

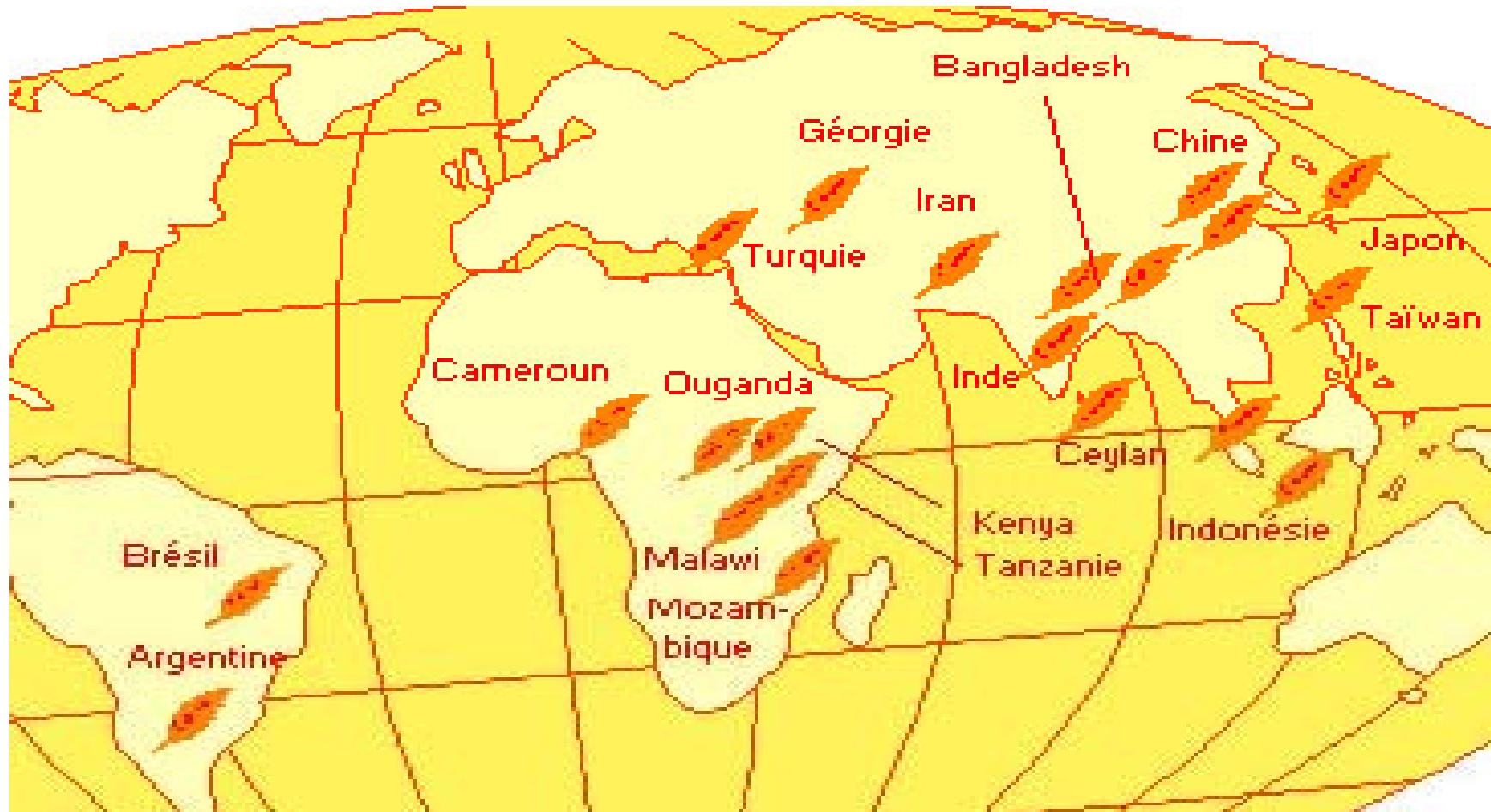
Tea – The Right Perspective

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How was tea discovered

The story goes that in 2737 B.C, the second emperor of China, Shen Nung, discovered tea when tea leaves blew into his cup of hot water.

World over distribution of tea consumption and what kinds of tea



Where does tea come from?

