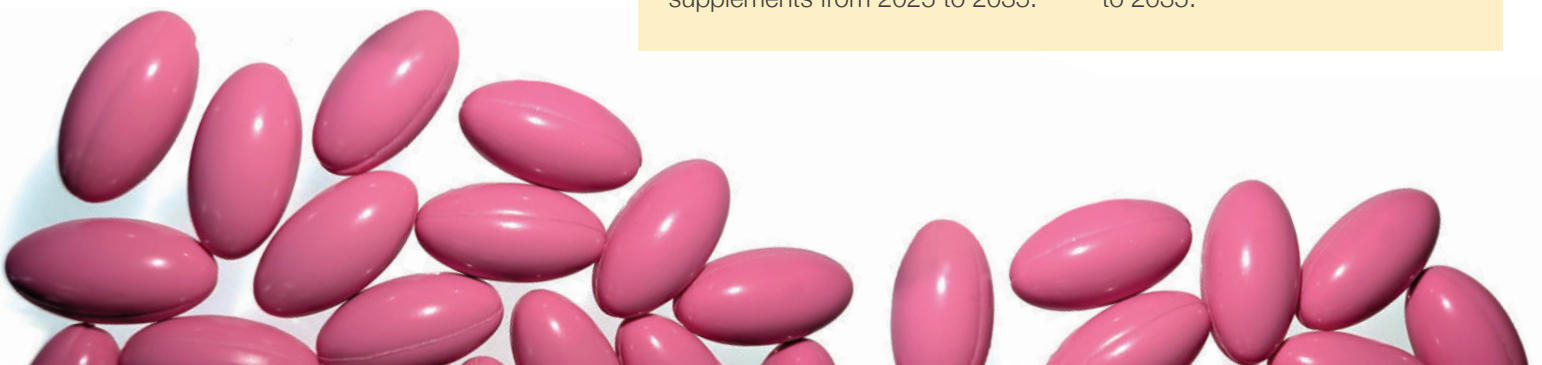
### SLEEP SUPPLEMENTS

**\$7.5 billion**

Valuation of the global market for sleep supplements in 2025.<sup>3</sup>

**5.4%**

Projected CAGR for sleep supplements from 2025 to 2035.<sup>3</sup>



# VeneCalm™

Clinically validated support for calming occasional stress and improving sleep quality\*

## What's Inside VeneCalm™:

### INGREDIENT

### BENEFITS

**Venetron®** is an extract of rafuma, a flowering plant used as a traditional folk remedy in Asia.

Standardized to contain at least 2% each of hyperoside and isoquercetin, Venetron® is effective at a **low dosage**, has **proven safety**, and is supported by **8 clinical trials**.

- Tames everyday stress\*<sup>4-7</sup>
- Lessens nervousness, restlessness, and irritability\*<sup>8</sup>
- Enhances concentration\*<sup>4,8</sup>
- Improves sleep quality\*<sup>5,6,8</sup>
- Reduces time to fall asleep\*<sup>8</sup>
- Alleviates daytime sleepiness\*<sup>4</sup>
- Improves mood before and during menstruation<sup>9</sup>

**Shoden®** is the world's most potent extract of ashwagandha—the dominant herb of the stress relief category.

Supported by 11 international studies, Shoden® is **concentrated** to 35% withanolide glycosides, offering **guaranteed activity** even at **low doses**.

- Decreases occasional anxiety\*<sup>10</sup>
- Reduces cortisol levels\*<sup>10</sup>
- Lowers perceived stress levels\*<sup>10</sup>

**Cannabidiol**, or CBD, is a non-psychoactive compound naturally occurring in the cannabis plant.

Each batch is **third-party tested** to verify cannabinoid content and confirm THC levels are not detected, to ensure **purity** and **consistency**.

