

MEDIA RELEASE

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DIABETIC PATIENTS URGED TO SWITCH TO RED TEA

A popular tea from South Africa called Rooibos or 'red tea', which has long been used for soothing, healing and to help in the prevention of disease, is now making inroads in Australia, largely due to its many health benefits.

Vital Organic Rooibos Tea, a herbal tea from *Aspalathus linearis* (a shrub found in the Cedarberg mountains of South Africa), is naturally caffeine free, Certified Organic and abundant with antioxidants, providing drinkers with an all-round health booster to help enhance internal and external wellness. One such health benefit from Rooibos Tea, is its positive effect on Diabetic patients.

Dr Karen Bridgman, a leading Nutritionist and Naturopath, is calling on all Australians living with Diabetes to make the switch to red tea.

"Clinical studies of Rooibos Tea have shown the beverage to have positive effects in influencing blood sugar levels.

"Rooibos tea also has a naturally sweet taste, which for Diabetics is a powerful benefit, as it completely avoids the issue of sugar or artificial sweeteners. It can be consumed iced, or hot, and won't keep you up late if you drink it at night, said Dr Bridgman.

A clinical study published in the *Phytomedicine Journal* (2009), found that a component of Rooibos (*Aspalathin*) improved blood sugar uptake in the muscles of Diabetic mice. A test tube experiment, using human pancreatic cells, determined that this same component of Rooibos also could stimulate the production of insulin in pancreatic beta-cells.¹

In another study out of the University of Copenhagen, Type 2 Diabetic patients were given a daily dose of about 25 ounces of Rooibos Tea. Whilst the researchers initially did not find much of an effect on the blood sugar levels, by the end of the four month experiment, there was a significant improvement in glucose tolerance.² A change in the fatty acid content of the blood was also evidenced, indicating that the Rooibos Tea increased the level of healthy fats in the patients' blood. These were positive changes in a degenerative condition.²

"The results of these clinical studies suggest Australians with diabetes may experience positive effects by making the switch to red tea," said Dr Bridgman.

"Rooibos Tea is renowned for encouraging the production of the powerful antioxidant compound called Super Oxide Dismutase (SOD), as well as for its anti-inflammatory properties, helping to turn back the hand of the ageing clock and assist in preventing disease," Dr Bridgman concluded.

Used for centuries as a medicinal herb with indigenous South Africans, Rooibos Tea offers significant health benefits across a number of areas:

- **Calming and de-stressing:** Rooibos is a very soothing tea and can be used to calm the nervous system and is recommended for people suffering from headaches, insomnia, nervous strain or hypertension. In fact, scientific research has also shown that its soothing properties may even extend to helping calm nervous conditions and even mild depression.

¹ Kawano, A et al (2009). Hypoglycemic effect of aspalathin, a rooibos tea component from *Aspalathus linearis*, in type 2 diabetic model. *Phytomedicine* 16(2009):437-443

² University of Copenhagen (2009, May 11). African Tea Offers Promising Treatment For Type-2 Diabetes. ScienceDaily.

- **Detox and cleansing:** Rooibos can play a vital role in a detox program to help kick the caffeine habit – acting as a healthier alternative to coffee (and tea for the caffeine sensitive).
- **General wellbeing** – Rooibos may also assist in relieving the symptoms of Asthma and can also help to improve digestion, liver function and blood sugar regulation. Furthermore, the potential anti-viral effect of Rooibos Tea has been shown to be effective against the herpes simplex virus.

Serving suggestions:

For a taste sensation, allow **Vital Organic Rooibos Tea** to brew for 5 – 10 minutes. Serve hot or cold with a slice of lemon for a bit of extra zing. Rooibos can also be served chilled as part of a refreshing iced tea or mocktail.

Vital Organic Rooibos Tea is available from your local supermarket and health food stores. Contact Vital Health Foods Australia on 1300 131 686 or see www.rooibos.net.au

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