

Glaxon Serenity V2: Stress Support and Cortisol-Controlling Calm

written by Mike Roberto | April 23, 2021

"Serenity now!"

The **Glaxon Goons** are back on the PricePLOW Blog, with a 2021 update to a formula that was a *total hit* in 2020. The team has been researching, testing, and formulating a product that nearly *everyone* can benefit from, especially in these dystopian times.

Serenity Stress Support has been upgraded, and it's here to make sure you stay calm, peaceful, and stress-free no matter how much chaos is happening around you.

Serenity: Control your cortisol



Serenity features a unique combination of *six* ingredients that synergistically work together to lower cortisol levels and as a result, decrease stress. It also was formulated to improve mood and overall sense of well-being. While it can be taken daily, it's best to keep around for excessively overwhelming times. Keep a bottle around as your secret weapon!

Nobody likes to be stressed out, but stress is a normal part of life, and it's important to find healthy ways of *dealing* with it. Stress is a very broad topic, taking on a multitude of forms, such as psychological, physical, social, and environmental. Everyone has a certain amount that they can handle on a given day, and once that limit's exceeded, it can start to wreak havoc on their life.

If you're chronically stressed out for weeks on end, then you may feel unmotivated, depressed, fatigued, anxious, or angry. And if you remain in a high state of stress for long enough, not only does it impact your mental health, but your physical health will also decline. We can't talk about stress without mentioning *cortisol*, so we cover that later as well. But let's get on to the *ingredients* in **Serenity V2**...

Get ready, because we're about to dive deep into the science behind Serenity's stress reducing formula. But before all of that, make sure to sign up for Glaxon news and deal alerts, because they're always up to something interesting in the *Supplement Lab!*

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Serenity Stress Support: A background

Serenity is a capsule-based supplement from Glaxon, and they recommend taking *three capsules* as needed – and for optimal results, without food.

First, meet the *DR Caps*

Serenity uses a type of capsule called **DR Caps**, which help prevent ingredients from being broken down too early in the digestive system. Therefore, it enhances the potency of the ingredients, but also prolongs the time it takes for you to start feeling the effects. So don't be surprised if it takes at least an *hour* for it to fully kick-in – that's just how the DR Caps work.

Serenity's Mechanism of Action: An Overview

In order to fully understand how Serenity expresses its positive effects, we need to cover how cortisol is produced in the first place.

Whenever your brain senses *stress*, regardless of its source (physical, emotional, or mental), it sends a signal to a specific region in the brain called the *hypothalamus*. Once the hypothalamus gets the message, it starts

secreting *corticotropin releasing hormone (CRH)*, which gets relayed to the *anterior pituitary*.



As a result, the anterior pituitary produces a hormone called *adrenocorticotrophic hormone (ATCH)* and that ends up traveling to the adrenal cortex. Finally, the adrenal cortex will start pumping out the cortisol.

Furthermore, in response to stress, the adrenal glands will also secrete a *pregnane steroid hormone* called *cortisone*, which is classified as an active metabolite of cortisol. Since cortisone is a precursor to cortisol, it can *further* increase levels of cortisol.

In response to the increased levels of cortisol, you may experience *increased heart rate, blood pressure, rapid breathing, and sweating*. Cortisol plays a huge role in your *fight or flight response*, meaning it's preparing the body to defend itself from some sort of stressor or danger.

On a physiological level, cortisol increases blood sugar by breaking down glycogen, decreases amino acid uptake in the muscles, slows down digestion, suppresses the immune system, reduces serotonin production, increases lipolysis, and even prevents bone formation. That's fine in the short term when you need it, but it's *not* fine when it's chronic.

The Triple Threat To Reducing Cortisol...

Glaxo formulated Serenity based on *cortisol's physiological pathway* and specifically selected *six ingredients* that would reduce cortisol production by

***inhibiting* three separate mechanisms:**

- *ACTH*
- *11-beta hydroxysteroid dehydrogenase*, and
- *steroid 11 β -hydroxylase*.

You could say that Glaxon is attacking cortisol from every angle to give you less stress and more gains. So let's see what each ingredient is capable of!

Glaxon Serenity V2 Ingredients

- **Sunflower (*Helianthus annuus*) [Seed] Lecithin (Std. to 65% Phosphatidylserine) – 450mg**

The first ingredient to kick off this distinct cortisol reducing formula is **sunflower lecithin**, standardized to contain at least 65% of their bioactive compound, ***phosphatidylserine* (PS)**.

