



For Immediate Press Release 01/12/2015:

SPARKS, Nev- Davidson's Organic Teas begins the New Year by introducing three new offerings in its line of Tulsi tea, also known as "Holy Basil" for its long-revered, healing properties. Beginning January 2015, Davidson's will offer Tulsi Licorice Root, Tulsi Rose Petals and Tulsi Red Vanilla varieties along with its existing line of nine Tulsi blends.

- **Tulsi Licorice Root:** A blend of Davidson's three varieties of Tulsi (Krishna, Rama and Vana) with sweet licorice that helps alleviate indigestion and bacterial infections such as cough, ginger which helps with motion sickness & nausea, and cardamom to create a rejuvenating tea with a spicy kick.
- **Tulsi Rose Petals:** Davidson's blends three varieties of Tulsi (Krishna, Rama and Vana) with beautiful scarlet rose petals, relaxing chamomile and tart lemon myrtle for a delightful mint and rose fragrant tea. Indulge in the goddess of Ayurvedic love and elixir of life that this blend provides.*
- **Tulsi Red Vanilla:** A blend of three varieties of Tulsi (Krishna, Rama and Vana) with South African Rooibos, harvested from high-grown shrubs, chocolaty carob, mellow chamomile, and a delicate yet true vanilla flavor that creates a delicious 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.