

What is SIVI?

SIVI is a patented *Passiflora incarnata* extract standardized to >5% vitexin and naturally rich in GABA. Just 600mg/day delivers clinically proven sleep-deepening and stress-reducing benefits—zero hormones, zero next day haze.

Elevate any capsule, gummy, powder, or beverage with this single-plant powerhouse—clean-label calm that formulators can drop in, consumers can feel, and competitors can't match.



Quick Facts

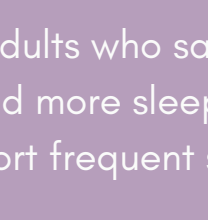
- **Botanical:** *Passiflora Incarnata*
- **Potency:** $\geq 5\%$ Vitexin+ Natural GABA
- **Dose:** 600mg/day
- **Benefits:** Sleep & Stress Support
- **Form:** Light Brown Powder
- **Applications:** Capsules, Gummies, Beverages & More

Breaking the Stress-Sleep Cycle

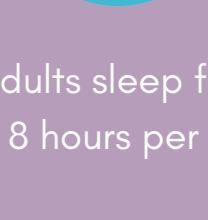
Stress and short sleep are rising together, conventional sleep aids leave users groggy, and the sleep-supplement category is rapidly growing as consumers seek hormone-free, plant-based solutions.

SIVI slots directly into this demand as a clinically proven, non-sedating extract that tackles both stress and sleep in one clean-label ingredient.

The Need

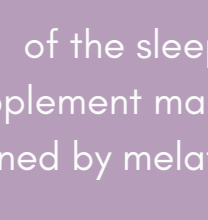


of adults who say they need more sleep also report frequent stress¹

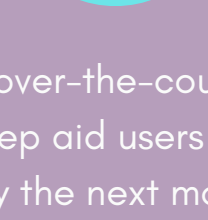


of adults sleep fewer than 8 hours per night¹

The Gap

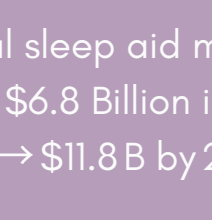


of the sleep supplement market is owned by melatonin²

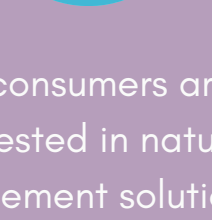


of over-the-counter sleep aid users feel foggy the next morning³

The Opportunity



Global sleep aid market = \$6.8 Billion in 2024→\$11.8 B by 2034⁴



of consumers are interested in natural supplement solutions for better sleep⁵

How SIVI Works

One Exceptional Plant, Two Powerful Actives, Total Peace of Mind



SIVI 101

Passionflower

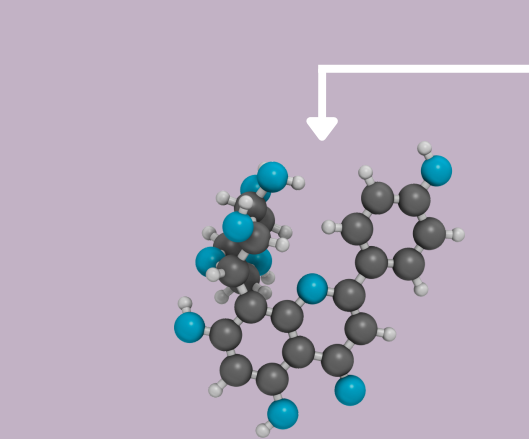
A flowering vine native to the Americas long used in herbal sleep formulas; its aerial parts are naturally rich in soothing bioactives

GABA

The central nervous system's primary inhibitory neurotransmitter; it lowers neuronal hyperactivity, paving the way for fast, deeper sleep