SUPPLEMENT FACTS	
Serving Size 3 Capsules Servings Per Container 21	
Amount Per 3 Capsules	
Sunflower (<i>Helianthus annuus</i>) [Seed] Lecithin (Std. to 65% Phosphatidylserine)	450 mg*
Japanese Pagoda Tree (<i>Styphnolobium japonicum</i>) [Flower] Extract (Std. to 95% Quercetin Dihydrate)	200 mg*
Magnolia (<i>Magnolia officinalis</i>) [Bark] Extract (Std. to 90% Magnolol/Honokiol)	200 mg*
Ashwagandha (<i>Withania somnifera</i>) [Root and Leaf] Extract (Std. to 35% Withanolides as Shoden®)	120 mg*
L-Theanine	100 mg*
Lipidox™	75 mg*
Sunflower (<i>Helianthus annuus</i>) [Seed] Lecithin	
Ox Bile (<i>Bos taurus</i>)	

* Daily Value not established

The Glaxon Serenity V2 Ingredients have been boosted from four ingredients to *six!*

Phosphatidylserine is a naturally occurring phospholipid that's considered to be an *essential nutrient* for optimal cell functioning.[1] It's found in high concentrations within the brain, liver, heart, and skeletal muscle. Studies show that PS takes on several key roles in the body such as regulating calcium ion uptake and substrate binding, increasing the structural integrity of cells, and helps transmit signals between cells and neurons.[1] It can also activate specific enzymes including *acetylcholinesterase* and *ATPase*. [1]

After discovering these unique properties, researches started to further examine the effects of PS supplementation, and they found that it led to improved mood, cognitive function, memory, and reduced serum cortisol

levels.[1,2] One study in particular, found that PS supplementation led to a significant reduction in time to exhaustion in trained cyclists, suggesting that it may be an effective *ergogenic aid*. [1]

Another study gave participants *600mg* of PS for *10 days*, and put them through a graded exercise test on an ergometer.[2] Their main outcome measures were plasma levels of *cortisol, testosterone, growth hormone, and lactate*. The results showed that just after 10 days, the PS group had *increased testosterone and decreased cortisol levels* compared to the placebo.[2] However, PS had no effect on lactate or growth hormone.[2]

Although more research is needed to fully understand how PS works to lower stress levels and increase exercise performance, the current hypothesis is that it inhibits the secretion of *ACTH*. [1,2] As we outlined in the previous section, ACTH is one of the primary hormones involved in the cortisol synthesis pathway.

- **Japanese Pagoda Tree (*Styphnolobium japonicum*) [Flower] Extract (Std. to 95% Quercetin Dihydrate) – 200mg**

Quercetin is classified as a *flavonol* that's naturally derived from various plants, such as onions, apples, tomatoes, cherries, and berries.[3] Research shows that it can boost immunity, decrease inflammation, and reduce allergy symptoms.[3] Furthermore, quercetin is a potent antioxidant, therefore it's able to protect your cells from oxidative stress.[3]



The side of the Glaxon Serenity V2 label

Similarly to magnolia (discussed below), quercetin is also capable of blocking

11β-HSD, and as we discussed, leads to a decrease in cortisol production.[4] However, it can also further reduce cortisol levels through the inhibition of *steroid 11β-hydroxylase*, an enzyme that synthesizes cortisol by using *11-deoxycorticosterone* as a substrate.[4] Preliminary research shows that oral supplementation of quercetin can result in decreased stress and anxiety, better mood, and improved memory.[4]

Many consumers use quercetin for its immunity and anti-allergy effects (those are discussed below), but the real reason it's included is because **quercetin can reduce prefrontal cortical GABAergic transmission**,[5] which can help blunt long-term stress.

Don't sleep on the immune and allergy improvements

In addition to decreasing cortisol, studies show that quercetin is capable of *blocking histamine release, reducing pro-inflammatory cytokines, leukotrienes synthesis, and suppressing interleukin IL-4 production*. [6] Due to these properties, quercetin may be effective for treating a variety of respiratory conditions, including allergic rhinitis, asthma, and allergic reactions.[6]

In Serenity V2, Glaxon updated the formula from 50mg to 200mg quercetin, a most welcomed addition. Over the past year, we've become major fans of the ingredient given some of its other mechanisms and studies. It's received newfound attention thanks to it functioning as a zinc ionophore[7] for anti-viral immunity support when used alongside high-quality zinc supplements such as the one found in Glaxon Arc Immune.

