

# Social & Digital

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MARKETING STRATEGY

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# SOCIAL MEDIA POSTS & COPY

Ashwagandha has been cherished for centuries and is now being rediscovered for its amazing benefits in hormonal wellness. 🌿  
✨ Explore our site to learn more about how this ancient herb can support your health! #HormonalBalance #WellnessJourney



Ashwagandha can play a role in stabilizing mood by supporting our hormonal well-being. It works through the body, helping to manage stress and maintain system balances. By incorporating ashwagandha, you may find it easier to handle stress, sleep, and more.

[www.holistichealth.com](http://www.holistichealth.com)

Struggling with sleep? 🌙 ✨ Discover our new collection of sleep supplements designed to help you rest easy and wake up refreshed. Explore now for a better night's sleep! 😴 #SleepWell #RestEasy

## Sleep Collection



**Ashwagandha.** Our premium, organic capsule is the perfect adrenal and sleep support

**Magnesium.** It's a vital mineral for heart health, sleep, and energy production.

**BCAA.** Our amino acids complex is great for muscle recovery and sleep!

[www.holistichealth.com](http://www.holistichealth.com)

# WEBSITE COPY

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HOLISTIC HEALTH.COM

HOME ABOUT SHOP BLOG CONTACT



## ASHWAGANDHA

Boost Your Mood, Balance Hormones, and Sleep Better— Naturally! Studies reveal that this ancient plant is a powerhouse that helps balance stress hormones and maintain internal stability. Try it yourself with a single purchase, or take advantage of our Buy 3/Get 1 Free offer using the promo code “FREE24.”

SHOP NOW

# BLOG & NEWSLETTER ARTICLE

HOLISTIC HEALTH #11



## ON THE BLOG

Modern herbalists regard *ashwagandha* as a prime example of an adaptogenic herb. Adaptogens are considered valuable for their ability to support the body in handling stress with minimal risk and high benefits. These herbs work broadly across the system rather than targeting specific organs. They help balance stress hormones and maintain internal stability, while generally presenting a low risk of side effects.



Ashwagandha, or *Withania somnifera*, is a small evergreen shrub in the Solanaceae family, native to the Indian subcontinent and North Africa. This herb has been a staple in traditional Ayurvedic medicine for thousands of years.

Why should you include this powerhouse herb into your daily routine? Let's look at some key benefits.

**Immune System:**  
In many traditional Ayurvedic remedies this is included because of its anti-inflammatory effects on regulating the immune system.

**Cognitive Function:**  
It has compounds that act as antioxidants which work to protect against damage, making it neuroprotective.

**Mood:**  
The herb has anxiolytic (anxiety-reducing) effects, which can help to boost mood!

**Stress Management:**  
It influences neurotransmitters like GABA and serotonin, as well as has effects on the production of cortisol (the stress hormone).

**Sexual Function:**  
It increases testosterone, which can influence libido (hello!), as well as help with blood flow, which is important in arousal.


**Energy Production:**  
It helps support mitochondrial function helping to increase ATP production (converting nutrients to energy).

## ENTER ASHWAGANDHA: THE ANCIENT ADAPTOGEN

@holistichealth

HOLISTIC HEALTH #15 | OCT 2024

WELCOME TO OUR  
**Weekly Newsletter**  
*we're so glad you're here!*



**READY FOR A CHANGE?**  
**New Habits Start Today**

Each change of season offers a fresh start and a chance for transformation. This is prime time to get active again or to add new movement to your routine.

As the weather cools, it's the perfect opportunity to head outdoors. Consider activities like walking, hiking, biking, or kayaking.

The payoff? Exercise has been proven to aid the body's sleep cycles, to balance cycle related hormones, and affect metabolic health (weightloss, anyone?)



Need help tracking your new habits? Check out Habitica, our partner in healthy habits!

[READ MORE ...](#)

## New Supplement~

**ASHWAGANDHA IS OUR NEW SUPERSTAR!**

Discover the benefits of Ashwagandha, a remarkable adaptogen native to Asia. It works deeply throughout your system to help bring balance in areas of hormonal support, sleep, and mood. This month, take advantage of our special offer: Buy 3 and get 1 free!













# CONTENT CALENDAR

## WEEKLY SOCIAL CONTENT CALENDAR

Company: Holistic Health

October 6 - 12

SUN	MON	TUE	WED	THUR	FRI	SAT
						
Email Newsletter	Blog Post: Ashwagandha	Organic Post: Ashwagandha		Organic Post: Sleep Supplements		Website Copy Update
Subscriber List	website, Facebook, Instagram	Facebook, Instagram		Facebook, Instagram		
Topic: Movement and Ashwagandha Supplement launch	<p> <b>New Blog Alert!</b></p> <p> Ever wondered about the benefits of ashwagandha? Our latest blog is your go-to guide for this powerful adaptogen!</p>	<p>Ashwagandha has been cherished for centuries and is now being rediscovered for its amazing benefits in hormonal wellness. </p> <p>Explore our site to learn more about how this ancient herb can support your health!</p> <p>#HormonalBalance</p>		<p>Struggling with sleep? </p> <p>Discover our new collection of sleep supplements designed to help you rest easy and wake up refreshed. Explore now for a better night's sleep! </p> <p>#SleepWell #RestEasy</p>		

BUDGET

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