



# Kava Overview

*About kava's origins, safety, and regulation*

**Kava Coalition is an alliance of kava consumers, experts, and industry leaders committed to advancing kava education, advocacy, and choice. Our mission is to empower individuals with accurate information about kava, its diverse uses, and its potential benefits to promote responsible and knowledgeable consumption choices.**

Through our advocacy efforts, we aim to empower individual consumers, promote responsible practices, and ensure the safety and accessibility of kava products. We actively engage with lawmakers, government agencies, and other stakeholders to ensure the interests of kava consumers and the industry are represented.

Kava Coalition prioritizes the safety and quality of kava products by advocating for and adhering to rigorous standards and following good manufacturing practices (GMPs). Adhering to GMPs provides several benefits:

**Consumer Safety:** Compliance ensures that kava products are manufactured to minimize the risk of contamination, adulteration, or other potential health hazards.

**Product Quality:** GMPs help maintain consistent quality throughout the manufacturing process, from sourcing and processing to packaging and labeling. This ensures that consumers receive reliable and effective kava products.

**Regulatory Compliance:** Adhering to GMPs helps businesses meet regulatory requirements and demonstrates a commitment to compliance with applicable laws and regulations.

## About Kava

Kava, derived from the *Piper methysticum* plant, holds a revered position in South Pacific cultures and dates back thousands of years, symbolizing peace and unity. Kava promotes well-being and stress reduction when used responsibly. Quality products derived from the root are available in health stores, online retailers, and kava bars. Over the years, the way kava is consumed has evolved. Modern techniques include the use of extracts and capsules. However, traditional preparation and consumption methods are still practiced in many places. In the U.S. and other “Western” cultures, kava has gained popularity as a relaxation aid and alternative to alcohol, mostly through the emergence of kava bars and lounges.

Kava is grown primarily in the South Pacific, in countries including Fiji, Vanuatu, Samoa, Tonga, and Papua New Guinea, which provide the tropical climate (temperatures between 70-95°F or 21-35°C) and well-drained, loamy soil that the plant's growth requires. We endorse sustainable farming practices to ensure the plant's and the environment's long-term health, promoting organic cultivation and responsible harvesting.



## Kava Consumption & Liver Health

Kava has unfortunately faced numerous misconceptions and misinformation regarding its safety, particularly about liver toxicity. The late 1990s and early 2000s saw reports of hepatotoxicity linked to kava supplements in Germany, leading to a ban and widespread concern. However, subsequent investigations, including a 2007 World Health Organization (WHO) assessment and a 2016 WHO study, concluded that kava consumption, when prepared traditionally, poses an acceptably low health risk. These studies found that adverse effects were rare, often mild, and reversible upon cessation of kava use, challenging the earlier claims of liver damage.

Comparatively, kava has been shown to have a significantly lower risk of liver damage than commonly used substances such as diazepam and acetaminophen, the latter being a leading cause of acute liver failure in the U.S. Furthermore, data from U.S. Poison Control Centers and mortality data from various U.S. health agencies show that kava's risk profile is much lower than that of alcohol, tobacco, sugar, or opioids. Despite its safety profile, it's crucial for consumers to choose high-quality kava products tested for contaminants and to consume kava in a responsible manner.



## Kava Regulation

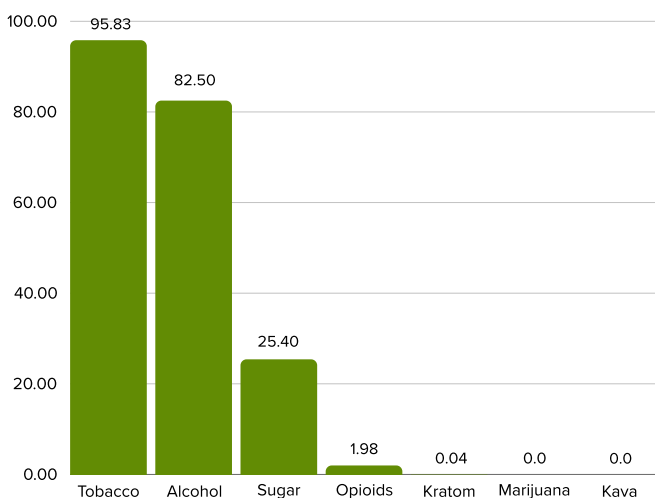
The legal status of kava varies from one country to another. In the U.S., kava is legal in all 50 states and not regulated by state or federal law. In some countries, kava is regulated or restricted over concerns related to liver toxicity. As described above, these concerns have been debunked, which calls for regulators in such countries to reconsider kava's legal status.

## Moving Forward

Kava Coalition remains committed to furthering education, scientific research, and regulatory advocacy, fostering a future where kava is celebrated for its cultural heritage, innovated into new product formats, and recognized for its safety and benefits.

### Summary - Comparison Death Rates (2021)

Normalized per 100,000 users



Source: Nutrasource independent review of FAERS, CAERS, & CDC data, 2023



For more information, visit  
[www.kavacoalition.org](http://www.kavacoalition.org) or contact us at  
[info@kavacoalition.org](mailto:info@kavacoalition.org)