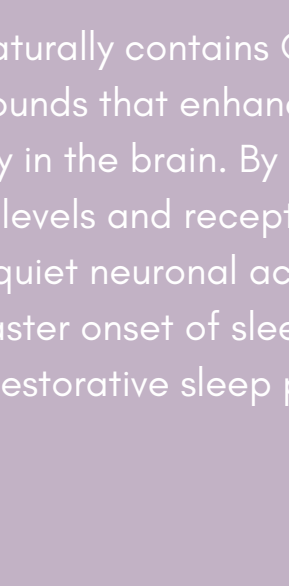
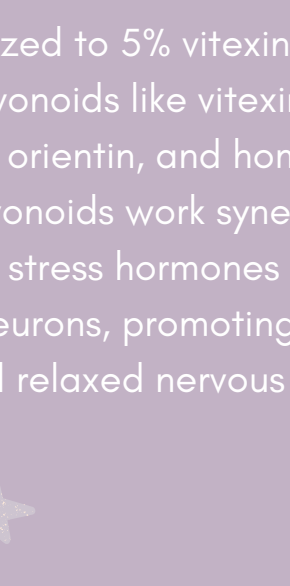
Vitexin

A stress-shielding flavonoid that tempers cortisol spikes and offers antioxidant neuro-protection, supporting calm mood and clear focus



Unique Variety

SIVI begins with a proprietary *Passiflora incarnata* strain naturally richest in GABA and vitexin. Farmers re-propagate from select mother roots to lock in genetic potency, ensure pesticide-free harvests, and guarantee batch-to-batch consistency—so formulators get the same calming power every time.



High-Vitexin Flavonoids

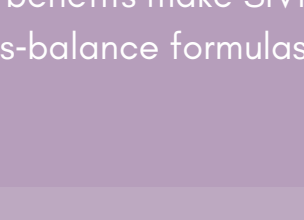
Standardized to 5% vitexin, SIVI is rich in flavonoids like vitexin, isovitexin, orientin, and homoorientin. These flavonoids work synergistically to reduce stress hormones and protect neurons, promoting a calm mood and relaxed nervous system.

GABA Modulation

SIVI naturally contains GABA and compounds that enhance GABA-ergic activity in the brain. By increasing GABA levels and receptor binding, SIVI helps quiet neuronal activity. This leads to a faster onset of sleep and deeper, more restorative sleep phases.

Clinically Proven 24-Hour Balance

SIVI primes the body for deeper, uninterrupted sleep at night and calmer, sharper performance by day—backed by gold-standard human data.⁶



Participants

65 adults with stress related insomnia



Design

Randomized, double-blind, placebo-controlled



Duration

30 consecutive nights



Intervention

600mg SIVI at bedtime vs. placebo

In a 30-night, double-blind, placebo-controlled study, adults with stress-related insomnia took 600 mg of SIVI at bedtime. Rather than forcing sedation, SIVI delivers native GABA and vitexin to fine-tune the brain's calming pathways. Participants slept deeper and more efficiently, then woke with lower stress, sharper performance. These dual benefits make SIVI a natural fit for both night-time sleep products and daytime stress-balance formulas.

Sleep Gains



Faster Sleep Onset

Sleep latency fell from 72→43 min, demonstrating a far quicker transition to sleep.



Fewer Awakenings

Nightly awakenings declined from 1.69→0.56, indicating markedly steadier sleep cycles.



Increase in Sleep Time

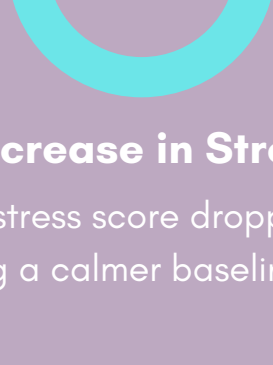
Total sleep lengthened by ≈ 40 min (5.25 h→5.95 h), reflecting longer restorative rest.



