



21 DAYS OF TULSI CHALLENGE



Every sip makes a difference
To You, Me & Our Entire Planet

Take the Challenge



Drink a cup of ORGANIC INDIA Tulsi tea 3 times a day for 21 days and experience the benefits of the Queen of Herbs' Tulsi.

Complete the challenge on your own, with friends or connect with ORGANIC INDIA. The 21 Days of Tulsi Challenge is simple: 3 teas per day for 21 straight days. You can drink any of the different flavours throughout the challenge, although we recommend a non-caffeinated Tulsi tea in the evening. We encourage you to journal about your experience to help you track how you feel throughout this process.

Just as it takes time to see and feel the results of eating well or exercising, the full effects of Tulsi are best experienced after a few weeks time. That isn't to say you will not experience Tulsi after one cup - some results are instantaneous but others take regular use. It has been put forward that it takes 21 days to make a new habit and we believe that after 21 days of Tulsi -3 full weeks - you will truly experience how Tulsi can have an positive impact on your mind, body and spirit.







What is Tulsi?

Tulsi, also called Holy Basil, is one of the most sacred plants in India and is considered "The Queen of the Herbs" for its restorative and spiritual properties.

Tulsi (also spelled Tulasi or Thulasi) has been used for thousands of years to support a healthy response to stress, natural detoxification, increase stamina, endurance, energy and restore balance and harmony.

Our Tulsi teas are not only delicious and organic, they are nature's perfect rejuvenate. Modern research has classified Tulsi as an adaptogenic herb. Adaptogens have been shown to support the body's healthy reactions to stress. Adaptogenic herbs have been used in the Ayurvedic tradition for thousands of years to promote and maintain wellness. In fact, many adaptogenic herbs have been referred to by herbalists as rejuvenative herbs, qi tonic herbs, rasayanas or restorative herbs. They help the body adapt to environmental, physical and emotional stressors, support normal functions and restore balance.

Benefits of Tulsi

The benefits of Tulsi positively impact the whole human entity, including the spirit, and the breadth of its replenishing capacity is truly remarkable. Here are the top benefits:

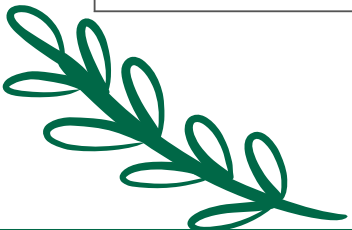
- **Stress-Relieving.** Tulsi is an adaptogen that has been used for thousands of years to relieve stress and promote inner peace.
- **Uplifting.** Holy Basil is sometimes referred to as “liquid yoga” for its ability to help uplift mood and bring a sense of calm clarity.
- **Immune-Supporting.** Known as an immunomodulator, Tulsi can help support healthy immune function year-round.
- **Detoxifying.** Helps support the body’s natural detoxification process.
- **Respiratory Support.** Can help support normal breathing and clear congestion in the chest.
- **Heart Health.** Helps support cardiovascular health, blood pressure and normal heart rate.
- **Clear Skin.** When applied topically, Tulsi can help soothe and clear the skin while preserving youthful appearance.



Challenge Tracker

3 Cups of Tulsi Tea for 21 days

1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	2 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	6 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	7 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	8 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	10 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	11 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	12 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
13 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	14 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	15 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	16 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
17 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	18 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	19 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	20 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
21 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			





Getting Started

TIPS & TRICKS FOR A SUCCESSFUL CHALLENGE

Congratulations, you're embarking on a 21-day journey to nourish and support your health and wellbeing.

Tulsi Challenge Suggestions

- Keep Tulsi in your pocket, handbag, car, at your desk, in the pantry & wherever you are likely to want your tea.
- Upon rising in the morning: put a teabag into a pot and drink one cup. Empty the rest of your pot into your water bottle and take that with you when leaving home. Or, if staying at home, drink further cups of tea throughout the day.
- If dining out, have a teabag handy and request a pot of hot water for your Tulsi teabag. Most restaurants and even airlines are happy to comply.
- Try to pace yourself - drink one cup on rising or as soon as you can after waking, one cup during the day, and a cup after dinner in the evening. Or drink it all on rising if you like!
- In warm weather, drop a teabag into a glass of water, or your water bottle, fill that with room temp water, and leave it to steep for a minimum of 5mins for a cool Tulsi infusion.
- If you're making Tulsi at work, offer to make some for your workmates to help them stay on track.
- If spending the day outdoors, or on the road (or on the run!) make up a hot or cold flask before leaving home in the morning, and pop that in the car or backpack/bag.
- If you miss a cup on any given day, don't worry; just carry on. You still have the chance to experience the compounding effect of drinking Tulsi daily for 21 consecutive days.





Wellness Questionnaires

Entry Questionnaires

How would you rate your overall physical health?



How would you rate your current energy levels?



How would you rate the quality of your sleep?



How would you rate your overall mood?



How would you rate your stress levels?



