

What is Kava?

Kava is a plant native to the South Pacific Islands — Vanautu, Samoa, Tonga, Fiji, etc. It's also known by its scientific name, *piper methysticum*.

It's all about the roots

Kava's roots are dried and ground into a drink, both traditionally in the South Pacific and recreationally in the United States, for its sedative, anesthetic and euphoriant properties.

It doesn't taste great

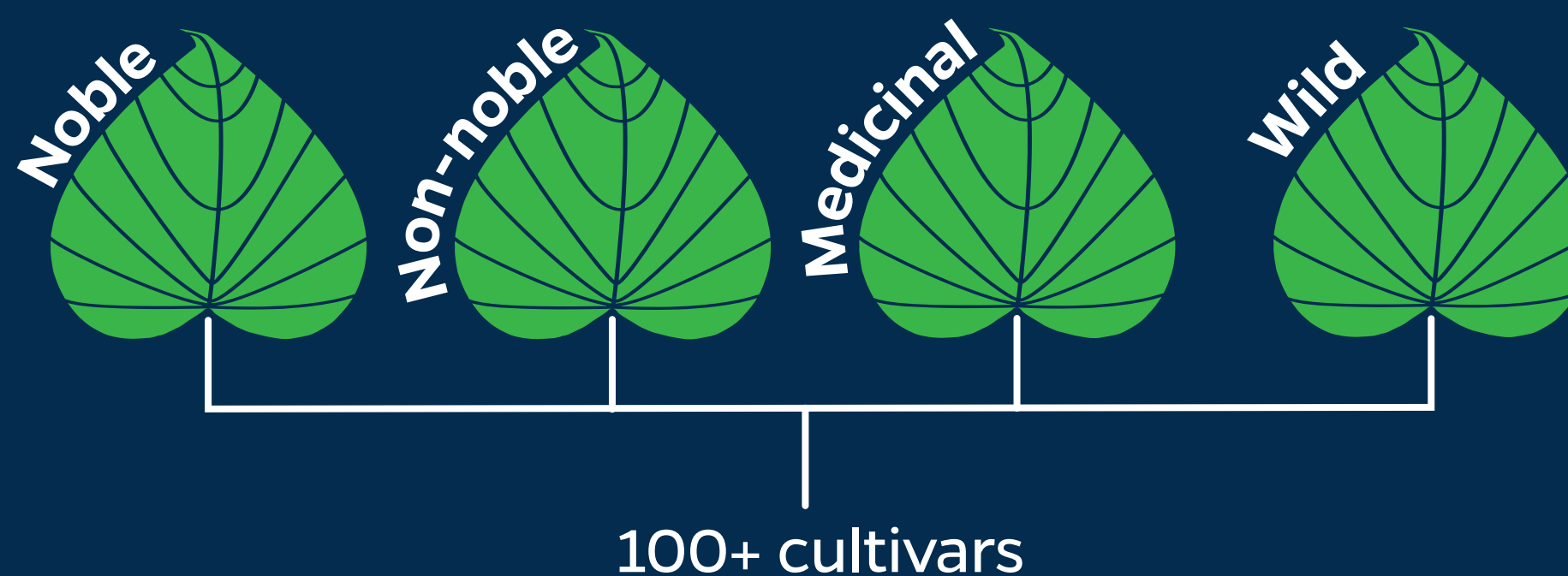
Kava gets its name from the Tongan and Marquesan word for "bitter." Consumers describe its taste at best as "earthy," and at worst, "muddy water."

After the South Pacific, St. Petersburg, Florida, is the next-best known hot spot for kava consumption.



There are four major varieties of kava

Though there are hundreds of kava cultivars, they all come from four different varieties. Cultivars from the noble variety are the safest and most in-demand.



Noble kava affects various conditions

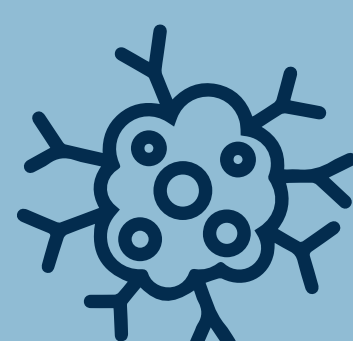


Relieving stress

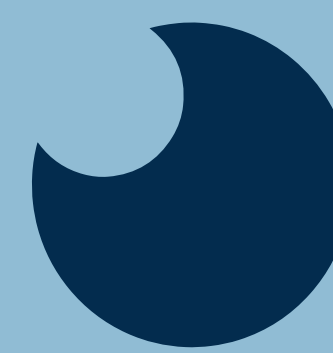
Dr. Chengguo Xing studies noble kava for its potential to improve a variety of health conditions, including stress relief, tobacco craving reduction, cancer prevention and insomnia treatment.



Reducing tobacco cravings



Preventing cancer



Treating insomnia