

*Teecino*

# Quitting Caffeine Painlessly

The pain free way to be caffeine free  
and regain your natural energy



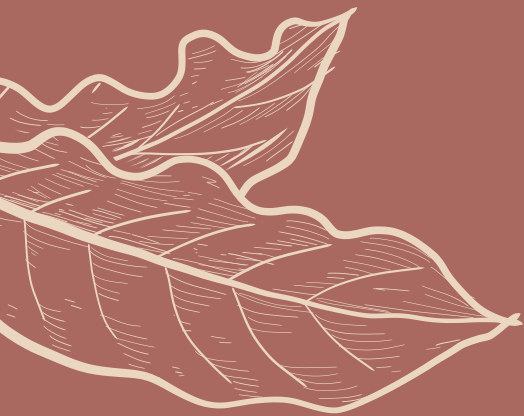
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## Introduction

**Somewhere along the continuum from childhood to middle age, many of us lose our vitality. As our energy decreases and our stress rises, we think that the way we feel is just a result of aging. We become dependent on stimulants like sugar, caffeine and nicotine to keep us going throughout the day. We move less. Our bodies get stiff. We no longer feel like taking a walk let alone running up the stairs.**

The excuse we make is, I'm just getting older. Of course you are, but does that mean you have to settle for declining health and energy? You'll find that there are many upgrades to your lifestyle habits that can have a big impact on your energy and your health.

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Of course, we believe that reducing your intake of caffeine is a great place to start. Our experience, accumulated over 20+ years, has revealed all of the ways habitual caffeine consumption undermines health.

**We hear stories every day from customers like you who have regained their health along with an abundance of energy after switching from coffee to Teeccino. Now it's your turn!**



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## Chapter One:

### IS COFFEE GOOD FOR YOU?

The media is full of articles citing studies claiming that coffee is good for you. But is this true?

It is certainly the goal of the coffee industry's public relations campaigns to have you believe that unlimited coffee drinking will make you healthier.

**The real truth, however, is that coffee affects all of us differently. If you really want to know if coffee is good for you, you need to consider your age, gender, health conditions, and even your genes.**

Some people can drink all the coffee they want, others are fine if they limit coffee to mornings only. Then there are those who need to refrain from coffee altogether. This chapter will help you decide which type you are.

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## Your genes affect how you metabolize caffeine

As it turns out, a significant proportion of us metabolize caffeine slower than others, and the slow metabolizers have a much higher chance of developing serious side effects such as sudden heart attack.

A groundbreaking study found that for subjects with the slow metabolizing genetic variation, drinking two to three cups of coffee a day increased the risk of heart attack by 36 percent. For those drinking four or more cups of coffee a day, the risk went up to 64 percent.

54 percent of the study's 4,000 participants were found to be slow metabolizers - that is a significant subset of the population! Unfortunately, the only way to know if you are a fast or slow metabolizer is through a gene test.

## High blood pressure can signal caffeine sensitivity

Caffeine raises blood pressure in both pre-hypertensive and hypertensive people, which account for nearly half of the US population. If individuals with hypertension abstain from coffee, they can achieve a significant drop in blood pressure.

Two percent of the population has an aneurysm, but unfortunately, most people are unaware of it and at risk of a rupture. Studies have found that the rise in blood pressure after drinking one cup of coffee nearly doubles the risk of a ruptured aneurysm.



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## Age & gender make a difference

Women are more sensitive to coffee and caffeine than men, and their bodies may take much longer to detoxify caffeine and recover from its effects. Coffee affects women's hormones, including their production of estrogen and testosterone, resulting in increased PMS symptoms and hot flashes. If a woman is taking birth control pills or hormone replacements, her body detoxifies caffeine much more slowly.

Coffee drinking also interferes with iron absorption, which can contribute to anemia, a condition that women have a higher risk for developing than men due to menstruation.

As people age, their adrenal glands begin producing more cortisol and less DHEA, which is the "youth hormone" for rebuilding and repairing the body.

Caffeine stimulates the adrenal glands to produce more cortisol, and thus, production of DHEA declines. Many people notice more symptoms of caffeine sensitivity, such as anxiety and insomnia, as they age due to increasingly elevated cortisol levels.