- Green – Oolong – White – Black
- The difference is in the way the tea leaves are processed
- All tea brews are full of natural goodness

- Rooibos Tea – Red Tea

- Popular in South Africa
 - Sourced from a different plant

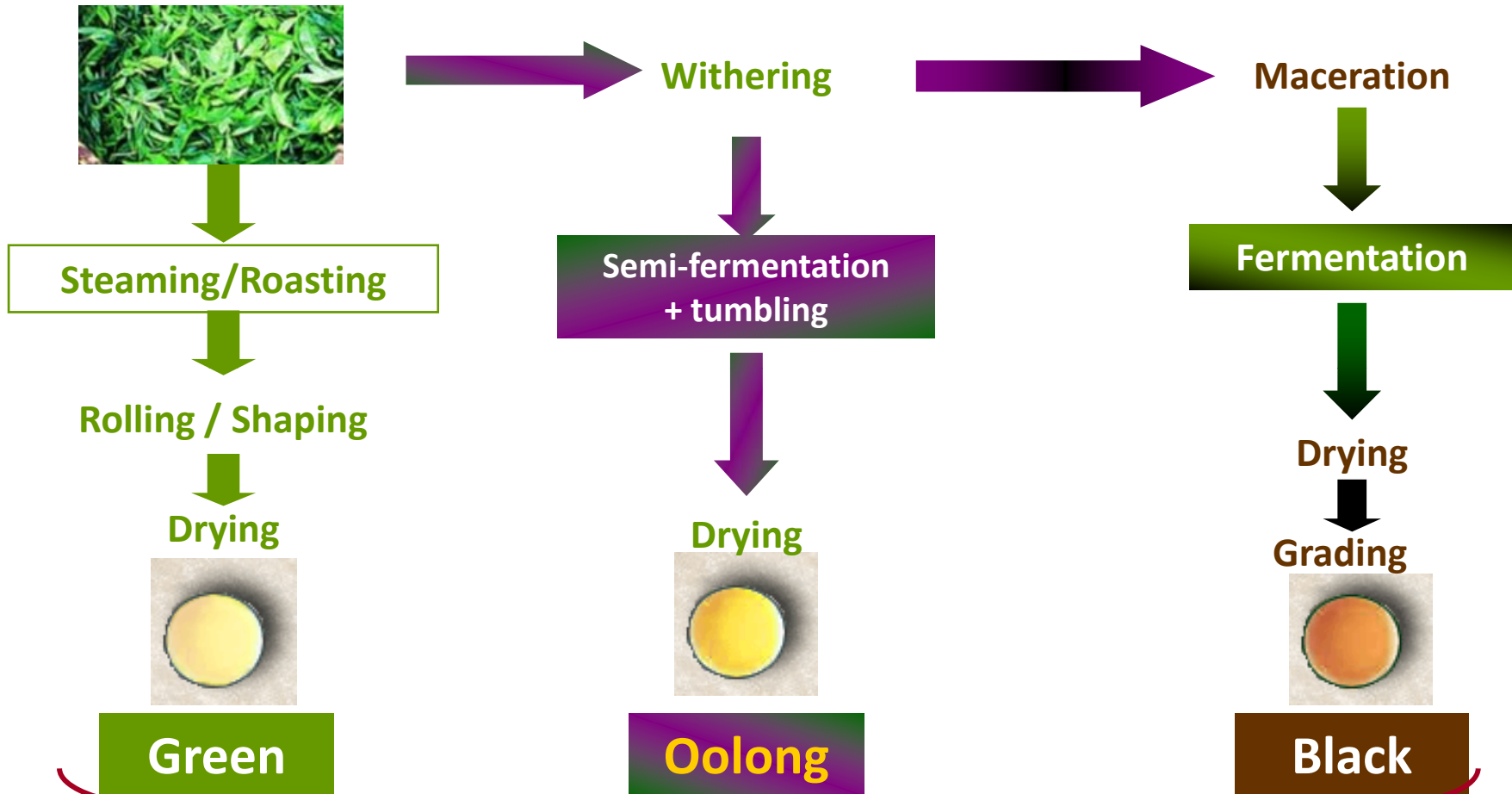
- Herbal Tea – Infusions

- Variety of herbs thought to possess health benefits

All true teas come from the same plant
Camellia sinensis



The tea journey



Flavonoids

Catechins

$+O_2$

Catechins &
Black Tea Flavonoids

$+O_2$

Black Tea Flavonoids
Theaflavins / Thearubigins

Difference between green tea and black tea

Because green and black tea come from the same plant, they contain the same goodies

