



100% Benefit from the Leaf

Typically, Matcha is the only tea variety that is ground into fine powder form for a reason. When drinking Matcha or enjoying a food or beverage made from Matcha - you consume the entire tea leaf. This is the main difference between Matcha and all other tea. Normally black tea or other green teas are consumed via steeping the tea leaves infused with hot water. Steeped tea is only a single soluble extract of the tea leaves - the leaves stay in the tea pot and will be disposed afterwards. Only a small part of the health benefits of tea are water soluble. Depending on the tea variety and preparation, only 10% - 20% of the healthy nutrients are consumed when drinking steeped tea.

Matcha and Green Tea bag Nutritional Comparison

	Green Tea Bag	Ceremonial Matcha	Comparison
Catechines	188.8mg	242mg	x1.3
L-Theanine(Amino Acid)	9mg	39mg	x4.3
Protein	3.35mg	578mg	x172.5
Total Fiber	less than 0.01g	0.662g	x66
Calcium	0.05mg	6.5mg	x130
Iron	less than 0.01mg	0.34mg	x34
Caffeine	31.8mg	68mg	x2.1
Potassium	0.45mg	42.3mg	x94
Vitamin C	0.1mg	3.2mg	x32

Comparing one serving of Tea Bag Sencha and Matcha
 • 3g Sencha Tea bag with 240ml (8oz) hot water
 • 2g Matcha with 3oz hot water

Source:
 Standard Tables of Food Composition: Japan Forth and Fifth Revised and Expanded Edition
 Aiya America Nutritional Analysis: Ceremonial Matcha
 (Eco Pro research, Brunswick Lab, Covance Lab)

Matcha drinkers receive the full nutrition benefits of the whole tea leaf and will enjoy the high concentration of green tea antioxidants, amino acids, vitamins, minerals and fiber.

Matcha is extremely rich in 3 very important nutrients that are of high interest for healthier lifestyle living: Insoluble Fibers, Antioxidants, and L-Theanines.



Insoluble Fiber- 100% benefits from eating the whole leaf

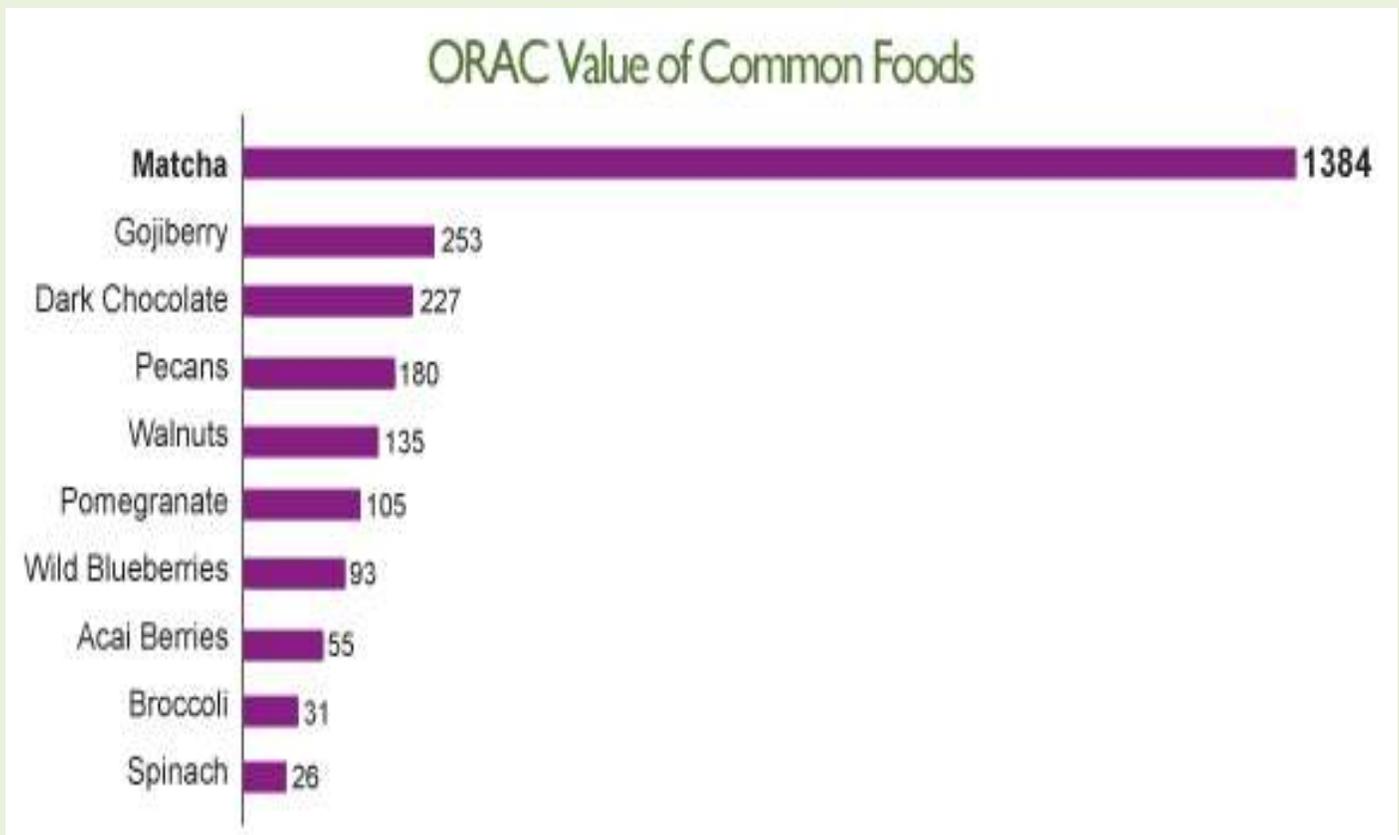
Matcha is made by grinding the entire tea leaf into powder. All of those nutrients and benefits regular tea bags carry away stay right in the cup for the drinking. This ensures that Matcha drinkers consume a higher concentration of antioxidants, vitamins, minerals and fibers than other tea at once. One of the highlight nutrients which we can take from Matcha but not from steeped tea is Insoluble Fiber. One study shows that the effect of lowering blood sugar from Catechin (EGCG) is enhanced if we take both water-soluble and water-insoluble fiber together with Catechins.

