



PRESS RELEASE

LYONS GREEN TEA OFFERS PRACTICAL TIPS FOR THE NEW YEAR SMALL, SIMPLE STEPS TO A HEALTHY 2009.....

Out with the old and in with the new! Many people begin the New Year with resolutions that they intend to stick to, but just two weeks into the New Year and people start to feel sluggish and somewhat hard done by, having to sacrifice the good things in life – but not everything has to be a struggle!

Drinking Lyons Green Tea is a simple and easy way for everyone to take a small step towards a healthier lifestyle. New research suggests that it may play a protective role in certain conditions such as heart disease, stroke and some cancers such as prostate cancer.

Lyons Green Tea offers **Ten Expert Tips*** for a healthier you:

1. Ditch any desire to deprive yourself
2. Make healthier choices when eating out
3. You are what you drink too
4. Make it a daily challenge to find ways to move your body
5. Exercise while you work
6. Stretch
7. Be supportive
8. De-stress
9. Recognise a passion and go after it
10. Know your limits!

Lyons Green Tea is now also available with Lemon and with Mint. Lyons Green Tea with Lemon is made from Green Tea which has a lemon flavour, giving it a roasted and citrus aroma and taste. The refreshing flavour of Lyons Green Tea with Mint provides an invigorating addition to the delicate flavour of green tea that is uniquely different and delicious. A relaxing blend, mint is one of the most widely used herbs with celebrated digestive qualities.

LYONS JOURNEY CONTINUES

Unilever has been working to raise environmental and local standards on its tea estates in Africa for 10 years now. By February 2009 all Lyons Green Tea will be Rainforest Alliance Certified™. Today, a minimum of 50% of Lyons Original Blend tea is Rainforest Alliance Certified. By 2010 the tea used in Lyons Original Blend will be fully Rainforest Alliance Certified™ and by 2012, all Lyons Tea will only come from farms that meet their standards.

ENDS

20th January 2008

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Notes to the editor:

***TEN TOP TIPS:**

1. 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.

2. 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.

3. 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 antioxidant-rich green tea this time of year. Green tea counts towards your daily requirement of two litres of

fluid. 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.

4. *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.

5. *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.

6. *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.

7. *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.

8. *De-stress*

Humans are the only species of animals that consistently don't achieve our biological life expectancy of 120 years, but die early as a result 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.

9. *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!

10. *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 Knorr, Lyons Tea, Flora, Hellmann's, HB ice cream, Persil, Surf, Domestos, 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

About Rainforest Alliance

The Rainforest Alliance is an independent, non-profit organisation with 20 years experience in the development and promotion of standards in sustainable forestry, farming and tourism.

The Rainforest Alliance is a member of the Sustainable Agriculture Network, a coalition of NGOs in developing countries that has certified farms growing coffee, bananas, citrus, cocoa and other crops. Over all crops, more than one million farmers, farm workers and their families benefit from this collaboration. The programme includes small family farms, cooperatives and large plantations for a combined total area of 225,500 hectares.

The Rainforest Alliance Certified seal appears on products that comply with the standards of the Sustainable Agriculture Network and should not be confused with any other certification mark or label.