



## **A Powerful New Stress Reliever - Vitango® - is Launched as Stress Levels Soar at Work and at Home**

**A breakthrough in stress relief has recently arrived with the introduction of a novel herbal medicine that simultaneously boosts both composure and energy**

KARLSRUHE, Germany, 29 October 2009. Marketed under the trade name [Vitango®](#) and now available from pharmacies, the product is a special extract of a highly resilient plant called Golden Root (*Rhodiola rosea*) that grows in the freezing conditions of Northern Europe and Asia's mountain peaks.

The introduction of Vitango® with its potent dual action on both the mental and physical symptoms of stress and significantly greater safety and tolerability compared to synthetic medicines, comes at a time when stress levels are escalating and are considerably higher than they were five years ago<sup>1</sup>.

### **Work-related stress: a serious health problem**

Pan-European studies have shown that, in the workplace, stress affects nearly one in four (22%) employees in the European Union's 27 member states<sup>2</sup>, with many citing high workload and lack of support as the main causes. "Work-related stress is one of the biggest health and safety challenges that we face in Europe." says Jukka Takala, Director, European Agency for Safety and Health at Work, and "Studies suggest that stress is a factor in between 50% and 60% of all lost working days." Long-term work stress exerts a substantial health toll, accounting for an estimated 16% of male and 22% of female cardiovascular disease in the EU<sup>3</sup>. It has even been shown that long-term job strain is worse for your heart than gaining 40lbs in weight or aging 30 years<sup>4</sup>.

"Stress significantly interferes with health" comments Dr Mark Cropley, stress expert and Reader in Health Psychology at the University of Surrey. "We found in our research that people with high job strain suffer more often from symptoms such as anxiety, worry and fatigue than low job strain individuals."

### **Women more concerned**

Whether at work or in the home, women are bearing the brunt of the stress burden, as shown by a recent survey which reported that nearly 50% of women feel stressed in their everyday lives compared to 40% of men<sup>5</sup>. In market research carried out among over a thousand housewives and working mothers in several European countries, 40% said they felt stressed "quite often" and 8% said they felt permanently stressed<sup>6</sup>.

## The plant that came in from the cold

*Rhodiola rosea* has been prized for its medicinal properties since antiquity. Records show that the Ancient Greeks and Vikings used it to enhance strength and endurance. In more modern times, Soviet astronauts and top athletes took it to increase resilience and stamina. But it took some time for the potential of this unique plant to come to the attention of Western scientists. Today the use of *Rhodiola rosea* is backed up by a wealth of published studies and is endorsed by many medical researchers.

Vitango® contains the standardized *Rhodiola rosea* extract WS® 1375. Manufactured under carefully controlled conditions, it has undergone rigorous evaluation by regulatory bodies in terms of safety and pharmaceutical quality. Vitango® is a traditional herbal medicinal product of [Dr Willmar Schwabe Pharmaceuticals](#), a world leader in herbal medicines.

For further information please visit [www.vitango-stress.com](http://www.vitango-stress.com).

## References

1. Ipsos, Omnibus polls 2003 and 2008. Referenced in [OTC Bulletin](#), 11/2003, 07/2008
2. European Agency for Safety and Health at Work. [OSH in figures: stress at work — facts and figures](#), 2009.
3. [Work-related stress](#). European Foundation for the Improvement of Living and Working Conditions, 2007.
4. Landsbergis P et al. *American Journal of Epidemiology* 2003; 157 (11): 998-1006.
5. [http://www.bupa.co.uk/about/html/pr/131108\\_worried\\_women.html](http://www.bupa.co.uk/about/html/pr/131108_worried_women.html)
6. Data on file, Dr Willmar Schwabe Pharmaceuticals

## Release Summary:

A breakthrough in stress relief came with the introduction of a novel phytomedicine that boosts both composure and energy. Vitango® is a special extract of a plant called Golden Root (*Rhodiola rosea*).

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