

**Kindroot(™) Adaptogems (™) Blend Nurturing Adaptogenic Plants and Aromatherapy- Inspired Flavors, Reinventing the Supplement and Nutritional Herb Category**

*Kindroot Launches November 12th at Nationwide U.S. Retailers and Kindroot.com*

*with Four Functional Lozenges: Focus, Mood, Snooze and Glow*

LOS ANGELES (November 12, 2019) -- Kindroot™ Adaptogems™ will launch a full range of functional plant lozenges today, effectively reinventing the herbal and actives delivery system method with on-trend adaptogenic herbs in a convenient delivery system: a gluten free, vegan lozenge with only 2g of sugar, hand-poured in Los Angeles. Formulated by a master herbalist and blended by a Candy Hall of Fame scientist, Kindroot will launch with four flavors that combine the sensory benefits of aromatherapy and healing properties of plants: Focus, Mood, Snooze and Glow.

Kindroot™ Founder & CEO Alisa Pospekhova, a health and wellness expert, yogi and herbal enthusiast, previously directed marketing for global health, wellness and beauty brands including Unilever, The Wonderful Company, Nestle and Manduka Yoga. Having identified that the rising trend of herbs and adaptogens often have messy delivery systems, and that supplements are on the rise but lack a sensory experience, Pospekhova sought to create a delivery system that was convenient for our busy, modern lives.

*“My own search for a fun and sensory way to incorporate supplements and nurturing herbs into my daily regimen led me to create Kindroot™. Combining ancient adaptogenic plants and aromatherapy inspired flavors into a silky-smooth texture, our innovative line of delicious functional lozenges will encourage people to take mindful sensory moments throughout their day.”*



Kindroot™ Adaptogems™ (MSRP $19.99 for a pack of 20) include:

* SNOOZE Lavender’nilla with melatonin and ashwagandha.
* MOOD Tropical Lychee Rosewater, with reishi mushroom and maca root.
* GLOW Peach Blossom, with collagen and ashwagandha.
* FOCUS Mang’orange White Tea, with schisandra and lemon balm.



About Kindroot™

Formulated by a master herbalist and blended by a Candy Hall of Fame scientist, Kindroot™ Adaptogems™ is the new breakthrough supplement disrupting the category. Combining smooth delivery, sensory benefits of aromatherapy and healing properties of plants - Kindroot™ aims to help bring a little “reset” to everyday lives. Encouraging all to be sweet to themselves so they can inspire others to do the same, the company introduced its first range of functional plant lozenges aimed at supporting most common needs like Focus, Mood, Snooze and Glow. Available on November 4th, 2019 on kindroot.com and select wellness and grocery retailers nationwide.

Get inspired to root for yourself at kindroot[.com](https://www.clearvoice.com/) and @kindroot instagram.

**Media contact**

Alisa Pospekhova

[alisa@kindroot.com](mailto:alisa@kindroot.com)

949.887.0023