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sivi™

Passionflower Evolved

A High-GABA Passionflower Extract For Sleep & Stress Support

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:** ≥ 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

65% of adults who say they need more sleep also report frequent stress

74% of adults sleep fewer than 6 hours per night[1]

The Gap

35.8% of the sleep supplement market is owned by melatonin[2]

40% of over-the-counter sleep aid users feel foggy the next morning[3]

The Opportunity

5.1% CAGR

Global sleep aid market > $6.8 Billion in 2024→$11.8B by 2034[4]

82% of consumers are interested in natural supplement solutions for better sleep[5]

How SIVI Works

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

SIVI 101

Passiflora
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	Design	Duration	Intervention
65 adults with stress-related insomnia	Randomized, double-blind, placebo-controlled	30 consecutive nights	600mg SIVI at bedtime vs. placebo

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

Sleep Gains

41.1%
Faster Sleep Onset
Sleep latency fell from 72→43min, demonstrating a far quicker transition to sleep.

66.9%
Fewer Awakenings
Nightly awakenings declined from 1.69→0.56, indicating markedly steadier sleep cycles.

13.3%
Increase in Sleep Time
Total sleep lengthened by ≈ 40 min (5.25h→5.95h), reflecting longer restorative rest.

34.6%
Decrease in Insomnia
Insomnia severity score dropped 16.3→10.6, shifting users from moderate to mild insomnia.

All-Day Balance

27.6%
Decrease in Stress
Perceived stress score dropped 21→15, signaling a calmer baseline mood.

40%
Decrease in Fatigue
Daytime fatigue scale fell 45→26, showing a substantial lift in daytime energy.

17.2%
Reduction in Cortisol
Morning cortisol dipped 10.6→8.8 µg/dL, indicating a healthier stress hormone profile.

50%
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.

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Learn More

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3. Consumer Reports. "The Problem With Sleeping Pills." ConsumerReports.org, 2018.
4. Allied Market Research. Sleep Aids Market Forecast 2024-2034 (press release). 2024.
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6. Hariri, 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 *K Botanicals Pvt. Ltd.*