

Evolution of Wellness

SUPPLEMENT RESEARCH BRIEF — SAMPLE

Ashwagandha, Magnesium, and B-Complex for Stress: What the Evidence Supports

ILLUSTRATIVE EXAMPLE — Fictional client and details, for demonstration purposes only.

The Claim Being Evaluated

Marketing copy for a fictional stress-support product states that combining ashwagandha, magnesium, and B-complex vitamins is "clinically proven" to reduce stress and anxiety.

What the Individual Research Shows

Ashwagandha

Multiple randomized controlled trials support ashwagandha root extract for reducing self-reported stress and cortisol levels, typically at doses of 300 to 600 mg per day over 8 weeks. This is one of the better-supported adaptogens in the supplement category.

Magnesium

Evidence is more limited and mixed. Some studies link magnesium supplementation to modest anxiety reduction, but largely in populations with diagnosed deficiency. Effects in magnesium-replete adults are less consistent.

B-Complex Vitamins

Research on B-vitamins and stress is strongest for reducing stress-related fatigue in populations with suboptimal intake, rather than for reducing perceived stress directly in well-nourished adults.

What the Combination Claim Gets Wrong

No study identified in available literature tested this specific three-ingredient combination together. Each ingredient has its own evidence base, its own effective dose range, and its own population where effects are strongest. Presenting the combination itself as "clinically proven" implies a level of direct testing that has not been done.

Recommended Claim Language

"Formulated with ashwagandha, magnesium, and B-complex vitamins, each studied individually for their role in the body's stress response."

This keeps the ingredient story intact, stays defensible if questioned by a customer or regulator, and does not require walking back a stronger claim later.

Confidence Level

High confidence on individual ingredient research (drawn from peer-reviewed, randomized trials). No combination-specific research exists to support a stronger claim at this time.