Back to maintaining our serenity, although it's indirectly correlated, *breathing easier* can definitely help lower levels of stress.

- **Magnolia (*Magnolia officinalis*) Extract [Std. to 90% Magnolol/Honokiol] Bark – 200mg**

While *phosphatidylserine* is lowering cortisol by inhibiting *ATCH*, and *Shoden* is working its magic to help you adapt to stress, Glaxon also included *magnolia* and *quercetin* to synergistically block an enzyme known as *11-beta hydroxysteroid dehydrogenase (11β-HSD)*. This enzyme is responsible for converting *cortisone* into *cortisol*, thus by inhibiting it, there will be a decrease in serum cortisol levels.



Glaxon now offers samples so you can see what all the hype is about!

Although both ingredients have similar effects, we're going to discuss each one separately and first up is magnolia!

Magnolia bark extract, also known as *magnolia officinalis*, is derived from the thoupo magnolia tree, which is native to China, East and Southeast Asia.[8] It's been widely used in *Traditional Chinese Medicine* to treat anxiety, depression, gastrointestinal distress, allergies, muscular pain, headaches, and fever.[8]

Magnolia bark expressess anti-inflammatory, antioxidant, antibiotic, anticancer, antimicrobial, neuroprotective effects due to its high concentration of *two neolignans: magnolol* and *honokiol*. [8] And as you can see from the label, Glaxon included the exact *standardization (90%)*, so you know that you're getting a potent extract for maximum benefits!

Research shows that magnolia bark extract is effective at reducing cortisol levels, stress, anxiety, depression, improving mood and overall sense of well-being.[8-11] Its main mechanism of action is through the inhibition of *11 β -HSD*, [8-11] which prevents the enzyme from being able to convert various substrates into cortisol. It's great to see that Glaxon included ingredients that reduce cortisol in different ways, which seems to amplify the effects.

In Serenity V2, Magnolia was upgraded from 120mg to 200mg for even more pronounced effects!

- **Ashwagandha (*Withania somnifera*) Extract [Std. for 35% Withanolides as Shoden] Roots & Leaves – 120mg**

If you're a regular reader on the PricePLOW blog, then you know we're a big

fan of *adaptogens*, specifically, **ashwagandha**.

This medicinal herb has been used for thousands of years in various parts of the world to treat multiple medical conditions. Although its benefits are widely known, ashwagandha has been growing tremendously in popularity throughout the sports supplement industry. More research is showing that it's one of the most effective natural ingredients for helping manage both physical and mental stress.[12-15]



We've covered various trademarked forms of ashwagandha on the blog. However, the Glaxon Goons hit us in our blind spot by including **Shoden**, a specific type of ashwagandha that contains the highest standardized extract of *withanolides* on the market, clocking in at 35%.[12]

PricePlow has never seen this trademarked ingredient included in any other supplement, and it may be one of the large contributors to why Serenity makes you feel so good. If you compare that to the most popular trademarked form of ashwagandha, *KSM-66*, it only contains 5% (or sometimes 2.5%) of withanolides, so you can clearly see it doesn't even come close for a *targeted* strike.

By why are withanolides important in the first place..

Ashwagandha contains over 50 different chemical compounds, including *lactones* and *alkaloids*, collectively known as *withanolides*. [12] These bioactive constituents are what help carry out ashwagandha's positive effects. Depending on the extract and what part of the plant is used, the withanolide concentration can vary drastically, which is why it's important to look for trademarked forms that list the standardized extract, such as *Shoden*.



A throwback to the Serenity V1 tub – our 2020 overall supplement of the year! 2020 was just *that* kind of year, after all..

