



**PENN HERB CO. LTD.**

## HOW TO CHOOSE THE RIGHT GINSENG FOR YOUR PERSONALITY



Ginseng is the popular 5,000 year-old tonic that continues to be relevant for our modern 21<sup>st</sup> century, fast-paced lifestyle.

The rejuvenating root has a long list of uses, which makes sense for an herb that's been used for centuries, however it is primarily used to:

- Lift energy levels
- Promote stamina & endurance
- Help the body adapt to mental and physical stress
- Promote mental performance

But how do you traverse the bewildering array of Ginseng products? Consider this useful guide...

### What is the difference between Red & White Ginsengs?

**White Ginseng** is unsteamed, retaining its natural color and is the better choice for those need a gentle energy boost.

**Red Ginseng** is steam processed, resulting in a warmer, potent, stimulating root.

### American Ginseng (*Panax quinquefolium*)

- General energy boost
- Cooling for people who "have a tendency to feel warm"
- Best suited for the younger, stressed crowd

### Asian Ginseng (*Panax ginseng*)

- Stimulating energy boost
- Warming (for extra warming, use Red Ginseng)
- For the over 40 crowd

### Eleuthero (*Eleutherococcus senticosus*)

*Formerly known as Siberian Ginseng. While it has similar properties to the Panax varieties, researchers thought it best to correctly identify Eleuthero by its true botanical name to reduce misidentification and to better research its compounds known as eleutherosides.*

- Gentle energy boost
- Neutral, non-heating
- Best for passionate, fiery types