- flavonoids
- caffeine
- fluoride

The health benefits gained from drinking black and green tea are comparable

Research on black tea has mainly focused on its psychological benefits and cardiovascular benefits

Research on green tea has been mainly focused on weight management and cancer prevention

Immediate Benefits of Tea

Hydration, quenches thirst

Next to water

Better than the whole series of aerated drinks
and other beverages

Tea benefits your mind

- the role of theanine and caffeine

Mild Caffeine boost

Improved glucose control

Long Term Benefits

Months of tea consumption:

- weight control
- immune health
- oral and gut health
- improved digestion

Catechin-rich green tea can reduce abdominal fat in Asian people

Long Term Benefits

Years of tea consumption:

- benefits in heart health
- prevention of cancer

Key Benefits of Tea

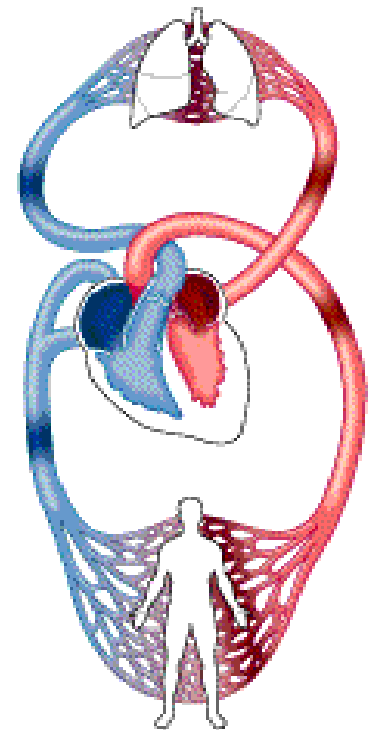
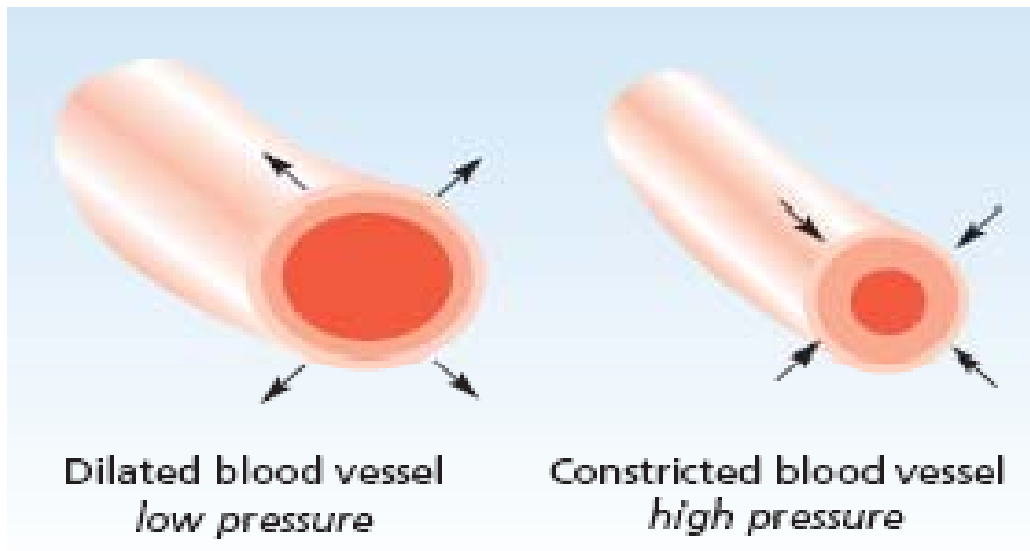
Low calorie Diets

- Tea had without milk and sugar is zero calories
- Tea with milk – The Indian way



Key Benefits of Tea Flavonoids

- Helps in improving cardio-vascular function by
- Improving the function of the veins
- Improving the cardio-vascular health of the arteries



