

**Control life's tough rides.**



**Vitango®.** The dual action solution  
for stress and exhaustion

## What is stress?

*I get to a point where it's all too much*



Katie B., 33, housewife with three young children

*It's a balancing act between job and family. I want to do everything well*



Patricia W., 37 fashion buyer with one daughter

*Lacking energy gives me a feeling of things getting out of hand*



Thomas M., 39, sales executive

Does any of this sound familiar? If so, you could be one of the millions of people suffering from stress.

Stress occurs when the pressures of life exceed our perceived ability to cope. When we experience stressful conditions, a physiological reaction, called the 'fight or flight' response, is triggered. This is our body's primitive, automatic response that prepares us to fight or flee from harm or threat. In response to a surge of stress hormones into our bloodstream, there is a rise in heart rate, increased blood flow to our muscles, a quickening of impulses and a sharpening of senses.

### Today's stresses

Although we are rarely faced with savage predators or similar dangers in the modern world, the inborn fight or flight response still exists – prompted today by contemporary stressors like a mounting workload, never-ending housework and the demands of parenthood. In small doses, the stress response can equip us to rise to a challenge or meet a deadline but the persistent nature of many modern stressors can deplete our energy reserves, leaving us exhausted and drained.

In the long-term, the dangers of chronic or unrelieved stress include raised blood pressure, heart disease, depression and burnout.

### Physical, emotional and behavioural signs of stress

Physical signs	Emotional signs	Behavioural signs
Exhaustion Headache Muscle tenseness Fatigue	Inability to concentrate Bad temper Moodiness Listlessness	Increased use of alcohol or tobacco Nervous habits (e.g. nail biting, pacing) Sleeplessness Over or under eating

## What causes stress?

Stress arises principally from situations where you feel overwhelmed and out of control or when you lack sufficient support from others. It could be the demands of children and family, escalating work pressures, relationship difficulties, illness or financial worries. Internal characteristics like high expectations of yourself, perfectionism and an inclination to see change as a threat rather than an opportunity compound the problem.



### How common is stress?

If you suffer from stress, remember you are not alone: the World Health Organization describes stress as a "worldwide epidemic". In 2012, a published research survey carried out among 18,000 employees in Germany exemplified the problem: 52% of those questioned said they felt stressed by pressure to perform and holding deadlines. It also showed that the number of days absent due to work incapacity resulting from psychological diseases increased by over 80% in the last 15 years.

## Dealing with stress

It may seem that there's nothing you can do about your stress level. Your career or family responsibilities will always be demanding, the bills aren't going to stop coming, and there will never be more hours in the day for all your errands. But there are ways to better cope with the stress in your life. Healthcare professionals recommend stress management based around changing the stressful situation when you can, changing your reaction when you can't and adopting a healthy lifestyle.

### Dealing with stressful situations: the 'four As'



#### Change the situation

**Avoid** the stressor by learning to say 'no' and paring down your to-do list

**Alter** the stressor by changing the way you communicate and operate in your daily life



#### Change your reaction

**Adapt** to the stressor by adjusting your expectations, standards and attitude

**Accept** the stressor by focusing instead on sharing your feelings with a friend or counsellor, and making time for rest and relaxation

Healthy ways to relax and recharge include exercise, meditation, yoga, gardening, reading, and having a massage or long soak in the bath. Alongside these psychological and behavioural techniques, there are ways to adjust the physical and mental effects of the stress response. In particular, there is now increasing evidence that a medicinal plant called *Rhodiola rosea* has impressive stress-lowering properties ...

## Golden Root: the story of *Rhodiola rosea*

*Rhodiola rosea* (also called Golden Root) originates in the mountains of northern Europe and Asia. In the course of evolution, this robust plant has adapted to the harsh conditions of its high altitude habitat by producing a group of powerful protective compounds that have many beneficial effects in humans.