## What about Decaf Coffee?

Coffee drinkers often turn to decaf when they want to reduce caffeine. Decaf, however, is not a healthy alternative to coffee for many reasons:

- 1 **Decaf coffee has caffeine!** A 12oz cup of decaf contains anywhere from 10-17 mg of caffeine.
- 2 **Coffee beans are soaked in potentially harmful chemical solvents** during decaffeination.
- 3 **Decaf coffee loses antioxidants** during decaffeination.
- 4 **Decaf raises LDL cholesterol**, fatty acids and apolipoprotein B.
- 5 **Decaf coffee is more acidic** than regular coffee, and more likely to cause flare ups of heartburn, IBS, ulcers, and interstitial cystitis.







## Chapter Two:

### EFFECTS OF CAFFEINE

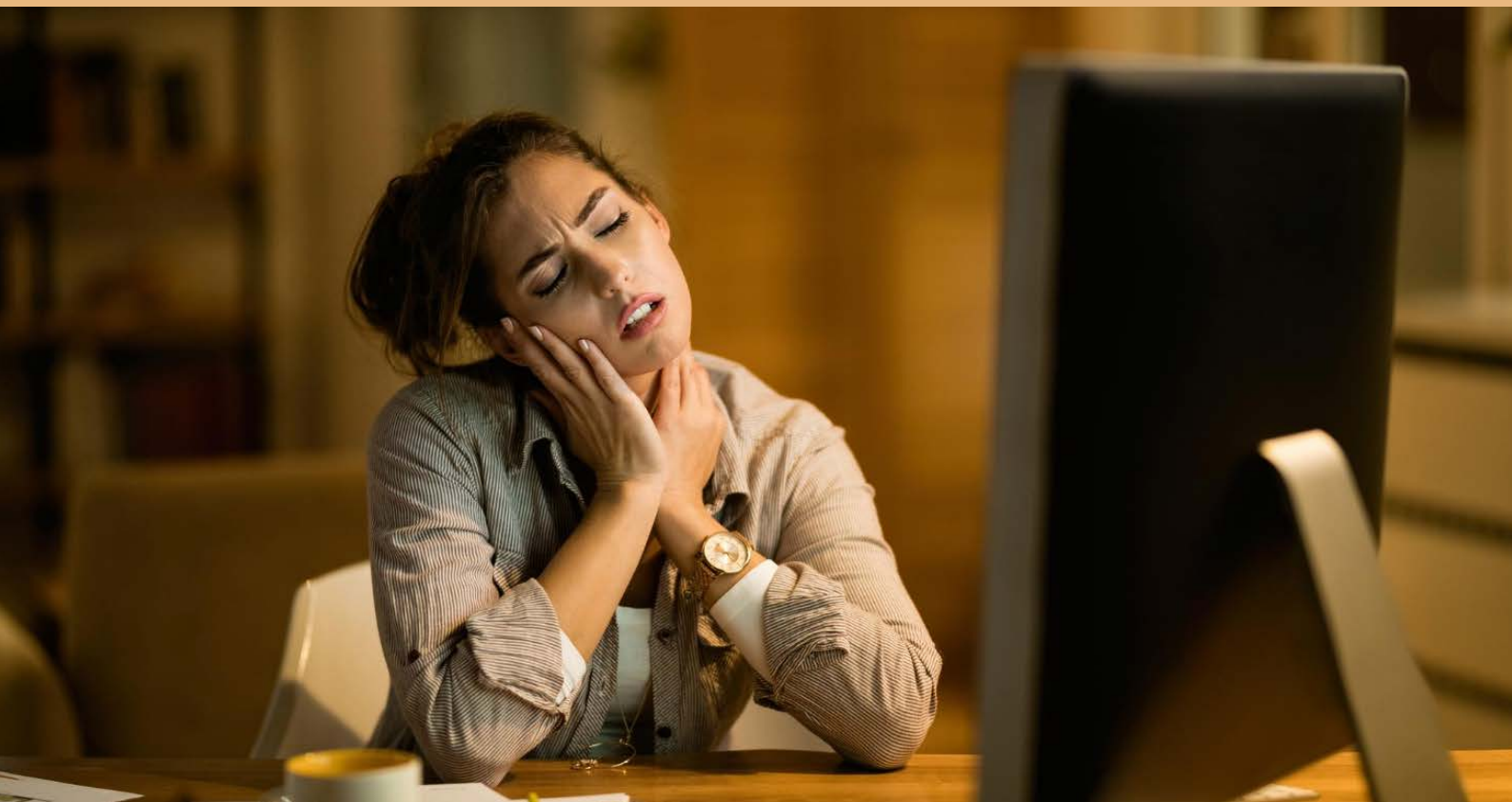
#### Caffeine puts you in a state of stress

Caffeine triggers the “fight or flight” syndrome in the body, a primitive survival mechanism designed to help humans escape from imminent danger. The stress hormones – cortisol, adrenaline, and noradrenaline – flood your body triggering numerous reactions.