Polyphenols

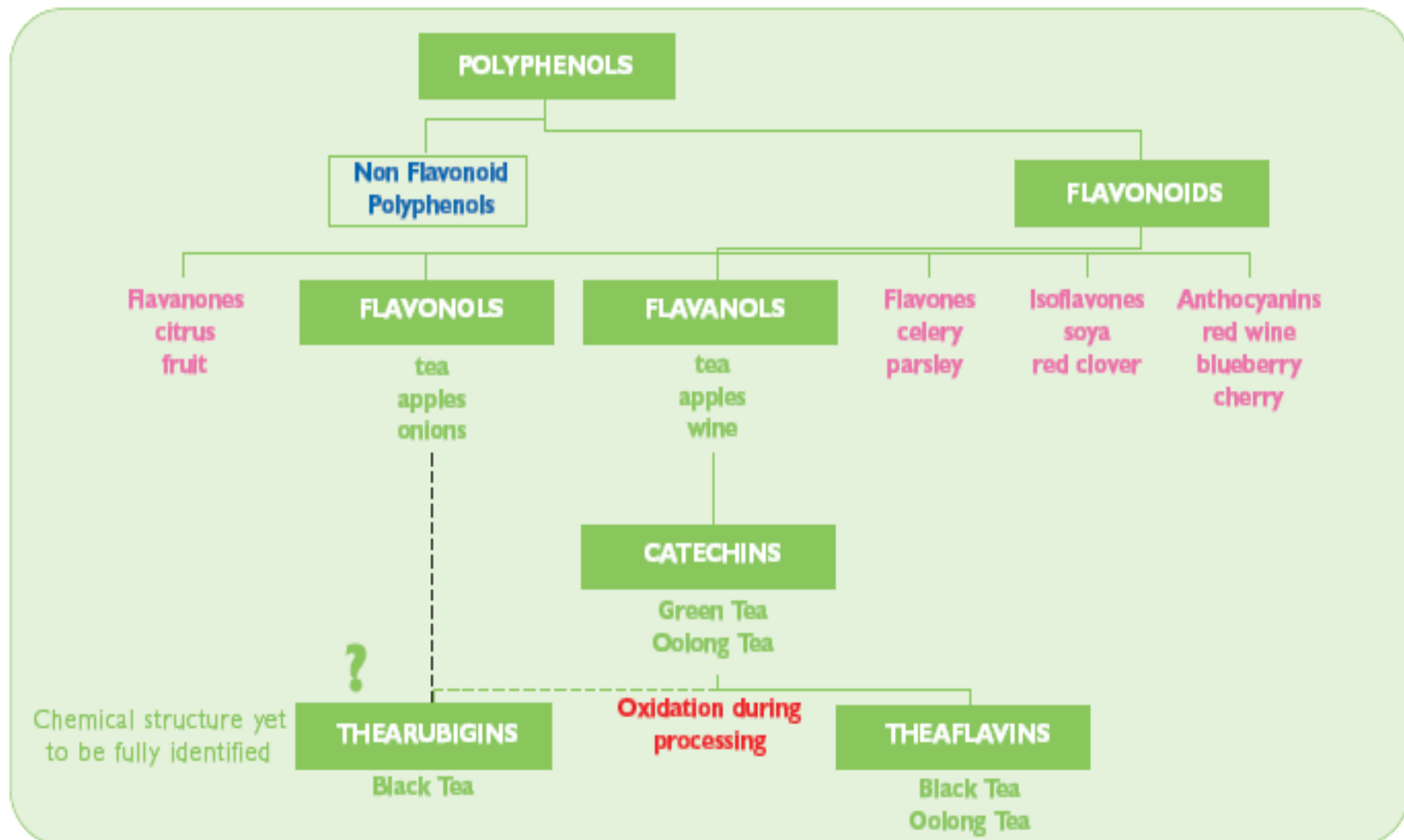


Figure 1. The Polyphenol family (compiled by the Lipton Institute of Tea)

DIETARY FLAVONOL INTAKE MAY LOWER STROKE RISK



Dietary Flavonol intake may lower stroke risk

Flow mediated dilation (FMD) studies show improved cardiac health

Key Benefits of Tea

Rejuvenating Effects

- Theanine – Natural Component of tea
- Fundamental to help in the positive effects of mood
- 50 mg of L-theanine increases the positive effect on the brain
- It increases the alpha brain waves
- Relaxed and focused attention



Key Benefits of Tea

Rejuvenating Effects

- Alpha brain waves are now widely believed to be a key component in selective attention
- It helps an individual focus only on the relevant task at hand and ignore other distractions.