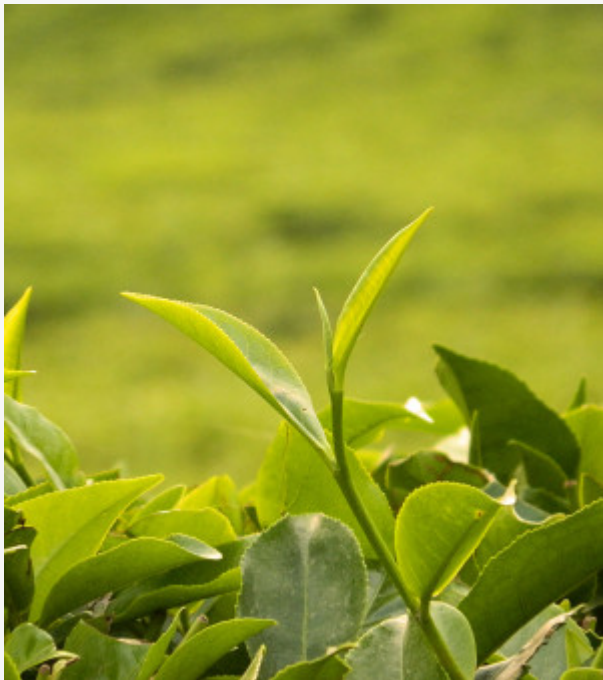
Beyond helping you adapt to stress, ashwagandha also expresses antioxidant, anti-inflammatory, anti-cancer, anxiolytic, antidepressant, and immunomodulatory properties.[12-15] Several studies have concluded that oral supplementation of ashwagandha is effective at reducing anxiety, stress, cortisol levels, and improving mood.[12-15]

A study was conducted in 2019 to determine the effects of ashwagandha (as *Shoden*) supplementation on stress, anxiety, and hormone production in healthy adults.[12] The participants were randomly assigned to two groups, one received 240mg of Shoden per day and the other was given a placebo.

After 60 days, the results showed that the Shoden group had a significant decrease in levels of cortisol, *DHEA-S (dehydroepiandrosterone sulfate)*, which led to better mood, along with reduced stress and anxiety.[12]

Needless to say, ashwagandha is quite the powerful herb, so it's not surprising that it's starting to dominate the sports and health supplement industry. And we expect Shoden to start showing up in more products in the future.

- **L-Theanine – 100mg**



L-Theanine comes from tea leaves, and is an obvious inclusion for combating anxiety.

We often see **L-theanine** paired with caffeine in nootropic and pre workout supplements because of how well they synergize – l-theanine is the calming yin to caffeine's energetic yang. Theanine works by regulating and modulating neurotransmission of serotonin, dopamine, GABA, and glycine in the central nervous system.[16]

As Glaxon explains below, this is just an “obvious move”, and the ingredient has gained widespread adoption for the way it calms users *without* being sedative!

This has been known for a while too – a 1999 review demonstrated that 50-200mg doses increased alpha-wave activity in the occipital and parietal regions of the brain in under 40 minutes of ingestion[17] (it may take a *touch* longer for Serenity due to those DR Caps). As many know, alpha waves are a good marker of relaxation, calm, and even a focused-mindset.

There are several other studies showing nootropic potential when combined with caffeine, but that's not entirely the goal here. We're looking at the calming effect on its own here, and it's become apparent with supplement users over time.

- **Lipidox (Sunflower Lecithin and Ox Bile) – 75mg**

Lipidox is a Glaxon-exclusive ingredient that helps to improve the absorption of fat-soluble nutrients inside. It's made from *sunflower lecithin* and *ox bile*.



Glaxon even has an updated logo for 2021!

As many know, bile is a digestive secretion made by the liver and gallbladder to help the body digest fats. What many *don't* know is that supplementing more has many additional digestive benefits, especially for those who have trouble digesting fat as well.

Animal biles (including ox bile) have *long* been used by traditional cultures for various therapeutic roles,[18] and there are studies going as far back as 1901 demonstrating its influence on metabolism![19]

We leave it to Glaxon to bring back this “lost art” and you can see Lipidox in several other supplements of theirs, helping to increase absorption of those fat-soluble ingredients.

What a unique take on stress relief and cortisol control!

The differences between Serenity V1 and V2

Glaxon's Founder and CEO, Michael Bischoff, explained some of the changes they made for Serenity V2:

Some things to note about the new Serenity:

We increased the dose on Quercetin from 50mg to 200mg. This allows for more modulation of CYP11B1 and 11B-HSD which are both involved in the biosynthesis of cortisol.

We added Lipidox (Sunflower Lecithin for phospholipids) and Ox Bile (bile acids) to enhance digestion and absorption. This was done in all V2 products which are in DR capsules.

We added L-Theanine at 100mg because that was just too obvious of a move and hopefully it will be more recognizable to more general consumers.