Your heart beats faster, your blood pressure rises, and your liver releases glycogen so that elevated blood sugar can help you run from danger.

The digestive system, kidneys and immune system are restricted as energy is funneled towards the systems necessary for immediate survival.

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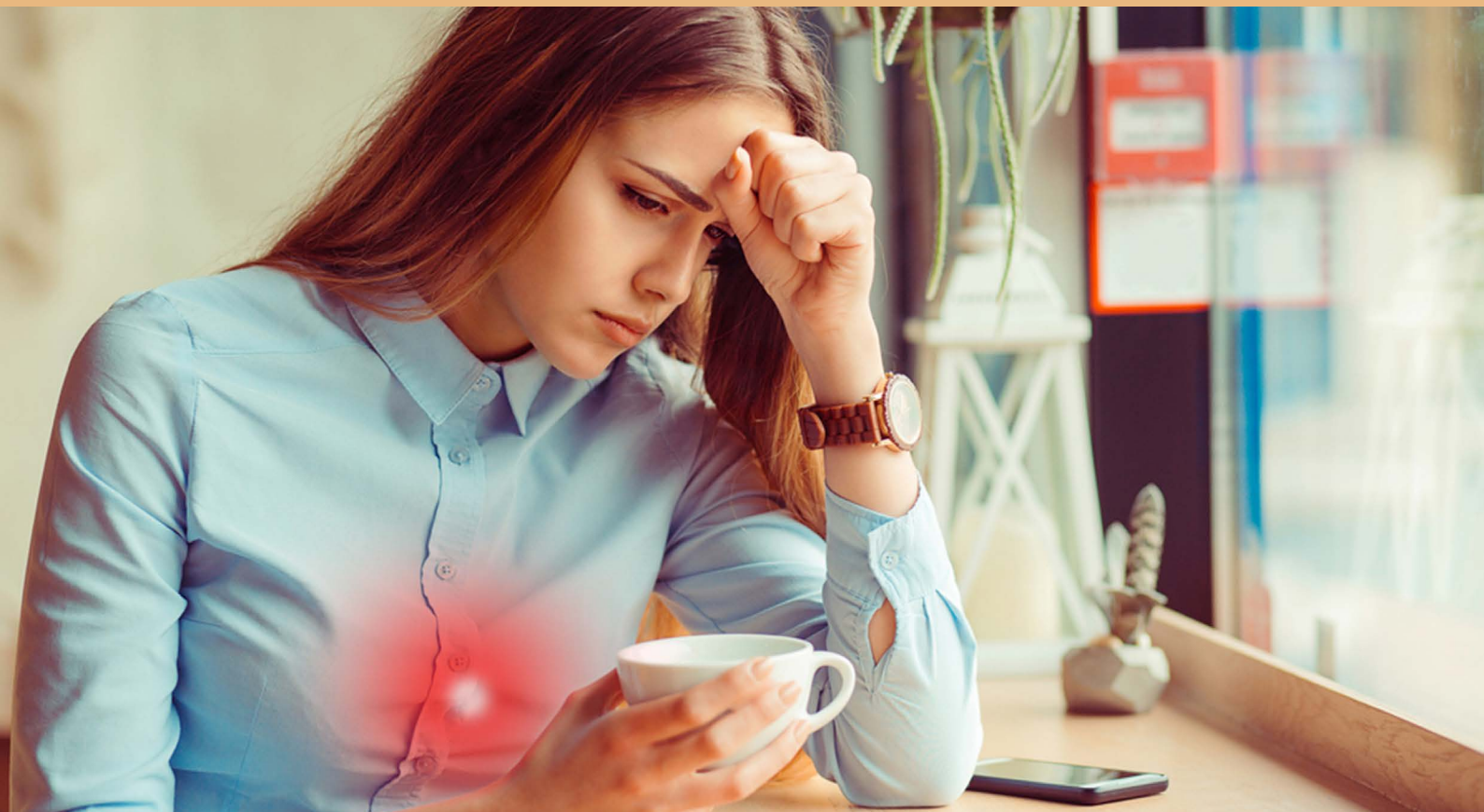
Oxygen is decreased in your brain while thoughtful judgment is replaced with snap decisions controlled by a more primitive part of the brain. Your neck, back, arm and leg muscles tense.