Key Benefits of Tea

Increased attention span

Caffeine and theanine, preliminary evidence indicates that flavonoids may also improve cognitive performance (Macready et al., 2009)

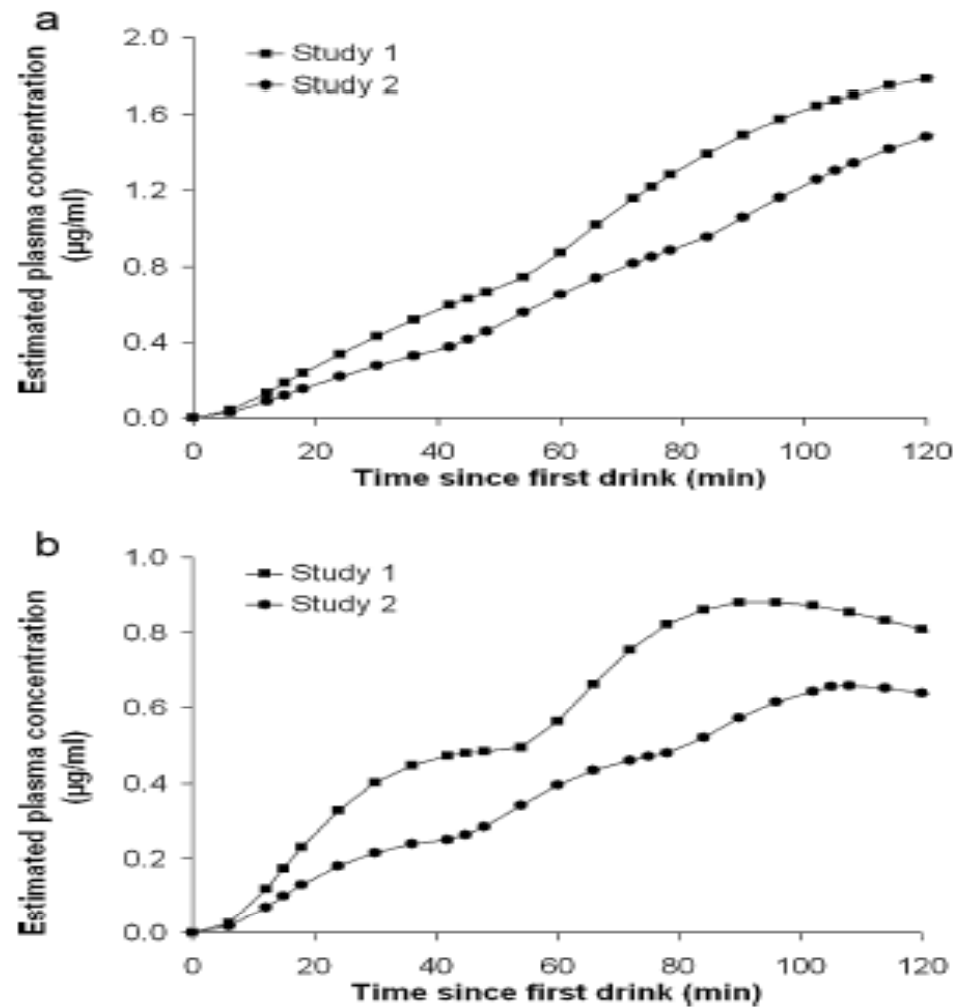
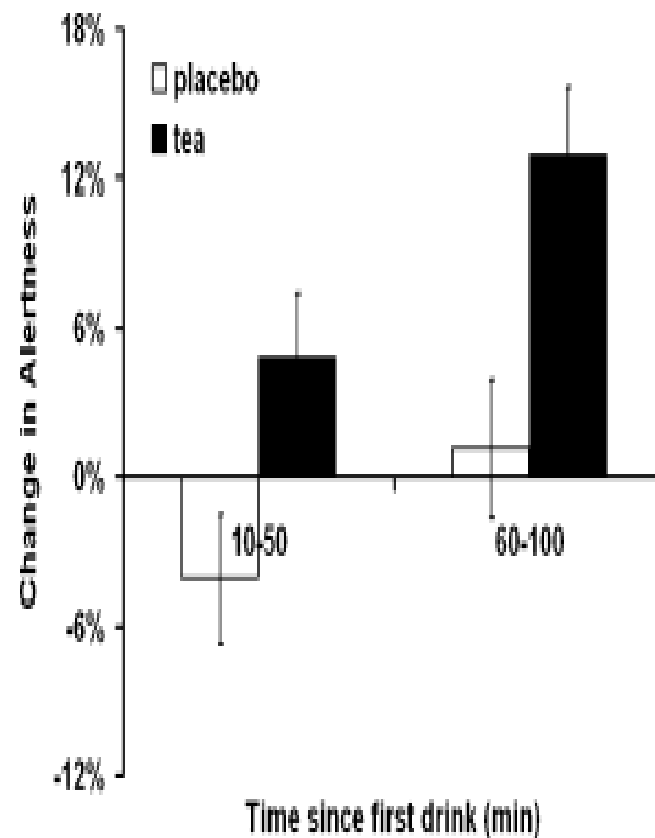