We increased the dose of Magnolol/Honokiol from 120mg to

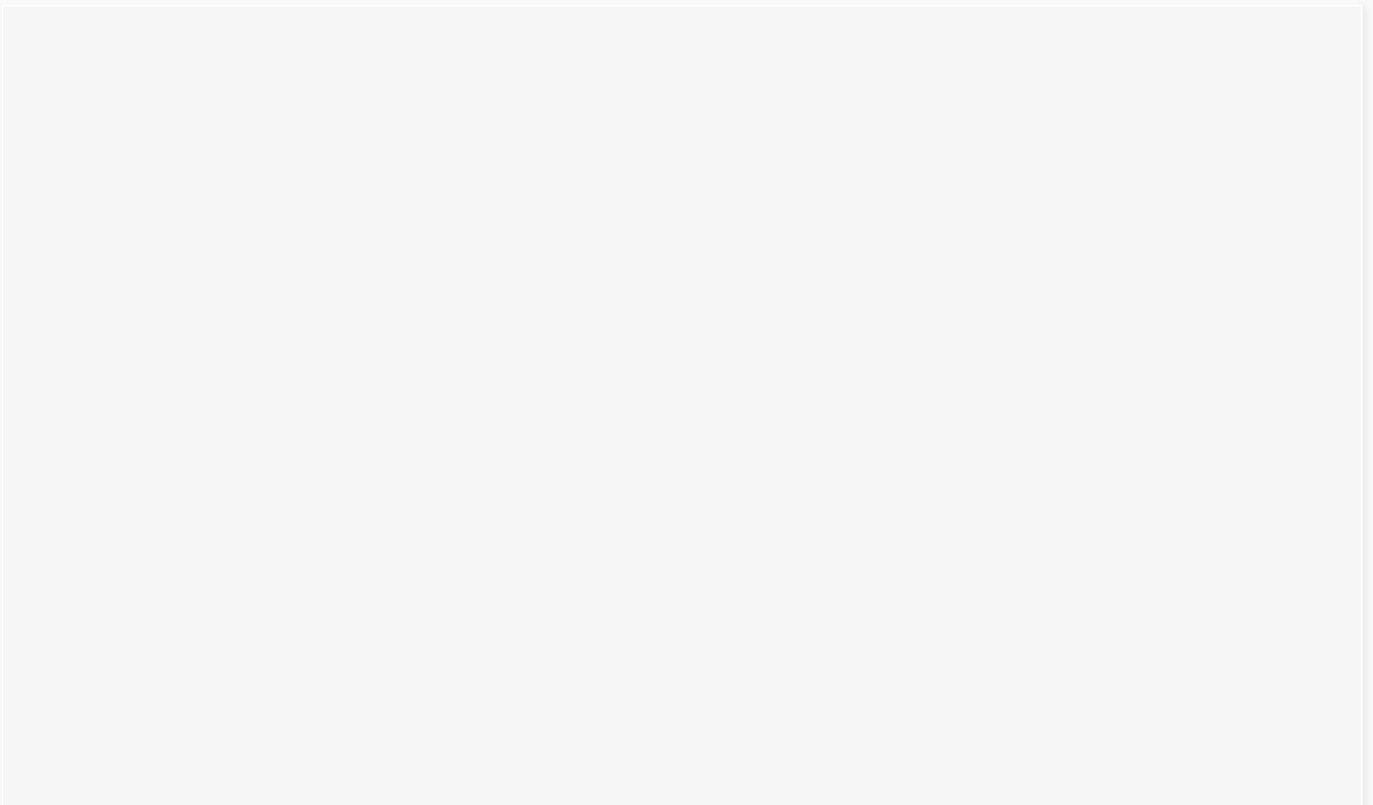
200mg. This is an ingredient we removed from Sedative as we transitioned into Tranquility but we love it. It has extremely noticeable effects on GABA and downstream antihistamine effects that lower cortisol rather quickly which leave people feeling more relaxed and in a better mood.

We slightly reduced the Phosphatidylserine- it takes up a lot of space and the fat soluble nature of it seems to have led to some of the compounding effects of malaise when full doses were taken days in a row. We found that it was too difficult to explain underdosing to consumers and frankly it's too complicated to put that on this small label without compliance issues on what a serving size actually is without compromising SFP integrity.

All that said, the V1 is still a great product, but I expect consumers of Serenity V1 to find the Serenity V2 more efficient and functional for the same price. Oh, and the new label is pretty sweet!