In short, you are ready to stand and fight or run for your life. However, you are more than likely sitting still and not making use of all that extra energy coursing through your system.

When you drink cup after cup of coffee in an attempt to increase your energy, your body remains in a constant state of stress. Your energy cycles through highs and lows and you wonder why you can't stay energized and balanced. Instead, you crash.



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## Short term symptoms caused by consuming too much caffeine

- The “Jitters”
- Feelings of anxiety, nervousness, restlessness and irritability
- Heartburn or acid reflux
- Insomnia (even when caffeine was consumed many hours before bed), incessant thinking
- Sweaty palms
- Rapid speech





## The Long-term Effects of Caffeine

- **A suppressed immune system and chronic stress** as elevated stress hormones interfere with the optimal functioning of your immune system. Chronic stress can lead to both short-term and long-term memory loss, decreased mood, and poor judgment.
- **Less restful sleep and fatigue** as elevated stress hormones cause insomnia or wake you up in the middle of the night, preventing you from reaching stage 4 sleep where your body repairs and renews itself for the next day.
- **Weight gain around the abdomen** promoted by elevated cortisol. Cortisol increases appetite and cravings for fats and sweets, making it hard for you to stick to diet plans.

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- **Elevated blood pressure and heart rhythm irregularities**, such as palpitations. Increased stress on the heart can eventually lead to heart attacks and strokes.
- **A decrease in DHEA production due to elevated cortisol**, the stress hormone. DHEA is the rebuild and repair hormone that keeps your body in an anabolic, youthful and healthy state. When our adrenal glands are producing cortisol, DHEA production goes down. Coffee drinking can accelerate aging by keeping us in a chronic state of stress and reducing DHEA production.
- **Digestion-related issues such as acid reflux.** Caffeine decreases the pressure on the lower esophageal sphincter. Digestive disorders such as ulcers, colitis and irritable bowel syndrome are all aggravated by stress and chronic exposure to stress hormones.

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## Chapter Three:

### KICK THE CAFFEINE HABIT PROGRAM

#### Caffeine addiction keeps you reaching for another cup

Put simply, caffeine is an addictive drug. Painful withdrawal symptoms can keep the habitual coffee drinker from quitting.

Recovering from caffeine addiction can take anywhere from just a few weeks to several months depending on the condition of your adrenal glands and your endocrine system. Some people report feeling flu-like symptoms, muscle pain, and nausea. We don't recommend going cold turkey!

**But don't worry - quitting coffee will be easier than you think if you follow Teecino's Kick the Caffeine Habit Program.**

We'll show you how to gradually wean off of caffeine by blending Teecino's herbal coffee with your regular coffee in gradual amounts over two to three-weeks, giving your body enough time to adjust to less and less caffeine daily.



## 1. Dodge the headaches

The number one complaint from anyone withdrawing from caffeine is debilitating headaches. This is because caffeine constricts blood vessels in the brain and decreases circulation. In fact, oxygen to the brain decreases by up to 30%!

When caffeine is not present, the sudden increased circulation causes major headaches. Of course, a well oxygenated brain is what we want for optimal health. The key is to reoxygenate your brain gradually.

Caffeine withdrawal headaches can go on for days and many people reach for an over-the-counter drug like Excedrin®, Anacin® or Midol® for relief, but whoops! They all contain caffeine.

The best way to avoid caffeine withdrawal headaches is by weaning off slowly over a two-week period. You'll learn exactly how to do that later in this chapter!



## 2. Get more rest

Withdrawal headaches are usually accompanied by fatigue. If you've been depending on caffeine to keep you going day after day, your body is going to need some rest. Make time to get some rest, especially during the first week of weaning off of caffeine.

**Waking up IS possible without caffeine!** Since caffeine artificially increases cortisol production, the hormone that makes you wake up in the morning, people going through caffeine withdrawal can initially struggle to wake up without coffee as a stimulant.

But once your adrenal glands have readjusted to their natural rhythm of producing cortisol in the morning without a stimulant, you won't need a cup of coffee to wake up.