- Offers gentle, non-psychoactive cannabinoid support
- Supports the action of the primary botanicals\*
- Contributes to everyday well-being\*



Product Code: CA-CC00799A  
Product Description: VENECALM™

## Supplement Facts

Serving Size: 2 Softgels (952.00 mg)

	Amount Per Serving		Calories	% Daily Value*
<b>Total Calories</b>			4.15	
<b>Total Fat</b>	248.87	mg	2.24	<1%*
<b>Saturated Fat</b>	24.90	mg	0.22	<1%*
<b>Trans Fat</b>	0.00	mg	0.00	†
<b>Unsaturated Fat</b>	223.97	mg	2.02	†
<i>Monounsaturated Fat</i>	86.26	mg	0.78	†
<i>Polyunsaturated Fat</i>	137.72	mg	1.24	†
<b>Cholesterol</b>	0.00	mg	0.00	0%
<b>Total Carbohydrate</b>	112.80	mg	1.02	<1%*
<b>Protein</b>	223.06	mg	0.89	<1%*

	Amount Per Serving			
Venetron™	50.00	mg		†
Cannabidiol (CBD)	10.00	mg		†
Tetrahydrocannabinol (THC)	Not Detected	N/A		†
Shoden®	120.00	mg		†
Withanolide Glycosides	42.00	mg		†

\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established

All Ingredients In Descending Order: Gelatin, Maiseine CC, Ashwagandha Extract, Glycerin, CBD (Full Spectrum in MCT Oil), Apocynum Venetum Extract, Purified Water, Yellow Beeswax, Zinc Oxide, Sunflower Lecithin, Carnine.

Zero declaration is allowed if, for one serving:

<b>Total fat</b>	Less than 0.5 gram
<b>Saturated fat</b>	Less than 0.5 gram
<b>Trans fat</b>	Less than 0.5 gram
<b>Cholesterol</b>	Less than 2 mg
<b>Carbohydrates</b>	Less than 0.5 gram
<b>Protein</b>	Less than 0.5 gram

VeneCalm™ — for daytime calm and nighttime sleep\*

## References

<sup>1</sup> Nutraceuticals World. April 2, 2025. [www.nutraceuticalsworld.com/exclusives/the-state-of-supplements-u-s-market-approaches-70-billion/](http://www.nutraceuticalsworld.com/exclusives/the-state-of-supplements-u-s-market-approaches-70-billion/)

<sup>2</sup> Market Research Future. Feb 2026. [www.marketresearchfuture.com/reports/stress-relief-supplements-market-10640](http://www.marketresearchfuture.com/reports/stress-relief-supplements-market-10640)

<sup>3</sup> Future Market Insights, Inc. Oct 2025. [www.futuremarketinsights.com/reports/sleep-supplement-market](http://www.futuremarketinsights.com/reports/sleep-supplement-market)

<sup>4</sup> Fujiki K, Hirashima Y, Ogami T, et al. *Japanese Pharmacology & Therapeutics*. 2022;50(4):733-741.

<sup>5</sup> Yamatsu A, Yamashita Y, Maru I, Yang J, Tatsuzaki J, Kim M. *J Nutr Sci Vitaminol* (Tokyo). 2015;61(2):182-187. doi:10.3177/jnsv.61.182

<sup>6</sup> White KP, Hewlings S, Bryant C, et al. *International Journal of Translational Medicine*. 2025;5(2):23. doi:10.3390/ijtm5020023

<sup>7</sup> Yoto A, Ishihara S, Yang J, Suzuki N, Takara T. *Japanese Journal of Physiological Anthropology*. 2009;14(3).

<sup>8</sup> Nakata A, Yamashita SI, Suzuki N, et al. *Japanese Pharmacology and Therapeutics*. 2018;46:117-125.

<sup>9</sup> Kuniyoshi T, Kobayashi Y, Yang J, Suzuki N, Takara T. *Jpn Pharmacol Ther*. 2023;51(11):1685-1696.

<sup>10</sup> Mishra DN, Kumar M. *Heliyon*. 2024;10(17):e36885. doi:10.1016/j.heliyon.2024.e36885

\* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Contact Us to Learn More:

6982 Bandini Blvd., Los Angeles, CA 90040  
Toll Free: (800) 360-SGTI • Phone: (323) 726-0700  
sales@soft-gel.com • www.soft-gel.com



**SOFT GEL**  
TECHNOLOGIES, INC.