



BASIL

(Ocimum basilicum & varieties)

Flavor ♦ Wellness ♦ Good Energy ♥

A versatile herb for the kitchen, the medicine cabinet, and the soul.

Different Varieties,
Endless Possibilities ♥

Healthy Plants
Happier People ♥

General Basil Benefits (Backed by Research)

- ♥ Rich in antioxidants (polyphenols, flavonoids) that help protect cells from damage (1, 2)
- ♥ Natural anti-inflammatory properties (3)
- ♥ Antimicrobial activity against certain bacteria, fungi, and viruses (4, 5)
- ♥ May support heart health, blood sugar balance, and healthy cholesterol levels (6, 7)
- ♥ Traditionally used to support digestion, reduce stress, and boost immune function (8)

A little basil goes a long way for a healthier, happier you. ♥

Growing Basil

- ☀ **Sunlight:** Full sun (at least 6 hours)
- 🌱 **Soil:** Well-draining, nutrient-rich soil
- 💧 **Water:** Keep evenly moist (avoid soggy soil)
- 📏 **Height:** 12 – 24 inches (varies by variety)
- ↔ **Spacing:** 10 – 12 inches
- 🌸 **Bloom Time:** Summer (pinching flowers encourages leaf growth)
- 🌿 **Type:** Annual herb (in most climates)
- ❄️ **Hardiness Zones:** 9 – 11 (or grow indoors)

Pinch the flowers to keep leaves flavorful and abundant! ♥

In the Garden & Beyond

- ♥ Attracts bees, butterflies, and other beneficial pollinators
- ♥ Helps deter pests like mosquitoes, aphids, and tomato hornworms
- ♥ Great companion plant for tomatoes, peppers, and other vegetables
- ♥ Easy to grow in containers
- ♥ Adds beauty, fragrance, and flavor to any space

Good for the garden, good for the table, good for the soul. ♥

Basil Varieties

Different flavors. Unique benefits. All amazing!

Sweet Basil

(Ocimum basilicum)



- ♥ Classic, mild, and slightly sweet flavor – the most common variety
- ♥ Common culinary basil, perfect for pesto, salads, pasta, and more
- ♥ Contains antioxidant and anti-inflammatory compounds (1)
- ♥ May support digestive health and help reduce stress (8)

A kitchen staple with powerful benefits. ♥

Italian Basil

(Ocimum basilicum 'Genovese')



- ♥ Robust, aromatic flavor with large, tender leaves
- ♥ Popular in Italian cuisine, especially pesto and sauces
- ♥ Rich in essential oils like linalool and eugenol, which have antimicrobial and anti-inflammatory properties (4, 5)
- ♥ May support heart health and healthy cholesterol levels (6)

Bold flavor. Big wellness potential. ♥

Lemon Basil

(Ocimum × citriodorum)



- ♥ Bright, citrusy flavor and aroma
- ♥ Great for teas, salads, fish, and desserts
- ♥ Contains citral and other compounds with antimicrobial and antioxidant effects (4, 9)
- ♥ May help with digestion, nausea, and stress relief (8)
- ♥ Adds a refreshing twist to your herb garden!

Zesty flavor. Uplifting benefits. ♥

Holy Basil

(Ocimum tenuiflorum)



- ♥ Also known as Tulsi, a sacred herb in Ayurvedic medicine
- ♥ Earthy, slightly spicy flavor
- ♥ Adaptogenic – may help the body manage stress and support mental clarity (10, 11)
- ♥ Powerful antioxidant and anti-inflammatory properties (12)
- ♥ May support immune health, respiratory function, and blood sugar balance (13)

Sacred leaves. Modern science. ♥

Popular Ways to Use Basil



- ♥ Herbal tea (fresh or dried leaves)
- ♥ Fresh in salads, sandwiches, and pasta dishes
- ♥ Homemade pesto, sauces, and dressings
- ♥ Infuse into oils, vinegars, and honeys
- ♥ Add to soups, stews, and grilled dishes
- ♥ Use in natural skincare (toners, steam facials, infused oils)
- ♥ Dry and make herbal sachets or potpourri

From garden to home – basil brings flavor, wellness, and joy. ♥

Quick Tips

- ✓ Harvest in the morning for best flavor and essential oils
- ✓ Regularly pinch back leaves to encourage bushy growth
- ✓ Keep plants well-watered but not soggy
- ✓ Harvest before flowering for the tenderest leaves
- ✓ Grow in containers if space is limited
- ✓ Bring indoors in cooler months or start fresh each season

Happy basil = more leaves, more goodness! ♥

Selected Studies & Sources

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4. Rattanachaiakumsopon & Phumkhaichorn (2010). *Foodborne Pathog. Dis.* – antimicrobial activity.
5. Baser & Buchbauer (2010). *Aromatic Plants* – essential oils.
6. Singh et al. (2017). *J. Funct. Foods* – heart health benefits.
7. Uddin et al. (2016). *Phytomedicine* – cholesterol and blood sugar.
8. Prakash & Gupta (2005). *Indian J. Physiol. Pharmacol.* – digestive and stress relief.
9. Dhifi et al. (2016). *Ind. Crops Prod.* – citral and antimicrobial effects in lemon basil.
10. Cohen (2014). *Ayurveda and the Mind* – adaptogenic effects of holy basil.
11. Kaur et al. (2015). *J. Evid. Based Complementary Med.* – stress reduction.
12. Mondal et al. (2009). *Phytother. Res.* – antioxidant properties.
13. Tiwari et al. (2014). *J. Ethnopharmacol.* – immune and metabolic support.

(Full citations available upon request)