

DAVIDSON'S ORGANICS



SPARKS, Nev. (Oct. 31, 2017) – Davidson's Organics, the first exclusively certified organic specialty tea company in the U.S., is in partnership with renowned Ayurvedic practitioners, Dr. Suhas and Dr. Manisha Kshirsagar, to launch a line of seven Ayurvedic-inspired functional teas, available in select retail and wholesale markets in December. Davidson's *Ayurvedic Infusions* include: Sleep, Slim, Energize, Digest, Laxative, Detox and De-Congest.

"Our functional teas are a step toward holistic, preventative health, and offer an alternative approach to common health issues," said Kunall Patel, co-owner of Davidson's Organics. "Through our partnership with Dr. Suhas, we've created seven distinctive blends that further our goal of natural healing and overall wellness."

Dr. Suhas, one of the most academically accomplished Ayurvedic physicians in the U.S., encourages a personalized medical approach that encompasses one's lifestyle choices in order to promote balance between mind, body and spirit.

"I'm honored to be working with Davidson's Organics to help inspire a shift toward holistic health in the Western culture," said Kshirsagar. "We've combined years of Ayurvedic expertise with exceptional tea knowledge and organically-sourced products to create a premium, functional tea product."

Davidson's *Ayurvedic Infusions* add to a product line of over 300 tea bag and loose leaf varieties offered by the only third generation organic tea grower. The newly designed package artwork includes a description of each functional blend and its Ayurvedic purpose, while also depicting the intensity and beauty of each blend by linking the infusions to a function or product of nature, in line with the Ayurvedic principle of living in tune with nature.

"The natural healing powers of tea and herbs are a weapon we often forget or downplay," said Promilla Mohan, co-owner of Davidson's Organics. "With the help of Dr. Suhas and specialty crafted blends, we've created a product that both helps the body and tastes delicious. The goal is to teach, inspire and tea-vangelize!"

The *Ayurvedic Infusions* will be available at davidsonstea.com, amazon.com and in select retailers. Bagged: 25-count boxes (\$5.50). Loose Leaf: 2-ounce (\$6), 8-ounce (\$11.75) and 16-ounce bags (\$20).

Ayurvedic Infusions:

- **Sleep*** - Davidson's Sleep blend provides the stability that the mind, body and emotional state need in order to unwind and prepare for a restful night's sleep.*
- **Slim*** - Davidson's Slim blend aims to tackle the mental, emotional and physical challenges associated with embracing a healthy lifestyle and controlling weight management.*
- **Energize*** - Davidson's Energize blend aims to provide a natural, balanced rejuvenation with lasting power.*
- **Digest*** - Davidson's Digest blend is meant to ensure a balanced digestive fire, or *agni*, and promote the easy absorption of nourishment.*
- **Laxative*** - Davidson's Laxative blend is meant to establish regularity and soothe any imbalances that may result from an aggravated colon.*
- **Detox*** - Davidson's Detox blend establishes a balance of immunity, inner peace and physical rejuvenation, allowing one's constitution, or *prakriti*, to heal and start anew.*
- **De-Congest*** - Davidson's De-Congest blend aims to clear the channels, or *srotamsi*, of the body that promote the balanced circulation of energy and substance.*

About Davidson's Organics

Davidson's organic teas are USDA Organic Certified, as well as Fair Trade Certified, and are therefore free of pesticides, dairy, GMOs and other non-permitted ingredients. Davidson's has been committed to providing the freshest, purest teas for over forty years. Direct from family-owned tea gardens in India to their facility in Nevada, Davidson's offers a wide variety of blends and traditional teas in tea bags, loose leaf and iced tea formats. Davidson's is proud to share the benefit of drinking pure, organic teas from their own family tea gardens exclusively with the United States. Visit davidsonstea.com for more information about specialty teas, gifts and accessories.

About Dr. Suhas & Dr. Manisha Kshirsagar

Davidson's Ayurvedic Infusions are formulated and endorsed by Dr. Suhas and Dr. Manisha Kshirsagar. They are both highly accomplished Ayurvedic physicians that have garnered over 25 years of clinical experience. They are the Directors of the Ayurvedic Healing and Integrative Wellness Clinic in Santa Cruz, California. Dr. Suhas and Dr. Manisha have formulated Ayurvedic products, designed courses and trained health professionals all around the world. They are acclaimed authors, researchers and faculty members of numerous Ayurvedic institutions. These Ayurvedic Infusions truly represent the ancient wisdom tradition of Ayurveda, which carries the message of radiant health and vitality. Learn more: www.AyurvedicHealing.net.

*These statements have not been evaluated by the FDA. **This product is not intended to diagnose, treat, cure or prevent any disease.**