



TAY TEA

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Health Benefits of Tea

- Rich in antioxidants
- Helps prevent Cancer
- Bolsters immune system
- Increases metabolic rate
- Lowers cholesterol levels
- Strengthens teeth & bones
- Promotes focus & awareness



Tea is the world's second most popular beverage, after water. More and more people are beginning to discover tea in the United States, as better teas become available and understanding of the health benefits associated with drinking tea increases. The role antioxidants play in the prevention of cancer and cardiovascular disease has positioned tea as the ideal health beverage. The highest quality fresh, full leaf teas are those which provide the most health benefits and flavor, as well as lower proportions of tannins and caffeine.

Tea has been appreciated and imbibed for its promise of health benefits for thousands of years. The ancient sages of the East recognized the healing powers of tea. In their medical paradigm, the taste of tea was the taste that nourished the heart. As the heart was considered to be central to all the other organs, nourishing the heart was essential to maintaining balance. Rather than seeing tea as a way to fight disease and reduce damage, they saw drinking tea as a way to maintain health by creating and supporting balance in the body.

One of the major contributors to disease today is stress. 100 million Americans drink three or more cups of coffee, each with well over 100 milligrams of caffeine, every day. The stress response that this dose of caffeine causes has adverse effects on the brain, nervous system, blood pressure and heart rate. The sense of balance that traditional Oriental medicine regarded as the foundation of good health is something that more and more Americans are looking for as an antidote to stress in their lives. Tea is the healthy alternative to coffee and alcohol. It is a 100% natural, fat-free, calorie-free drink, untainted by additives. Additionally, tea can actually contribute in its ability to soothe and nourish our well-being, relax our muscles, and ease our breathing.

Although green tea has received more news media attention than black and oolong tea, all tea is good for you. Studies conducted around the world have shown that tea drinking might protect against such serious diseases as strokes, cancer and heart disease.

ROOIBOS (pronounced Roy-Bus) or red tea, is a mineral-rich, caffeine-free beverage derived from a hardy, shrub-like plant native to South Africa. Technically this is not a tea, because it does not come from the tea plant (*Camelia Sinensis*). Rooibos is, in reality a tisane or an herbal tea which has the same body as black tea minus the caffeine.

Rooibos Health Properties

Several studies conducted in South Africa and Japan have provided support for the health-promoting properties of rooibos. The herb contains a high level of anti-oxidants, (actually 50 times more than green tea!) which have been demonstrated to counter the damaging effects of free radicals. Additionally, Rooibos has anti-allergy effects, making it useful for the treatment of skin irritations such as itchy skin, eczema, rashes and sunburn.

Brewing and Using Rooibos

Rooibos is one of the few herbs that mimics the flavor profile of black tea. It is very easy to prepare and doesn't grow bitter with extended steeping. Brew the tea using boiling water and let it steep for 5 to 10 minutes. It also makes delicious iced tea. Rooibos is quite versatile and can be used as a recipe ingredient both in cooking and baking.

Simply put, tea is one of life's great pleasures. When shared it brings people together in friendship and enjoyed alone it provides a relaxing escape from life's hectic pace. This 5,000-year-old drink is here to stay, and its future looks very exciting. Welcome to the gentle world of Tea. We are honored to be your guide on this journey. ■