Fig. 1. Plasma time-concentration profiles of caffeine (a) and theanine (b) by the dosing regime in study 1 (boxes) and 2 (circles).

Increases self reported alertness



Responses to Visual Intersensory attention subtask

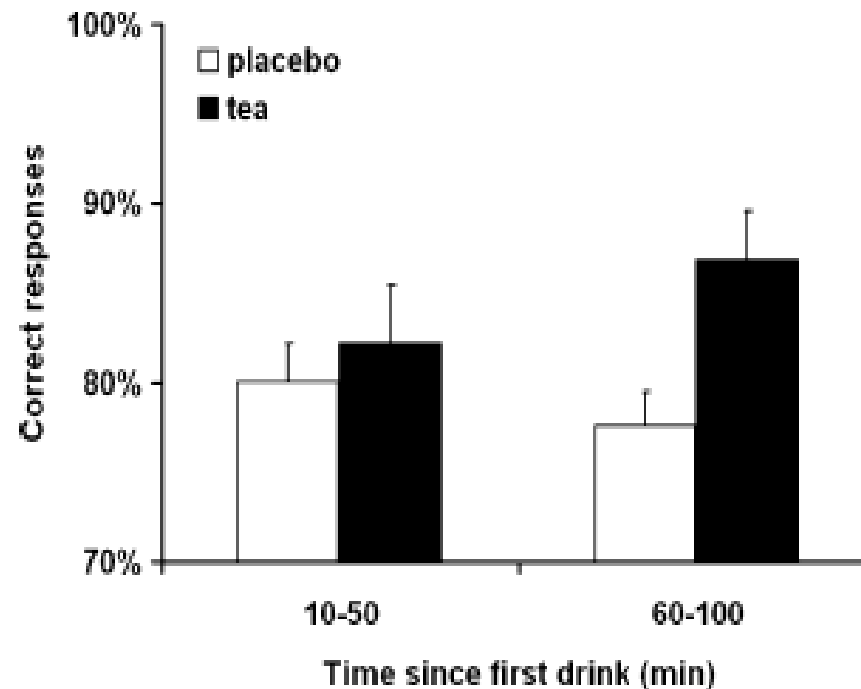


Fig. 3. Percentage correct responses on the visual intersensory attention subtask (study 1). Main effect of tea ($p = 0.030$).

A.C. Nielsen's survey on Consumer Attitude towards tea consumption

- While tea is the most widely known beverage, it is not considered good for health.
- While recommendations for tea are high, those rejecting it and lacking knowledge for it are higher than coffee.
- Tea drinking was associated with a lot of myths.

Myths related to the knowledge of tea

- Tea kills hunger,
- It's addictive and
- Not good for health
- It makes the skin darker in colour.
- It is unsuitable for consumption by children.

- About sixty per cent felt that the beverage is meant for the older generation.
- The consumption of tea was lower among the youth and causing ailments emerges as the biggest cause for them not to take to tea.
- The youth perceive squashes and sports drinks to be healthier.
- Coffee is perceived to be a 'cooler' drink and chosen over tea for socialising by youth.

Summary of the survey findings

Associations that work for tea

- Tea drinking is a habit- associated with relaxation, sociability, de-stressing and makes one feel good
 - Detail this out-among youth and housewives with actual attributes

Associations that work against tea

- There is also no positive imagery that has been built, and hence consumers see it as a dated and traditional drink
- Though a habit, it is not considered a healthy one. Not perceived to offer any health related benefits or containing useful nutrient

- Concerns:
 - Is addictive
 - Loses out on naturalness (in spite of its origins!)
 - It is perceived to be causing gas, acidity, is addictive and not good for children
- In addition, does not have a “buzz/cool” quotient needed to crack the youth segment
- New formats of tea- issues about inadequate knowledge of the same surface

Than kyou