

INTRODUCING 3 NEW **Tulsi** Health By The Sip™ FLAVORS



For Immediate Press Release 10/24/2013:

SPARKS, NV: Davidson's Organic Teas introduces the newest offerings in its line of Tulsi tea, also known as "Holy Basil" for its long-revered, health-giving properties. Beginning November 1, 2013, Davidson's will offer Tulsi Ginger Lemon, Tulsi Mint Medley and Tulsi Mango Peach varieties along with its existing 6 Tulsi blends.

- **Tulsi Ginger Lemon:** A blend of three varieties of Tulsi (Krishna, Rama and Vana) with ginger (helps with motion sickness & nausea) and lemon myrtle to create a delicious tartness with a kick of ginger spice.*
- **Tulsi Mint Medley:** A blend of three varieties of Tulsi (Krishna, Rama and Vana) with heady peppermint and spearmint to create the perfect balance of minty flavors with mild stimulating and digestive properties.*
- **Tulsi Mango Peach:** A blend of three varieties of Tulsi (Krishna, Rama and Vana) with Rooibos, Mango and Peach essence to create a delicious tropical brew with high mineral and antioxidant properties.*

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. These 3 new flavors come packaged in 8-count and 25-count boxes, an individual single serving display, boxed loose tea and in bulk by the pound.

As part of our sustainable mission, Davidson's will continue to donate 10% of all Tulsi proceeds to its "Aasha (Hope) Fund", designed to improve lives of countless small farmers who grow the herb. The project helps transform abandoned farm lands, where Tulsi is planted, through sustainable, organic agricultural practices. Additionally, all of the teas are Fair Trade Certified by FairTrade USA. Davidson's Tulsi is grown in India in its family-owned, certified-organic, fair trade, Putharjhora tea gardens in East India.

Davidson's Organic Teas is certified USDA Organic and free of pesticides, dairy, GMOs, and other non-permitted ingredients. Direct from family-owned gardens in India, through the Fair Trade-certified line to Nevada, Davidson's offers a wide variety of blends and traditional flavors in tea bags, loose leaf and iced tea formats. Davidson's is proud to share the benefits of drinking organic teas from its own tea gardens exclusively with the United States.

For more information on Davidson's Organic Teas, visit www.davidsonstea.com or call 800-882-5888.

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