Exit Questionnaires

How would you rate your overall physical health?



How would you rate your current energy levels?



How would you rate the quality of your sleep?



How would you rate your overall mood?



How would you rate your stress levels?





**WHICH BLENDS FOR THE
21 DAY CHALLENGE**
Tea Directory

FUNCTIONAL RANGE



TULSI SLEEP

Promotes Calm
& Restful Sleep



TULSI TUMMY

Soothing
Digestive Support



TULSI CLEANSE

Daily Liver &
Kidney Cleanse



TULSI LAX

Gentle,
Effective Herbal
Laxative



TULSI WELLNESS

Stress Relief
& Vitalising



BLEND TO WAKE UP WITH



**TULSI GREEN TEA
ASHWAGANDHA**

Stress Relieving
& Refreshing



**TULSI GREEN TEA
CLASSIC**

Stress Relieving
& Empowering



TULSI MASALA CHAI

Stress Relieving
& Rejuvenating



**TULSI POMEGRANATE
GREEN**

Stress Relieving
& Invigorating



TULSI MORINGA

Stress Relieving
& Nourishing



TULSI ORIGINAL

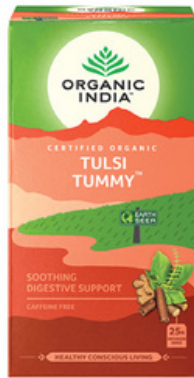
Stress Relieving
& Energising



TULSI GOTU KOLA

Stress Relieving
& Purifying

BLEND TO ENJOY AFTER A MEAL



TULSI TUMMY

Soothing
Digestive Support



TULSI CLEANSE

Daily Liver &
Kidney Cleanse



**TULSI LEMON
GINGER**

Stress Relieving
& Reviving



TULSI PEPPERMINT

Stress Relieving
& Cooling



TULSI WELLNESS

Stress Relief
& Vitalising



BLENDS TO END THE DAY WITH



TULSI SLEEP

Promotes Calm
& Restful Sleep



TULSI TUMMY

Soothing
Digestive Support



TULSI ORIGINAL

Stress Relieving
& Energising



TULSI SWEET ROSE

Stress Relieving
& Fragrant



TULSI HONEY CHAMOMILE

Stress Relieving
& Restorative





ALL BLENDS



TULSI SLEEP

Promotes Calm
& Restful Sleep



TULSI TUMMY

Soothing
Digestive Support



TULSI CLEANSE

Daily Liver &
Kidney Cleanse



TULSI LAX

Gentle,
Effective Herbal
Laxative



TULSI WELLNESS

Stress Relief
& Vitalising



**TULSI
ASHWAGANDHA**

Stress Relieving
& Refreshing



**TULSI HONEY
CHAMOMILE**

Stress Relieving
& Restorative



**TULSI GREEN TEA
ASHWAGANDHA**

Stress Relieving
& Refreshing



TULSI ORIGINAL

Stress Relieving
& Energising



**TULSI TURMERIC
GINGER**

Stress Relieving
& Harmonising



**TULSI LEMON
GINGER**

Stress Relieving
& Reviving



**TULSI GREEN TEA
CLASSIC**

Stress Relieving
& Empowering



TULSI SWEET ROSE

Stress Relieving
& Fragrant



**TULSI CINNAMON
ROSE**

Stress Relieving
& Comforting



TULSI MASALA CHAI

Stress Relieving
& Rejuvenating



TULSI MORINGA

Stress Relieving
& Nourishing



TULSI PEPPERMINT

Stress Relieving
& Cooling



**TULSI LICORICE
SPICE**

Stress Relieving
& Soothing



TULSI GINGER

Stress Relieving
& Uplifting



TULSI GOTU KOLA

Stress Relieving
& Purifying



**TULSI POMEGRANATE
GREEN**

Stress Relieving
& Invigorating

WELL DONE!

You've finished the Tulsi Tea 21 Day Challenge; a simple program to support self assessment of the benefits of drinking 3 cups of Tulsi Tea per day .

We suggest continuing to include Tulsi as a regular component of your wellbeing routine - make it at least a once-daily ritual; more often if you can.

You may even want to continue with your 3 cups per day and repeat the EXIT survey after another 4 weeks, then again after 3 months, to really put this rejuvenating herb to the test!

May your journey to wellness be lined with Tulsi tea. Thank you again for participating. May you be well.

NAMASTE



The Organic India Difference



ORGANIC CERTIFIED



REGENERATIVELY GROWN



FAIRLY AND DIRECTLY TRADED



WHOLE AYURVEDIC HERBS



NO FILLERS OR ARTIFICIAL FLAVOURS



PLASTIC FREE, COMPOSTABLE TEA BAGS




**ORGANIC
INDIA®**

➤ **HEALTHY CONSCIOUS LIVING** ◀



FOLLOW US

 @organicindiaAU

 @organicindiaOZ

www.organicindia.com.au