



LAVIVANT®  
THE ROAD TO HEALTH

YOUR GUIDE  
TO THE  
WORLD OF  
GINSENG



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# JOIN US IN DISCOVERING THE WORLD OF GINSENG

While just about everyone in Asia knows ginseng, Europeans don't suspect its power. And that's a shame, because this healing root is often just **as effective as factory-made pills**.

That's why we made this e-book, where you'll learn everything you need to know about ginseng.

Here you'll learn about:

- where ginseng **grows**
- the role it plays in **Eastern medicine**
- **how it differs** from other medicinal roots
- how it helps when you're **battling the flu**
- why it can even fight **chronic fatigue**
- how it increases **male potency**
- its **beneficial effects** for women
- the results it brought for **truck drivers in Siberia**



## PLEASANT READING... AND LOTS OF HEALTH WITH GINSENG!



# WHERE GINSENG GROWS

Back before industrialized medicine, ginseng was an absolute wonder. And its effects are so powerful that people still use it today. It only grows **in three places worldwide**.

## THE BEST GINSENG GROWS IN KOREA

Korea—both North and South—is ginseng's **promised land**. It grows best in Korea, because it rains enough there in the summer, and temperatures are right in the winter. That's why Korean ginseng is the best in the world. Koreans appreciate its effects so much that they once nearly gathered wild ginseng to extinction.

That's why it was added to the **endangered species list** in 1973—and so it's illegal to pick it in the wild. Many Koreans, however, can't resist visions of major profits, and so they head out to pick it illegally on reservations. They can receive up to several hundreds of thousands of dollars on the black market for a large root. The Korean name for ginseng is "insam." This name literally means **"person root."**

## CHINESE GINSENG WAS FOR THE EMPEROR ALONE

The world's second-best ginseng grows in China, on the border with North Korea. The Chinese call ginseng **"ren shen,"** and this name likewise means "root and person."

The emperor himself appreciated its effects—and thus he **forbade his subjects** from entering the mountains where it grew. The plant had such strong effects that he wanted to have it for his own use alone. However, the common people often ignored this ban. They would carry a piece of ginseng in their pockets or on a string around their necks. They used it similarly to how we use **energy drinks** today. They chewed this root whenever they needed a quick pick-me-up.

## NORTH AMERICAN MOUNTAIN GINSENG: THREATENED BY DEER

When people hear the word "ginseng," they generally think of Asian medicine. Few know that this medicinal plant grows **in North America** as well. However, this variety's effects are not as strong as those of Korean ginseng.

Native Americans also noticed that this root resembles a human being. That's why they call it "garantoquen," which means "person." Before harvesting it, they always bent the ginseng's stem towards the ground. They believed that **this method** would ensure a continued bountiful harvest in the future.



However, today white-tailed deer are eliminating the ginseng population **in the Appalachian Mountains**. Experts observed the situation there for four years and determined that:

- deer **consume 19–42%** of the ginseng plants in a single spot
- the ginseng **cannot regenerate** as fast as it is being eaten
- the ginseng population is **falling by 2.7%** per year

However, there is **no easy solution here**, because the deer are a protected species as well.

## WHERE DOES GINSENG COME FROM TODAY?

Free-growing ginseng is protected, and so healing extracts are produced using farm-grown ginseng. However, this plant is **very difficult** to grow. An old Chinese proverb states that it's easier to train an old tiger than to grow a ginseng root.

The ginseng we use in LAVIVANT products is grown on a farm in South Korea. The Koreans shield the plants to keep the sun from scorching them. Each plant **grows for 6 years**. At that point it is harvested, as by then the root is at its strongest.

The farmers use **traditional methods** and sun-dry the roots. In Korea, this is easy to do—the average summer temperatures are on the order of 29 degrees.



## GINSENG IN EASTERN MEDICINE

Ginseng has its **firm place** in Eastern medicine. And the special set of nutritional principles called macrobiotics is connected with this medicine—it's based on pre-industrial diets in Japan. Macrobiotics says that it's most important to keep **yin and yang in balance**. Yin embodies the passive principle and yang the active principle. Although they are in opposition, they supplement each other, and neither one can exist alone.

## GINSENG ENERGIZES IN WINTER

Ginseng can be either yin or yang. It depends on what country it comes from. American ginseng is yin, while **Korean ginseng is yang**.

Thus it's good to use ginseng from Korea in the winter, when yin calm is dominant. Ginseng's yang **will give you the energy you need**. Yang foods are great when you're

- worn out
- or stressed
- or can feel an illness coming up.