– Michael Bischoff, Glaxo CEO

You can also see a side-by-side comparison, with the older V1 label on the left:



Supplement Facts

Serving Size 3 Capsules

Servings Per Container 21

Amount Per 3 Capsules

Sunflower Phospholipids with 65% Phosphatidylserine	616 mg*
Ashwagandha (Withania somnifera) Extract [Std. for 35% Withanolides as Shoden®] Roots & Leaves	120 mg*
Magnolia (Magnolia officinalis) Extract [Std. to 90% Magnolol/Honokiol] Bark	120 mg*
Quercetin	50 mg*

* Daily Value not established

The **ORIGINAL** Serenity Formula

SUPPLEMENT FACTS	
Serving Size 3 Capsules	
Servings Per Container 21	
Amount Per 3 Capsules	
Sunflower (Helianthus annuus) [Seed] Lecithin (Std. to 65% Phosphatidylserine)	450 mg*
Japanese Pagoda Tree (Styphnolobium japonicum) [Flower] Extract (Std. to 95% Quercetin Dihydrate)	200 mg*
Magnolia (Magnolia officinalis) [Bark] Extract (Std. to 90% Magnolol/Honokiol)	200 mg*
Ashwagandha (Withania somnifera) [Root and Leaf] Extract (Std. to 35% Withanolides as Shoden®)	120 mg*
L-Theanine	100 mg*
Lipidox™	75 mg*
Sunflower (Helianthus annuus) [Seed] Lecithin	
Ox Bile (Bos taurus)	

* Daily Value not established

The Serenity V2 Formula

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More Background: Stress, Cortisol, And Health Oh My...

Cortisol is the body's primary "stress hormone". It's classified as a *glucocorticoid steroid*, and gets secreted from the adrenal glands. Cortisol takes on several roles within the body, such as regulating stress response, blood pressure, inflammatory response, and blood sugar levels. Cortisol is a key component of the *sympathetic nervous system*, also referred to as your "*flight or fight response*".



Joey Savage dives deep on Serenity's formula on the Supplement Lab's YouTube channel!

Therefore, having acutely high levels of cortisol is a good thing if you quickly need to escape from danger. However, when it's *chronically* elevated, things start to go downhill. Cortisol can make it extremely difficult to build muscle, lose fat, and alter your mood and judgement.

There are several activities you can do to reduce stress and cortisol levels, but when that's not enough, supplements may come in very handy. It's well-established that there are specific natural herbs and compounds that can significantly help you adapt to both physical and mental stressors. Fortunately, you don't need to go digging through the research to find out what's the optimal ingredients, dosages, and combination of herbs that result in the best effects. Glaxon did that for you and it goes by the name of *Serenity*.

Control cortisol – don't eliminate it

Remember, the goal is not to completely eliminate cortisol, it's *necessary* for overall health. But you *do* want to manage it. Serenity is here to keep your stress levels in check.

Watch Joey Savage explain all the science behind Serenity's formula!

SUBSCRIBE ON YouTube

This is no run-of-the-mill stress relief supplement, to say the least!

Glaxon is carving their own path in the supplement space

Glaxon burst onto the supplement scene at the end of 2019, and when we were first introduced to this newcomer, we didn't know exactly what to expect. What do you get when you build a team from *all* walks of life in the supplement industry, who are all unafraid to leave no stones unturned?



What other supplement company can pull off an astronaut outfit?

The answer is that you get a company that's not afraid to take risks, and stands out with epic products while having some fun along the way. Glaxon is the breath of fresh air the supplement industry needed, because at times, it can seem stale and monotonous. Too many brands are just in it for the money and just copy formulas and slap their label on it. And then you have Glaxon, the latest brand that these other companies are copying!

We predicted that Glaxon would be the brand to watch for 2020, and they fulfilled that and then some. Now they're simply the brand to watch forever. Although they have products in several traditional categories, such as amino acids, fat burners, pre workouts, and sleep aids, don't expect them to be your typical sports supplement company. Glaxon's goal is to branch out as much as possible to bring a new audience to the industry, and that's exactly what they're doing moving forward.

Serenity is a great start because everyone deals with stress, whether it's physical, mental, environmental, or emotional. People in and out of the fitness industry can greatly benefit from this product, and they're doing it better than companies that claim to *specialize* this space. We can't wait to see what the brand has in store for the future, and if you're ready for more innovative formulas and educational videos, then subscribe down below!

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