

## **UK-based Typhoo seeking to educate consumers on health benefits of tea**

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Typhoo Tea, the popular UK-based tea brand which is now in India, is on an aggressive mode to highlight the health benefits of tea consumption. The company, known for 16 variants (including premium teas, flavoured teas and green tea), also has a fruit infusion range free from sugar, caffeine, preservatives and artificial flavouring”.

Typhoo held an in-depth talk on the benefits of the brew at Bengaluru's Cha Bar, at which nutritionist Naini Setalvad said, “We are all aware of the fact that antioxidants present in tea offer numerous health benefits including cancer prevention, cholesterol reduction and protection against stroke and heart attack. But tea has more to offer and is one of the healthiest beverages available.”

According to Typhoo Tea India's Renu Kakkar, “When there are unhealthy beverage options out there, it is important to note that tea, while also keeping one hydrated, offers numerous health benefits along with great flavour. Tea has also long been recognised for its healing properties, from the antioxidants in green and white tea to the restorative properties of various herbal blends.”

“Scientists have shown a correlation between green tea consumption and reduced cancer risk, weight loss and improved heart health. Teas are also rich in manganese and potassium, B-vitamins and fluoride. More importantly teas are calorie-free and help increase your metabolism and aid in weight reduction. So the steaming cup of tea is more than a beverage. It is a full healing experience,” Setalvad stated.