

Drink your way to better health in 2009!

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After a month of parties, mince pies, wine and general overindulgence, January, for many of us, is a time to kick-start our new healthy regimes. We up our gym sessions, try to get a few early nights and make a conscious effort to detox, eating more fruit and veg and cutting back on alcohol.

This New Year there's a more delicious way to detox, boost your general well-being and get your body back in tip-top shape: a daily shot of the green stuff, teapigs matcha tea!

Matcha tea is a super-concentrated green tea powder from Japan, packed full of antioxidants and minerals, which plump up the skin, adds shine to the hair and strengthens the nails. But matcha doesn't stop there: this super tea also boosts the metabolism, raises energy levels and promotes a feeling of relaxed calm.

Available exclusively at Selfridges (Food Hall), it's ideal for post-Christmas detoxes, on-the-go professionals, those burning the candles at both ends, sports fanatics, busy mums and those who simply want to put the spring back in their step this New Year.

Available exclusively in Selfridges (Food Hall) and at www.teapigs.co.uk. Priced £25.00 for a 30g pot (approximately 30 servings per pot).

About teapigs

teapigs believe that there is a tremendous opportunity to upgrade the quality of the tea experience in Britain by offering consumers the quality of premium whole leaf teas and a range of products that go way beyond the standard "cuppa". With more and more evidence of the health benefits of drinking tea and the consumer trends towards higher quality products with true provenance, tea is in the perfect position to capture consumers' imagination in new and novel ways.

Matcha and the whole range of teapigs teas are available to buy online at www.teapigs.co.uk

For more information, photography and matcha samples please contact Chrissie at PR4:
chrissie@pr4.com 020 7637 1237 07957 383070