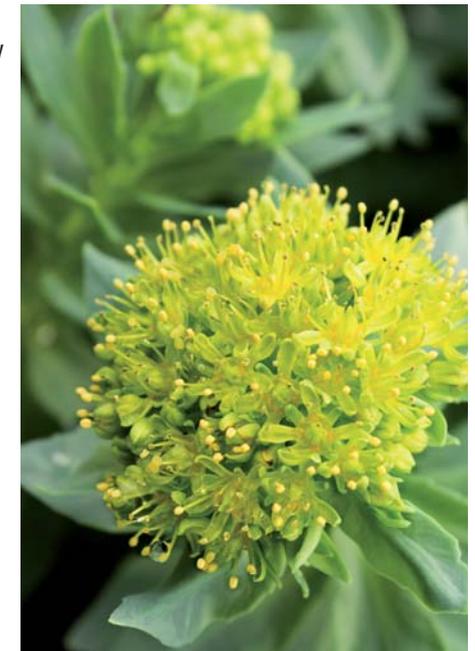
### Historical use

*Rhodiola rosea* has a history and heritage spanning many centuries. Records show that it was prized for its medicinal properties by the Ancient Greeks and used by the Vikings to enhance strength and endurance. In the Middle Ages, Chinese emperors funded expeditions to find the Golden Root and in 1775 it was included in the first Swedish medical handbook. In more modern times, extracts of the plant were given to Russian astronauts to cope with the psychological strains of space travel and were used by Olympic athletes for boosting performance and stamina.

### Recent evidence

Today, the use of *Rhodiola rosea* is backed up by a wealth of published research and is endorsed by many doctors and scientists. Extracts of the plant have been shown to improve the resilience of students undergoing exams and the mental performance of physicians on night duty. In addition, a recent study showed marked improvements in stress-related fatigue and reduced release of stress hormones after *Rhodiola rosea* treatment. Even people with depression and anxiety disorders – which can be long-term consequences of prolonged stress – responded positively in clinical studies with *Rhodiola rosea*.

Now there is a standardised preparation of *Rhodiola rosea* made for people living with all kinds and levels of stress and exhaustion ...

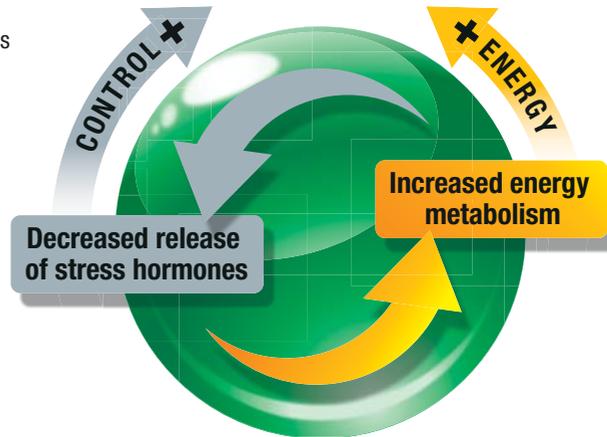


## Vitango® – the dual action solution for stress and exhaustion

Made from an extract of *Rhodiola rosea*, Vitango® is a novel, natural product with a unique dual action on the mental and physical elements of stress. When persistent stress threatens to bring you down, Vitango® helps you to regain control and overcome exhaustion.

### How does Vitango® work?

Vitango® ensures that lower levels of stress hormones are released under the same amount of stress, while simultaneously improving energy metabolism in all cells of the body. As a result you can better focus on the essentials and stay in control in demanding situations. More energy allows you to stay active and productive even under conditions of persistent stress.



### Why choose Vitango®?

This dual action differentiates Vitango® from other products which work only on mood (and are sedative rather than stimulating), or 'pick me up' products which work only on energy. Due to the dual action of Vitango®, you'll feel more in control and more balanced, while at the same time benefiting from a more confident and empowered outlook. Unlike some of the established chemical products, Vitango® does not make you drowsy, is non-addictive, does not interact with other medicines and is well tolerated.

### Vitango®: guaranteed quality

Vitango® contains the high quality standardised *Rhodiola rosea* extract WS®1375. Manufactured under carefully controlled conditions, it has undergone rigorous evaluation by regulatory bodies in terms of safety and pharmaceutical quality. Vitango® is a traditional herbal medicinal product made by Dr. Willmar Schwabe Pharmaceuticals, the world leader in herbal medicines.

## Vitango® – the dual action solution for stress and exhaustion

### Who can benefit from Vitango®?

Vitango® is made to help people who face persistent stress and suffer from symptoms such as feelings of tension, irritability, exhaustion and fatigue, often resulting from lasting pressure in work or family life.

### Taking Vitango®

- Vitango® can be used long-term to help you through high peaks of stress as well as persistent stress.
- As Vitango® has an energising effect, it should not be taken in the late afternoon or evening. One tablet before breakfast and one before lunch is recommended.
- It is best to take Vitango® for at least 1–2 weeks to experience the full benefit of its dual effect on mind and body.



*Cope with stress – keep in control.*



Vitango® is made by Dr. Willmar Schwabe Pharmaceuticals –  
the world leader in phytomedicine

Dr. Willmar Schwabe GmbH & Co. KG  
Willmar-Schwabe-Straße 4  
76227 Karlsruhe  
Germany

