



penelope sach
ORGANIC TEA

press release

penelope sach teas - a fresh new look for 2008

Australia's leading practitioner of naturopathic and herbal medicine and creator of the internationally renowned Penelope Sach organic herbal tea range, Penelope Sach has created a new signature blend Lemon Myrtle. The blend is now available in her new black and silver modern packaging.

Penelope Sach began developing her organic herbal teas in 1990 as a natural extension of her naturopathic consultancy business, and has since been appropriately dubbed 'The Tea Queen' by the media. Penelope has also published numerous health books with *Natural Woman* re-released in April by Penguin Publishing.

Penelope Sach explains, "My teas are blended to suit different health needs, so they merge into almost every aspect of people's lives. My latest blend Lemon Myrtle is a calmative and detoxing tea that aids colds, flu, sinus and indigestion due to its antiseptic properties. Its slightly spicy yet subtle lemon flavour makes it a wonderfully cleansing tea on the palette. All of my teas are made only from Australian organic herbs and their success can be attributed to the medicinal benefits they offer and the fact they are a refreshing and healthy drink alternative.

"My teas can now be found in household kitchens across Australia as well as renowned restaurants and international hotels from London and Tokyo to Sydney and Singapore. I wanted the new packaging to reflect my commitment to creating the highest quality organic herbal teas, in a design that would have tea lovers displaying them in their kitchens as an elegant storage solution. I think the modern sleek black and silver design created in close consultation with Sydney's Made Agency does all of this, and I'm incredibly excited about the re-release of my teas," adds Penelope.

The re-released Penelope Sach tea range features the following signature teas: Apres, Green, Lemon Myrtle, Lemon Tang, Peppermint, Petal and Triple E (a fact sheet outlining the tastes and medicinal benefits of the Penelope Sach range of premium organic herbal teas is overleaf).

All of Penelope Sach teas are vacuum-sealed to ensure the healing qualities and the integrity of the tea is not compromised in the packing process. Penelope Sach teas have no added preservatives or flavours and are caffeine free, except for Green tea that has a natural caffeine content. The teas can be served hot or cold, and re-infused up to three times.

The Penelope Sach range of teas is NOW available for purchase at www.penelopesach.com.au or in David Jones at Bondi Junction and the Sydney and Melbourne city stores.

Visit www.penelopesach.com.au to learn more about Penelope Sach and her teas, or contact Jane Morey on 0416 097 678 or orders@penelopesach.com.au

Penelope Sach Pty Ltd
PO Box 842 Woollahra 1350
NSW Australia

T: +612 9362 3339 F: +612 9362 3416
E: info@penelopesach.com.au W: penelopesach.com.au
ABN 82 050 537 632



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fact sheet on penelope sach teas for 2008

A p r e s

This delicate and light blend is ideal after dinner or before bed as its chamomile properties assist in combating insomnia, anxiety, stress and allergies such as sinus, hay fever and irritated skin. Premium chamomile taste – Chamomile, Peppermint, Spearmint, Aniseed and Fennel.

G r e e n

High in antioxidants this premium quality green tea is ideal for your daily health and wellbeing. Drunk regularly it assists in the management of high cholesterol and weight loss.

L e m o n M y r t l e

A famous Australian leaf tea used in the Outback as a pick me up and to keep infections away, it is a great cleanser with its slightly spicy yet subtle lemon flavours. A calmative tea its antiseptic properties helps aid colds, flu, sinus, and indigestion.

L e m o n T a n g

This refreshing lemon mint flavour is high in natural essential oils for cleansing and healing. It is ideal for the morning after. Lemon grass oils assist in digestion and kidney function – Lemon grass and mint.

P e p p e r m i n t

This naturally refreshing and cleansing tea is ideal for your daily wellbeing helping to clear sinus passages, especially after a plane journey, and aiding in the digestion of fatty food.

P e t a l

This is the tea for the 21st century and the number one seller here in Australia and worldwide. Relaxing to the entire body and an ideal cleanser for the skin, Petal tea has an exquisite sensual taste making it great for anytime of the day. Lavender chills anxiety, Red clover is a claimed anti-cancer herb and Chamomile & rose soothes the nerves.

T r i p l e E

Triple E is a naturally sweet energy booster with a great tangy liquorice flavour. Ideal for weight loss it revives, refreshes and infuses. Liquorice root, Peppermint and Fennel.

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