

PRESS RELEASE

## LYONS TEA INTRODUCES ITS NEW GREEN TEA

### AND OFFERS 10 SIMPLE STEPS FOR A HEALTHIER YOU IN 2008

To celebrate the launch of Lyons Green Tea, Lyons has teamed up with three Health experts to offer ten top tips for a healthier you in 2008. Green Tea is a source of antioxidants and new research<sup>1</sup> suggests that it may play a protective role in certain conditions such as heart disease, stroke and some cancers such as prostate cancer. Drinking Lyons Green Tea is a simple and easy way for everyone to take a small step towards a healthier lifestyle.

The New Year presents an opportunity for many of us to make small positive changes in our lives, but more often than not people make resolutions that they find difficult to maintain. By the end of January, New Year's resolutions are but a distant memory for a lot of us and many fail to follow through as they set unrealistic goals for themselves which cannot be attained. It's never too late to make a positive change and with this in mind Lyons Tea has teamed up with three experts in the field of nutrition, fitness and lifestyle to offer simple and sustainable changes for 2008.

Nutritionist Paula Mee advises people to listen for real hunger cues. "The most effective and simple way to lose weight is to eat when you are hungry. But make sure you know what you are hungry for. Many times it's not food we are hungry for, but relief from boredom or stress, and hunger is often confused with thirst. Many of us get more calories, colours, flavours and preservatives than we think from the fluids we drink nowadays. However, what we drink can really count nutritionally. Ditch the sugary and fizzy drinks for water or green tea with antioxidants. Green Tea not only counts towards your daily requirement of two litres of fluid, it is also a natural source of antioxidants, which may help to protect the body from the damage caused by free radicals."

Fitness expert, Padraig Murphy says people should make it a daily challenge to find ways to move their bodies. Speaking at the launch of Lyons Green Tea, Padraig said: "Exercise is not about training around the clock, it should prevent heart failure not cause it! Three hours a week should be sufficient depending on your goals, exercise, injury history and fitness. If you're new to exercise, take it easy and build up gradually. For some, exercise can be as little as 10 minutes three times per week." He also advises to wear the correct footwear, warm up properly and incorporate some strength training where possible.

Also speaking at the launch of Lyons Green tea, Life Coach Shalini Sinha advised: "The only way to ensure we're all in good mental shape is to take turns at being supportive. If you currently receive more support than you give, do one thing each week just to make another's life easier. If you give more support than you receive, why not focus that generosity on those who also give, this way you nurture each other. Our connections – through friends and family – are meant to nurture us and increase our hopefulness."

Lyons Green Tea is available in all major retailers nationwide with a recommended selling price of €3.49.

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#### References:

<sup>1</sup> Basu A and Lucas E (2007) Mechanisms and effects of green tea on cardiovascular health. *Nutrition Reviews*, 65, 361-375 Kuriyama S et al (2006) Green Tea Consumption and Mortality Due to Cardiovascular Disease, Cancer, and All Causes in Japan: The Ohsaki Study.

*Journal of the American Medical Association*, 296:1255-1265

## **TOP TEN EXPERT TIPS FOR A HEALTHIER YOU IN 2008**

### **Ditch any desire to deprive yourself**

When you're hungry EAT. But make sure you know what you are hungry for. Many times it's not food we are hungry for but relief from boredom, sadness, anger or stress. Comfort eating has no impact on your emotional needs but does on your shape. Listen for real hunger cues. If you know the mid afternoon is your 'low time', incorporate a healthy snack, like a piece of fruit or a handful of nuts, into your day. That way, your blood sugar will not drop so low that you've devoured the kitchen sink by the time dinner is ready. Plan, shop and prepare more; low GI carbohydrates such as wholegrain cereal and breads, pasta and basmati or brown rice; lean proteins such as seafood, poultry and red meat, eggs, pulses; low fat dairy such as milk, cheese and yoghurt and lots of fruit and vegetables.

### **Make healthier choices when eating out**

More and more food is consumed outside of the home, so try to eat the same portion as you would at home. Look around at serving sizes. If they're really big, skip or share a starter. Avoid the bread basket if you're having a starter. If you don't know what's in a dish, ask. Ask for grilled fish & meat grilled with no extra butter, and for sauces, gravy and salad dressings "on the side." Ask for no added salt and ask about substitutions e.g. Extra vegetables instead of chips. Share a dessert or steal a bite if you're feeling full, rather than leaving the table uncomfortably full.

### **You are what you drink too**

Many of us get more calories, caffeine, colours, flavours and preservatives than we think from the fluids we drink nowadays. However what we drink can really count nutritionally. Ditch the sugary and fizzy drinks for water or green tea with anti oxidants this time of year. Green tea not only counts towards your daily requirement of two litres of fluid, it is also a natural source of antioxidants, which may help to protect the body from the damage caused by free radicals. Having a small fruit juice

or smoothie can also count towards your 'five a day', and a glass of milk counts towards your calcium intake.

### **Make it a daily challenge to find ways to move your body**

Skip the lift or escalator and take the stairs instead. Get off the bus, train or Luas one stop early and walk the final part of your journey to and from work. When walking, lift your chest tall with eyes forward, chin up and shoulders slightly back. Anything that moves your limbs is not only a fitness tool, it's a stress buster.

### **Exercise while you work**

The daily work environment provides perfect opportunities for short bursts of exercise. Walk to other departments rather than sending an email or making a phone call. If your workplace has a gym, take full advantage of it. Just 15 minutes strength training twice a week combined with walking for 30 minutes twice a week is a really great weekly work out.

### **Stretch**

After a long day, many people find it hard to think about exercise so whilst watching your favourite TV programmes work on a series of gentle stretching exercises. Stretching keeps muscles and joints limber. It's also an excellent way to relax and release tension.

### **Be supportive**

The only way to ensure we're all in good mental shape is to take turns at being supportive. If you currently receive more support than you give, do one thing each week just to make another's life easier. If you give more than you receive, why not focus that generosity on those who also give? This way you nurture each other.

### **De-stress**

As a species, humans consistently don't achieve our biological life expectancy, estimated potentially as high as 120yrs, because of lifestyle Related stress and disease. This year, ask yourself what your top five Frustrations are, how much money you really need, and how you really want to spend your time. Then, choose one change and make it happen.

### **Recognise a passion and go after it**

The journey of our heart is more important than money. Don't worry about how much or little it costs (budget for it), where it will lead, what others will say, or even if you think you're any good. Just let life be exhilarating and fun!

### **Know your limits!**

"Everything in moderation" is that age old saying that many of us know but to which few of us adhere. Whether it's food, alcohol or exercise, you should know when to start and when to stop! Listen to your body and you will be surprised what it is telling you. There are both physical and mental side affects when you are over-doing

it that should be treated as warning signs to make some small changes. Whether it's obvious weight gain from overeating, or headaches from lack of fluids, your body offers indications when change is needed.

### **About Unilever Ireland**

Unilever Ireland is a wholly-owned subsidiary of Unilever plc and is responsible for the selling and marketing of a portfolio of leading food and home & personal care brands. Our portfolio includes brands such as Knur, Lyons Tea, Flora, Hellmann's, HB ice cream, Persil, Surf, Domestic, Dove and Lynx. The company employs 300 people and group turnover for 2006 was €346 million. For more information on Unilever Ireland please visit [www.unilever.ie](http://www.unilever.ie)