## THE CHI MUST FLOW

The chi is the alpha and omega of Eastern philosophy. It is the **life energy** that flows through us all. When it flows well, a person is healthy. Such disciplines as feng shui—the arrangement of a home—and tai chi are based on the chi.

As a person ages, their **chi is reduced**. One suitable way to renew your chi is with ginseng. Eastern healers believe that chi is stored in its roots.

## AN OVERVIEW OF GINSENG'S EFFECTS ACCORDING TO EASTERN MEDICINE

American ginseng is yin, Korean is yang, and Chinese is neutral. For a detailed overview of the effects of ginseng **from the different parts of the world**, see the table below:

American ginseng	Chinese ginseng	Korean ginseng
Weak effect on chi	Stronger effect on chi than in American ginseng	Strong effect on chi
Cooling effects	Warming effects	Warm and even hot effects
Yin food	Almost neutral	Yang food



## HOW GINSENG DIFFERS FROM OTHER MEDICINAL ROOTS

They hide beneath the ground and conceal **great power**. They are the medicinal roots—of which ginseng is only one. Are the others more effective, or does ginseng have them beat?

### RHODIOLA ROSEA

This little-known herb is sometimes called "**golden root**." It grows commonly in Siberia, but you can also find it on a hike in any arctic—or sometimes subarctic—part of the world. But think twice before taking a scoop and harvesting one of these roots for yourself. It's a protected species in many places.

Its effects include:

- improved sexual function among both men and women
- helping to fight depression
- curing liver diseases

However, it has a number of negative effects as well. Because it stimulates the brain so strongly, it can cause **insomnia** and headaches.

### LICORICE

The same licorice that licorice sticks are made of today was used by the **doctors who served Egyptian pharaohs**. Its main active ingredient is glycyrrhizin.

Its effects include:

- **increased** immunity
- decreased **fatigue**
- help in fighting **infectious diseases**

Glycyrrhizin's main disadvantage is that it decreases blood pressure. Thus it should not be used by persons with increased blood pressure or with liver disease. Doctors do not recommend the long-term use of licorice, because it has effects similar to those of the **much-feared corticosteroids** and can lead to bone thinning.

## GINGER

You surely know ginger. You can find it at every supermarket, and in the winter you use it to brew "warming" teas. The active ingredient in ginger is **gingerol**.

Its effects include:

- **fat** metabolism
- cholesterol **reduction**
- increased **immunity**

But watch out for its side effects. Many people suffer from digestion problems, **heartburn**, and a pounding heart after consuming ginger. It's also inappropriate for diabetics, children, and anyone who's taking heart or hyperacidity medicine.

### PANAX GINSENG

The "panax" in the Latin name "panax ginseng" translates to "**all-healing**," and that speaks for itself. Due to its high saponin content, the effects of Korean ginseng are truly powerful.

Its effects include:

- increased immunity
- extra energy
- decreased blood sugar
- improved potency
- a better-adjusted menstrual cycle

The advantage of **fermented ginseng** extract is that it can even be used by people with digestion problems. Only people with high blood pressure, children, and nursing mothers should be careful with ginseng.

## GINSENG IS THE MOST EFFECTIVE MEDICINAL ROOT

Each of these roots has slightly different effects and can be used for treating different problems. But **Korean ginseng** is the most universal of them all. It's nearly free of side effects, and its high saponin content makes it a true natural cure-all.





## GINSENG FORTIFIES YOUR BODY AGAINST THE FLU

Today, the flu is only a true threat for children and seniors. But just 100 years ago, things were different. The **flu virus mutated**, and thus during a WWI pandemic, 50 to 100 million people died—more than on the battlefields.

Today the flu tends to not be as deadly, but it can still make a person's life miserable. That's why it pays to **think about prevention**—and ginseng plays an important role in this prevention.

### A SUSPICIOUS SYRINGE SAVIOR

High fever, joint and muscle pain, and **overall weakness**. These are typical flu symptoms. Nobody wants to suffer them repeatedly, and so sufferers swear that next time, they'll take better care of their health.

Modern medicine presents **vaccination** as the best method for flu prevention. But it does have its downsides:

- the vaccine you receive may not contain the **flu strain** that's currently striking
- the effects of flu vaccines are **disputable**
- some **experts have stated** that vaccination can cause autism

### NO SIDE EFFECTS

Because of this, a number of people choose **natural prevention**, where there's a 100% certainty that it won't suffer side effects. If you decide to go this route:

- eat a **balanced, vitamin-rich diet**
- **enjoy the outdoors**
- engage in **sports**
- **use extracts** from six-year-old Korean ginseng

If you wait to start your healthy lifestyle until the health department announces a flu epidemic, it's too late. You can't build up an immunity in just a few days. That's why it's good to use ginseng extract preventively from, for example, **September to May**.