## 3. Get support from nutritional supplements

Decreased alertness, brain fogginess, inability to concentrate and feelings of decreased well-being including irritability and depression are frequently experienced during caffeine withdrawal. Don't worry, there are herbal and nutritional supplements that can aid your recovery and make the transition easier. Here are some suggestions:

- **Adrenal tonics:** Adaptogenic herbs like eleuthero, Tulsi, ashwagandha, astragalus, licorice, schisandra berries, ginseng, and B vitamins especially pantothenic acid (B5).
- **Brain fog:** Lion's Mane mushroom extract, ginkgo biloba, Rhodiola rosea, bacopa, curcumin extract from turmeric, fish oils.
- **Regularity:** cereals with soluble fiber like TeeChia, prebiotics like XOS, GOS and inulin, soaked chia seeds.
- **Detox herbs:** Dandelion, chicory, burdock, turkey tail mushroom and silymarin extract from milk thistle are all excellent for stimulating the liver and gallbladder to detoxify.
- **Sleep aids:** sublingual melatonin, lemon balm leaves, passionflower and valerian extract.



## *4. Find a coffee alternative you love!*

The key to avoiding painful withdrawal symptoms is to find a beverage that you enjoy to replace your cup of coffee or tea. Taste buds can take some time to adapt but they can be retrained to love a different taste than they are accustomed to.

**A coffee drinker has to satisfy four needs for an enjoyable transition to a caffeine-free coffee alternative.**

- It needs to brew just like coffee.
- It must have a roasted, robust, full-body - no watery tea please!
- It needs to have an enticing aroma.
- It needs to produce an energy lift

**Thankfully, Teeccino checks all of the boxes!** With rich, bold flavor and more than [35 delicious blends](#), you're sure to find one you love!

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## Weaning off of Caffeine

### Instructions for coffee drinkers:

Start by mixing 3/4 of your ground coffee with 1/4 Teeccino caffeine-free herbal coffee, or follow the instructions on the next page to gradually reduce your coffee intake over a two to three-week period until you are drinking 100% Teeccino.

You should be able to avoid caffeine withdrawal symptoms and also gradually adjust your body to less reliance on stimulants. The pace of weaning off of caffeine can be adjusted on an individual basis.

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| Day/s | Regular Coffee | Teeccino   |
|-------|----------------|------------|
| 1-3   | 4 tbsp         | 1 tbsp     |
| 4-6   | 3 tbsp         | 2 tbsp     |
| 7-9   | 2 tbsp         | 3 tbsp     |
| 10    | 1 1/2 tbsp     | 3 1/2 tbsp |
| 11    | 1 tbsp         | 4 tbsp     |
| 12-13 | 1/2 tbsp       | 4 1/2 tbsp |

Day 14 - No Regular Coffee, 5 tbsp Teeccino

Pro Tip: If you want to drink ready-to-go brewed coffee at a café or at the office, we recommend you carry a thermos of brewed Teeccino that you can blend with coffee in the cup.

To make it easy to brew Teeccino when you're on the go, we offer a number of brewing options including **tea bags** and **single-serve pour-over brewers** that make it easy to brew Teeccino with only boiling water and a cup.

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## three tips for going herba!



1.

Steep your tea bag for only one minute. Not strong enough? Just add an herbal tea bag to your brew.



2.

Slowly wean yourself off of caffeinated tea by adding more herbal tea bags over a couple of weeks.



3.

Reduce your caffeine intake by only drinking it in the morning and switching to herbal in the afternoon.

### Instructions for tea drinkers:

- 1 Reduce the amount of caffeine in your cup by steeping the caffeinated tea bag for a shorter period of time. Steep the tea for only 1 minute instead of 3. If your tea seems too weak in flavor, add a caffeine-free herbal tea bag to your cup.
- 2 In the first week, brew 2 cups of tea using 2 tea bags, one from a caffeinated tea, the other from an herbal tea. This will give you a 50% blend of caffeinated tea.
- 3 After several days to 1 week, brew 3 cups of tea, using 1 caffeinated tea bag and 2 herbal tea bags for a 33% caffeinated blend.
- 4 In the 2nd week, brew 4 cups of tea using 1 caffeinated tea bag to 3 herbal tea bags for a 25% caffeinated blend.
- 5 Finally, in the 3rd week, drink only caffeine-free herbal teas.
- 6 If you drink multiple cups of caffeinated tea a day, you can reduce your caffeine intake by drinking it only in the morning and changing your afternoon and evening cups of tea to caffeine-free herbal tea.