Drinking steeped tea will only benefit us with less than 10% of the entire nutrients from the tea leaf, but drinking Matcha gives us 100% of the nutrients. This means that one bowl of Matcha is equivalent to approx. 10 cups of regular green tea. Amazingly, there is no known fruit or vegetable in the world that provides more antioxidants than Matcha on a per gram basis. **It is literally the healthiest drink nature has to offer, providing us with 100% natural energy.**

Matcha and Antioxidants

Tea-catechins are among the most researched and scientifically discussed antioxidants. A vast number of publications have already been published on these ingredients with high antioxidant effect results. Analysis shows that Matcha contains higher antioxidant levels on a per gram basis compared to all natural fruits and vegetables known thus far. And ORAC test results prove that one gram of Ceremonial Matcha green tea contains 1,384 ORAC units. When compared to other antioxidant rich fruits and vegetables as well as other leading superfoods, Ceremonial Matcha green tea clearly stands out above the rest.

*ORAC stands for Oxygen Radical Absorption Capacity. This test method was developed by the USDA and Tufts University to assess the antioxidant potency of foods and beverages. Higher numbers contains more antioxidant affects to our body.





Natural Energy Boost Without The Crash

Matcha also contains high amounts of L-Theanines—a unique set of natural amino acids found almost exclusively in shade grown green tea such as Matcha and Gyokuro, and also known to reduce stress and anxiety — This unique property of L-theanines, when combined with tea caffeine, will slowly release in the body for sustained energy of 3 to 6 hours without any caffeine crash and other side effects.

This unique combination, which almost exclusively exists in Matcha, also heightens the concentration to help provide increased mental clarity and focus. With virtually zero calories, this makes Matcha the ultimate "energy drink"—without any of the side effects found in the highly sugared, over-caffeinated beverages sold in stores today.

As our way of saying thanks for broadening your knowledge on Matcha we are offering:

20% OFF

OUR FINE SELECTION OF MATCHA

Enter code: Lifetime20 at checkout and a 20% discount will apply towards any Matcha purchase.

To your good health,

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