



Discover the wonders of Rooibos and how it can aid those living with cancer

Recent survey finds a cup of Rooibos can keep the romance alive...

Rooibos recommended as a protective measure against COVID-19

In this newsletter, read more about how Rooibos can keep the romance alive in your relationship this Valentine's Day.

Today also marks World Cancer Day. Find out exactly what recent studies are suggesting about how Rooibos can be used to treat the disease in patients.

We also take a look at new market research that suggests the global Rooibos market is set to grow even further by 2029. Find out what factors are leading to this indication below.

Discover the wonders of Rooibos and how it can aid those living with cancer 



Today marks World Cancer Day, and we decided to take the opportunity to remind you about ongoing research that suggests Rooibos can aid those living with the disease.

Past research, presented at the Cancer Association of South Africa's Research in Action Conference in 2015, showed that Rooibos and Honeybush both have anti-cancer properties that may be useful in the treatment of prostate and breast cancer.

These are the two most common cancers affecting South Africans. One in every 26 men will be affected by prostate cancer in their lifetime, while one in every 33 women will develop breast cancer, according to the latest data from the National Cancer Registry.

With its high levels of antioxidants, Rooibos has long been known for its ability to help prevent cancer from developing, but this new research shows that it could potentially also be used to treat – but not cure – the disease.

Click [here](#) to read more.

Experts think Rooibos can benefit your metabolism if consumed at night 



A healthy metabolism is supported by regular exercise, a well-balanced diet, and most importantly, a consistent morning and night routine. Sara Chatfield, MPH, RDN, registered dietitian and nutritionist and Josh Schlottman, CSCS, certified personal trainer and nutritionist have suggested that drinking Rooibos at night could greatly benefit one's metabolism.

"Rooibos is an herbal tea made from fermenting its leaves, which causes it to get its reddish color," he says, adding that it is "packed with rich antioxidants found in its natural polyphenols." These, he adds, help lower inflammation by "fighting off damage-causing free radicals." Free radicals in the body cause oxidative stress, which often leads to inflammation.

Click [here](#) to read more.

Recent survey finds a cup of Rooibos can keep the romance alive... 



Findings of a two-year study by The Open University in the UK showed that it's not grand bouquets of flowers and boxes of chocolates that keep love alive, but rather selfless gestures, with a cup of tea being singled out as a significant sign of a partner's affection.

Thoughtful gifts and generous acts of kindness were described as expressions of love and were not dependent on money or significant dates, such as a birthday or Valentine's Day. It was rather what the gift or gesture signified that was most important. One such gesture that struck home with participants was the act of giving your partner a cup of tea spontaneously.

Adele du Toit, spokesperson for the SA Rooibos Council (SARC) says one of the most important facets of our lives is having a meaningful and loving relationship with someone we deeply care about.

"In the modern age of technology, when we are communicating more than ever before, real and personal connections seem to be waning. The constant barrage of tweets, texts and emails have replaced face-to-face interaction. Taking the time to make a cup of tea for our spouse or partner helps to rebuild lost or broken connections, while expressing our desire to care for them. Sharing a cup of tea with someone is designed to build deeper and more meaningful relationships," she says. It does so in three ways:

1. Tea provides a mutual experience that can be enjoyed together.
2. It consists of an act of kindness. From carefully measuring out the leaves or tea bags, gently pouring the water into the teapot and emptying its contents into your finest cups, make your companion feel appreciated. It's symbolic of how you feel about them.
3. Carving out time to be with your special someone in that moment, also encourages richer conversation.

Click [here](#) to read more.

Rooibos recommended as a protective measure against COVID-19 



Although the pandemic is something of the past, COVID-19 is still doing the rounds with a fair number of people still getting diagnosed with the disease.

In a recent article that was published in the USA, it was suggested that regular consumption of Rooibos tea is one of the key ways to proactively protect oneself against COVID-19.

Rooibos is known for its antioxidant properties and anti-inflammatory effects. In vitro and in vivo studies in mice have already shown that two of its main active ingredients (dihydrochalcones) suppress vascular inflammation induced by high blood sugar by inhibiting inflammatory cytokines and oxidative stress

Click [here](#) to learn more.

Global Rooibos market set to grow further by 2029 



Foto: South African Rooibos Council (SARC)

The highly regarded food scientist, Dan Levison is known for developing popular snacks like Oreo, Triscuit and Popcorn, Indiana. Now, he has turned his attention to creating his very own tea brand!

VIBAL is his energy tea drink. It was born out of a need for a healthy energy drink that he can rely on while studying or working late. The product contains Rooibos tea, combined with organic fruit juice, to create a truly unique taste.

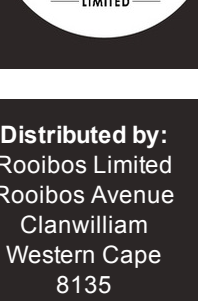
So far, he has produced a few different flavour varieties, which include wild honey, lemonade, pomegranate, tropical punch and spicy ginger.

Click [here](#) to read more.

Click here to visit our website 

Find out more about Rooibos and the company that introduced this exceptional product to the world, becoming the preferred supplier of Rooibos across the globe. To stay up to date with the latest news from Rooibos Limited, follow us on social media.

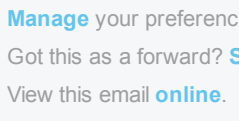
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