## STRESS IS THE #1 SABOTEUR

Many people think that if they're in good shape, they'll never get the flu. But they're mistaken. Your **state of mind** affects your immunity as well. If you don't know which way to turn, you're stressed out, and your stomach is knotted from anxiety, you're an easy target for a flu virus.

**Excessive stress** can greatly weaken even the healthiest of people. So it's good to use not just vitamins, but ginseng as well. That will ensure that your body handles even heavy stress well.



## GINSENG WORKS ON CHRONIC FATIGUE TOO

Do you feel tired even just looking at your to-do list in the morning? Then you're likely suffering from chronic fatigue. **Put it to rest** and enjoy a full feeling of strength once again.

If you're suffering from fatigue, you'll have these symptoms:

- worsened **perception**
- **reduced** attention
- **mood changes**
- a feeling of **exhaustion**

## CHARGE YOUR BATTERIES

Think of your body **like a smartphone**. If your battery is full, you can call, text, and browse the web. If your battery is empty, you can't do anything.

It's completely the same with people—when your batteries are empty, you're tired, and you don't have the strength for anything. Everyone's careful to keep their phones charged up, but they **forget about themselves**. And that's a problem.

So here are a few tips for you on how to successfully charge your batteries:

- **Regularly sleep 7 to 8 hours a day.** If you only sleep a few hours a day, you're producing a dangerous sleep deficit. And just sleeping in on the weekend won't erase it.
- **Stretch.** Do some light exercises every morning for 10 minutes, and ideally take a cold shower too. Then you'll be as fit as a fiddle all day long.
- **Use Korean ginseng.** You'll amplify the energy you got from your sleep even further if you use ginseng. It improves your memory and concentration even more.

## CHOCOLATE AND COFFEE WON'T SOLVE THE PROBLEM

Just about everyone has been there. You can't focus, you're tired, and so you head to the kitchen to prepare a cup of coffee or pull out your secret chocolate stash. While this **quick energy** picks you up for a bit, your blood sugar level drops back down quickly.

And the unhealthy cycle starts again. That's why neither coffee nor chocolate is a long-term solution. It's much better to **use ginseng** in the morning—it gives you energy for the whole day.

**Scientific research** confirms this as well. The ginsenoside Rg1 has the strongest effect in fighting fatigue. It chases off:

- **stress** fatigue
- **cold** fatigue
- **flu** fatigue

But that's not all; ginseng is an effective **warrior against chronic fatigue** as well. Research by scientists at the University of Connecticut in 2002 has proven this. People with chronic fatigue used 1 g of extract a day. One month later, 58% of them reported an improvement.





# GINSENG IS JUST AS EFFECTIVE AS VIAGRA

**Erectile dysfunction** is nothing new under the sun. Just like us, Asians have struggled with it for millennia. But they didn't have to wait for Viagra to tackle this problem.

They had something that was, at minimum, just as effective: ginseng. They would carry a ginseng root on a string around their neck and always chew it before sex to ensure a good erection and **fertility**.

## A SCIENTIFICALLY PROVEN NATURAL ALTERNATIVE

Ginseng's effects have been verified by **scientists from a South Korean university**. They first served ginseng to mice, rats, and rabbits. They observed increased sex hormone production in all of these animals.

They thus continued their experiments with 119 volunteers who were suffering from erectile dysfunction. They prescribed ginseng for one part of this group, and a placebo for the rest. The men who received the ginseng extract had no end of praise for it—**sexual function improved** for all of them.

Thanks to this experiment and its subsequent publication in a scientific journal, medicine began to accept Korean ginseng as an alternative **method for curing erectile dysfunctions**.

## JUST AS STRONG AS MODERN MEDICINE

Another group of scientists decided to compare traditional medicine with modern approaches. They had one group of men around age 50 use Korean **ginseng for 8 weeks**, while having another group use a placebo. Then the experts exchanged the men's pills. The results were surprising. Erections provably **improved for 60%** of the men who were using the ginseng. The little blue pill, Viagra, has results no better than this. The men who used ginseng also enjoyed a greater sexual appetite and satisfaction.

Comparison—ginseng vs. Viagra:

	<b>Ginseng</b>	<b>Viagra</b>
Price	£25	£55
Number of doses	30 (used every day)	4 (used before sex)
Availability	freely available	prescription only
Origin	natural	chemical
Side effects	none	headaches, nausea, hot flushes, muscle pain

If you're planning to use ginseng to strengthen your sexual function, make sure that it **contains enough ginsenosides**. This active ingredient is only found in ginseng—and Korean ginseng has the most. 60 mg/g is considered the standard value. The LAVIVANT extract instead contains a full 80 mg of this ingredient per gram, and thus is exceptionally effective.