## Ready to make the switch?

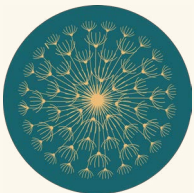
With over 35 delicious and unique blends to choose from, you're sure to find one you love. Check out the descriptions of our 5 blend collections below, or take the "Find Your Perfect Blend" [quiz](#) on the homepage of our website to help you match your flavor preferences with your lifestyle needs and desired health benefits!



Our ***Mediterranean blends*** are in PLUM packaging. If you sweeten your coffee or tea, satisfy your sweet tooth with our Mediterranean blends enriched with golden roasted almonds and lightly sweetened with dates and figs.



Our ***Maya blends*** are in leaf green packaging. Created for purists who don't want any sweetness in coffee or tea, our Maya blends feature deep coffee and chocolate accents from roasted ramón seeds.



Our ***Dandelion blends*** are in teal packaging. Detox deliciously with our certified gluten-free Dandelion blends that provide the health benefits of dandelion root blended with super herbs to satisfy a variety of taste preferences.



Our ***Mushroom Adaptogen blends*** are in rusty brown packaging. Stress less and fortify your defenses with delicious blends of wellness mushrooms optimally paired with adaptogenic herbs that make your healthy lifestyle tasty and enjoyable.



Our ***Prebiotic SuperBoost blends*** are in cerulean blue packaging. Maximize your good gut health with three plant-based prebiotics that nourish your probiotics while you enjoy Teecino's many health benefits and satisfying rich, bold flavor.



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## Give your body time to recover & rebalance

Thousands of Teeccino customers who no longer drink coffee have used Teeccino's Kick the Caffeine Habit Program to successfully quit drinking coffee.

When you take this important step towards optimal health, you will find out for yourself that **your journey to being caffeine-free can be pleasurable and satisfying**. Give your body a few weeks or maybe a month or two to recuperate from being caffeine driven.





## Teeccino Maple Latte

### Ingredients:

- 6 - 8 oz strong brewed [Teeccino Turkey Tail Astragalus](#) (brew 1 rounded tablespoon of Teeccino for every 2 cups of water in any coffee maker)
- 2 tbsp pure maple syrup (up to 4 tbsp)
- 4 oz milk or non-dairy alternative per serving

### Instructions:

1. Heat the milk on the stovetop or in a microwave until it is very hot but not scalded.
2. If you have a milk frother, whiz up some frothy milk on the top of the cup.
3. Combine brewed Teeccino and maple syrup to mug. Top with ground cinnamon or powdered cocoa to the foam and relax!



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## Teeccino Bullet Proof Coffee



### Ingredients:

- 1 tbsp of your favorite coffee-like Teeccino blend (or one tea bag)
- 1 1/2 cups boiling water
- 1/8 tsp raw cacao
- 1 tsp vegan butter
- 1 tsp coconut oil

### Instructions:

1. Combine Teeccino, cacao and boiling water and let sit in French press for 3-5 minutes.
2. Strain, pour in blender and add vegan butter & coconut oil.
3. Blend, then add your favorite sweetener (Agave, honey, etc) and enjoy!





## Iced Teeccino Mocha Frappe

### Ingredients:

- 1 cup brewed [Teeccino Mocha](#) (or certified gluten-free [Dandelion Mocha](#))
- 2 oz chocolate syrup
- 1 tbsp maple syrup
- 3/4 cup cold milk or non-dairy milk
- 10 ice cubes
- Whipped cream (optional)

### Instructions:

1. Put all ingredients into a blender
2. Blend on high until frothy and all ice is crushed
3. Pour into 16 oz glass
4. Top with whipped cream (optional)
5. Dust with cocoa powder



## Teeccino Banana Carob Smoothie



### Ingredients:

- 1/4 cup raw almonds
- 1/2 cup vanilla almond milk, vanilla soy milk, or canned coconut milk
- 2 tbsp carob powder
- 3/4 cup brewed and chilled [Teeccino Vanilla Nut](#) (or gluten-free [Dandelion Vanilla Nut](#))
- A pinch of salt
- 1/2 tsp vanilla
- 1 frozen bananas cut into 1 to 2 chunks divided

### Instructions:

1. Blend together almonds, milk, carob powder, Teeccino (optional), salt, vanilla, and approximately 1 1/2 frozen bananas in blender. (A heavy duty blender works best for this recipe).
2. Add remaining banana and blend until fairly smooth. Mixture will be thick.