

# Tulsi

Health By The Sip™



**For Immediate Press Release 11/19/2010:**

Health By The Sip! Davidson's introduces its new line of delicious and healthy USDA Certified Organic herbal Tulsi Teas, both in tea bags and loose leaf forms. Tulsi, a type of basil plant known for thousands of years in India, forms one of the important cornerstones of Ayurvedic medicine. Also known as "Holy Basil", this sacred Indian herb is rich in antioxidants, and has multiple adaptogenic properties, thought to protect the body from the harms of physical and mental stress.\*

Tulsi has an intense minty, buttery flavor, delicious both hot and iced, but contains no caffeine. In addition to our original Pure Leaves flavor, other flavors include Tulsi Chamomile Flower, Tulsi Spicy Green, Tulsi Rooibos Chai, Tulsi Hibiscus Flower and Tulsi Signature Blend. These teas come packaged in 8-count and 25-count boxes, an individual single serving display, boxed loose tea and in bulk by the pound. All 6 flavors are also available in our economical and cost-saving, unwrapped "Just Tea Bags" package.

As part of our sustainable mission, Davidson's will donate 10% of all Tulsi proceeds to its newly created "Aasha (Hope) Fund", designed to improve lives of countless small farmers who grow the herb. The project will also help transform abandoned farm lands, where Tulsi is planted, through sustainable, organic agricultural practices. Additionally, all of the teas are Fair Trade Certified by Transfair USA.

\*This statement has not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.