Decrease in Insomnia

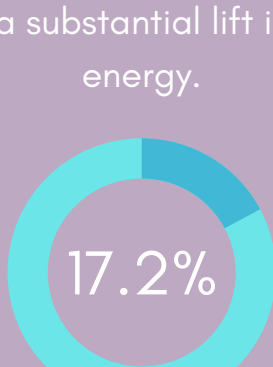
Insomnia severity score dropped 16.3→10.6, shifting users from moderate to mild insomnia.

All-Day Balance



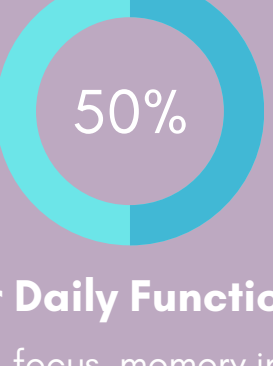
Decrease in Stress

Perceived stress score dropped 21→15, signaling a calmer baseline mood.



Decrease in Fatigue

Daytime fatigue scale fell 43→26, showing a substantial lift in daytime energy.



Reduction in Cortisol

Morning cortisol dipped 10.6→8.8 µg/dL, indicating a healthier stress hormone profile.

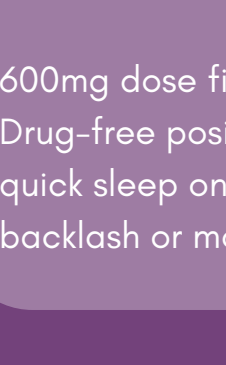


Better Daily Functioning

Mood, work, focus, memory interference 3.22→1.50, signaling increased productivity and recall.

How to Use SIVI in Your Next Breakthrough Product

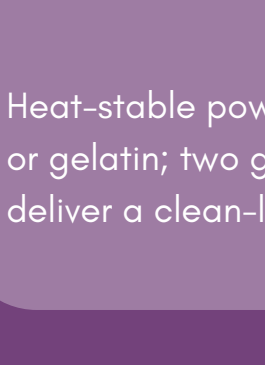
Bedtime Capsule



Melatonin-free lights-out in one veggie cap

600mg dose fits in a single '00' capsule. Drug-free positioning lets you promise quick sleep onset with zero hormone backlash or morning fog.

Calm Gummy



Tasty chill-out chew for anytime stress hits

Heat-stable powder blends into pectin or gelatin; two gummies at 300mg each deliver a clean-label daily dose.

Relax RTD



Crack a can, sip away the day's stress

Solubility + stability make SIVI seamless in shots or beverages. Position as day-to-night cortisol balancer that segues into deeper sleep.

Instant Stick Pack



Pour-in calm for coffee, tea, or shakes

One 600mg stick dissolves in hot or cold liquids without grit, delivering on-the-go stress support that slips into any routine.

About Select Ingredients

Established in 1994, Select Ingredients is a San Diego based ingredient distributor serving dietary supplement, food, and beverage brands worldwide. We source, vet, and stock a broad portfolio of ingredients, from everyday nutrition essentials to clinically researched functional extracts. Whether you are a start-up launching a breakthrough formula or a global brand streamlining an existing supply chain, Select Ingredients offers the experience and expertise to bring your next best seller to life.



Learn More

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2. Future Market Insights. "Sleep Supplement Market Size, Share & Trends." 2024.
3. Consumer Reports. "The Problem With Sleeping Pills." ConsumerReports.org, 2018.
4. Allied Market Research. Sleep Aids Market Forecast 2024–2034 (press release), 2024.
5. Life Extension Survey cited in Nutritional Outlook. "Consumers Seek Natural Sleep Solutions," 2022.
6. Harit, Mahesh Kumar et al. "Randomized, Double-Blind, Placebo-Controlled Clinical Study of *Passiflora incarnata* in Participants With Stress and Sleep Problems." Cureus, 2024.

Distribution Note

Select Ingredients is the exclusive North American distributor of SIVI™ Passion Flower Extract. SIVI™ is developed and manufactured by JK Botanicals Pvt. Ltd.