## GINSENG HELPS WOMEN IN EVERY SITUATION

When a woman comes home from work, she doesn't start relaxing like a man does. On the contrary, that's the start of her second shift. It's exhausting to handle this many responsibilities, and it's good to be able to reach for a **secret helper**—ginseng.

This medicinal root is truly universal. It **helps women conceive**, and it eases troubles during menopause as well. It's also useful in treating breast cancer.

## EXPENSIVE CREAMS? NO THANKS!

Despite their nearly superhuman burdens, women still want to look **fresh and beautiful**. But if they're hurried both at work and at home, it's nearly impossible. Ginseng helps here: it acts against stress and supplies strength for the body.

It also improves **sleep quality**... and every woman knows that rest is key for beauty. It has a much stronger effect on skin quality than expensive skin creams do.

During good a rest, your body is also better at burning fat. And ginseng itself also helps with **weight loss**.

## GINSENG CAN COPE WITH CANCER TOO

This medicinal root is so powerful that it even helps in the fight against the much-feared **breast cancer**.

Breast cancer facts:

- it is **the most common** cancer among women
- roughly **1 out of 8 women** suffer from this disease
- in 2015, doctors diagnosed around **10,000 new cases**

A scientific study showed that patients who used ginseng regularly could cope with difficult chemotherapy **better** and were in a better mood.

## GINSENG CAN HELP YOU TOWARDS A BABY

Ginseng extract can act as an **aphrodisiac** on both women and men. If both partners are using it, they can look forward to burning passion in the bedroom. And ginseng makes it easier to conceive as well.

But once your pregnancy test comes back positive, stop using ginseng. It is unsuitable for **pregnant and nursing women**.

## A PARTNER FOR MENOPAUSE

Menopause is another typical female problem where ginseng can help. Many women suffer from fatigue, insomnia, and depression during menopause. According to scientific research from 2008, Korean ginseng eased precisely these problems for **80% of women**.

Ginseng extract can **increase women's estrogen** level naturally. This female hormone is responsible for the menstrual cycle's normal functioning, for regulating the female metabolism, and for bone quality.







## THE COSMONAUTS USED GINSENG... AND 7 OTHER INTERESTING FACTS ABOUT THIS HEALING ROOT

With what you've read so far, you might think that you now know all there is to know about ginseng. But there are some things you **haven't heard yet**. We've left some of the most interesting facts for last.

### 1. DRIVERS IN SIBERIA WERE SICK 286 DAYS A YEAR

In the winter, temperatures in Siberia drop down to -60 degrees—so it's no wonder that in Soviet times, Siberian drivers were sick an average of 286 days a year. This was a major problem, because it held up shipping. Doctors thus had one group of drivers use ginseng, and their illness rate **dropped to just 11 days a year**.

### 2. GINSENG AFTER SPORTS KEEPS MUSCLE PAIN SHORT

After their sports activities, athletes often have aching muscles due to the influx of lactic acid. But the substances in ginseng **improve oxygen transfer**. Ginseng thus improves performance and reduces lactic acid levels.

### 3. DISHONEST MANUFACTURERS REACH FOR GUARANA

It pays to **read the ingredients** even when you're using ginseng. Many manufacturers mask their products' low ginseng levels by adding guarana, a stimulant. But you won't find anything like that in ginseng from LAVIVANT.

### 4. GINSENG HELPED THE COSMONAUTS

There's little room inside a rocket, and no traditional day or night. These things and more make **conditions in space** demanding. To handle them better, Soviet cosmonauts brought ginseng along with them into space. As a strong adaptogen, it helped them to adjust.

### 5. THE EMPEROR WANTED THE BEST FOR HIMSELF ALONE

When Chinese emperors were feeling sick 2,000 years ago, doctors served them the **"Imperial Trio."** This medicine contained ginseng and two types of mushrooms. This powerful medicine was for the emperor alone.

### 6. GINSENG GIVES YOU HAIRY CHILDREN!

Pregnant and nursing women should not use ginseng, because it can increase blood pressure. There are even some **old wives' tales** that say that pregnant women who used ginseng gave birth to hairy children!

### 7. GINSENOSESIDES ARE ONLY IN GINSENG

Ginsenosides are the active ingredients in ginseng—they contribute about **1–2% of this root's weight**. No other plant contains them.

### 8. EVEN THE ANCIENT GREEKS KNEW GINSENG

The Greeks were already familiar with the far-reaching effects of ginseng. They named this plant **"panakos."** This name means "cure-all" in translation.

