

Mental & Emotional Supplements

Nutrients and botanicals that support how you feel, focus, and rest - working with the body's stress hormones, neurotransmitters, and sleep.

Calm

Sleep

Focus

Adaptogens

Mood support

5

focused sub-categories, from calm to focus to sleep

7-9h

nightly sleep adults need - the base for mood and focus

~90%

of the body's serotonin is produced in the gut

\$15B+

global brain-health & nootropic supplement market

About this family

Mental and emotional supplements support the way you think, feel, and recover from a demanding day. They work through the body's own systems - steadying the stress response, supplying the cofactors neurotransmitters are built from, and improving the quality of sleep that mood and memory depend on. The effect is supportive rather than a substitute for care: these products help create the conditions for calm, focus, and rest, alongside good sleep, movement, and professional support when it's needed.

Explore the range

This family groups five focused sub-categories across calm, rest, focus, and energy. Each has its own detailed guide.

Stress & Anxiety Relief

Steadies the body's stress response for a calmer, more even day.

KEY: Ashwagandha, L-theanine, magnesium, lemon balm

Sleep Optimization

Supports falling asleep, staying asleep, and better sleep quality.

KEY: Melatonin, magnesium glycinate, glycine, L-theanine

Cognitive Performance

Supports memory, learning, and clear thinking over the long term.

KEY: Omega-3 (DHA), citicoline, bacopa, B vitamins

Extended Alertness

Clean, sustained wakefulness for demanding or long days.

KEY: Caffeine + L-theanine, rhodiola, tyrosine, B12

Vibrancy & Vitality

Supports everyday energy and resilience when you feel run-down.

KEY: B-complex, CoQ10, adaptogens, iron, vitamin D

Find your fit

Match a goal to the right sub-category and its hero ingredients.

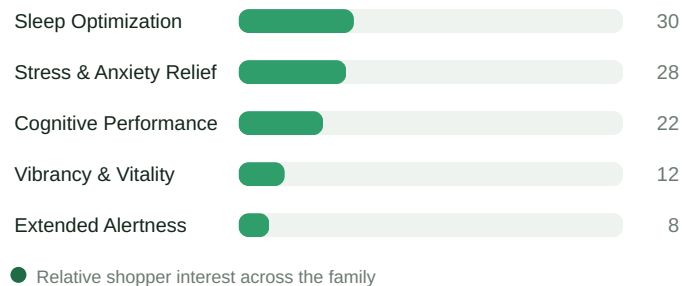
IF YOUR GOAL IS...	START WITH	HERO INGREDIENTS
Feel calmer under pressure	Stress & Anxiety Relief	Ashwagandha, L-theanine, magnesium
Sleep more deeply	Sleep Optimization	Melatonin, magnesium glycinate, glycine

IF YOUR GOAL IS...	START WITH	HERO INGREDIENTS
Think sharper and remember more	Cognitive Performance	Omega-3, citicoline, bacopa
Stay alert and energized	Extended Alertness / Vibrancy & Vitality	Caffeine + L-theanine, rhodiola, B12

The data at a glance

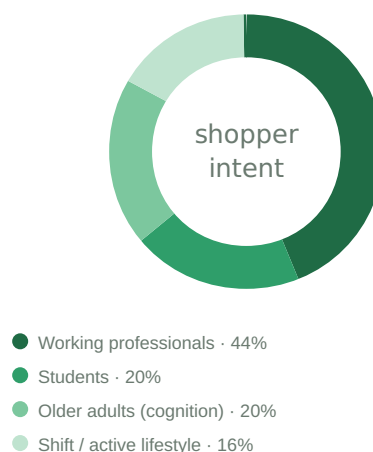
Shopper interest across the family

Illustrative share of demand by sub-category.



Who shops this family

Illustrative buyer mix.



Foundations

Four principles that apply across every product in this family.



Mind follows the basics

Sleep, magnesium status, B vitamins, and omega-3 quietly underpin mood, focus, and stress resilience before any specialty ingredient.



Calm and focus are linked

Ingredients like L-theanine and adaptogens steady the stress response, which is what lets attention settle and sharpen.



Adaptogens, not stimulants

Ashwagandha and rhodiola help the body adapt to stress over weeks rather than pushing it with a short-lived jolt.



Protect your sleep

Most gains in mood and cognition start with consistent, good-quality sleep - the foundation the rest builds on.

Safety & interactions

- Melatonin is for sleep timing, not sedation - start low (0.5-1 mg) and use it short-term.
- Ashwagandha and some adaptogens can interact with thyroid, sedative, or immune medication - check first.
- Combine stimulants carefully - stacking caffeine sources raises anxiety and disrupts sleep.
- Supplements don't replace treatment for depression or anxiety disorders - please seek professional care.
- Many nootropics lack strong evidence; prioritize well-studied basics like omega-3, magnesium, and sleep.

Frequently asked

Can supplements really affect my mood?

Indirectly, yes - by supporting sleep, steadying stress hormones, and supplying the cofactors neurotransmitters need. The effect is supportive, not a cure for a mental health condition.

Are nootropics actually proven?

A few have reasonable evidence (omega-3, caffeine with L-theanine, bacopa). Many others are marketing-led, so it pays to favor the well-studied basics.

Is melatonin habit-forming?

It isn't addictive, but it works best used briefly to reset your sleep timing rather than as a nightly sedative.

What if I'm taking medication?

Several ingredients here interact with antidepressants, sedatives, and thyroid medication. Check with your prescriber before adding them.

This page is educational and is not medical advice. Statements have not been evaluated by any regulatory authority and are not intended to diagnose, treat, cure, or prevent any disease. Consult a qualified healthcare professional before starting any supplement, especially if pregnant, nursing, taking medication, or managing a health condition.