



ASIA FARM F&B PRIVATE LIMITED

NO 211 WOODLANDS AVE 9 #05-71 (S) 738960

TEL: (65) 6852 1535 FAX: (65) 6852 1536

EMAIL: info@asiafarm.com.sg

WEBSITE: www.asiafarm.com.sg

What is Purple Tea?

Just like any other tea; Green Tea, Black Tea, and Purple Tea is a new tea cultivar, derived from a new crossbred variety Camellia Sinensis, which most teas originated from.

Why is it called Purple Tea?

Simply the red-purple-colored leaves which are rich in anthocyanins

Where is Purple Grown?

Kenya lies on the equator which makes farming very resourceful and purple tea Trees grow on highlands of 1500 to 2500 meters above sea level. In view of the high exposure to UV light in the growing environment, this tea is naturally abundant in polyphenols.

Purple Tea is specially and carefully selected and hand-picked, only the young leaves and shoots are collected from the pesticides-free plantation.

Health & Beauty Benefits of Purple tea

Purple tea leaves are processed by the same method used to process green tea. Purple tea is unique in that it contains anthocyanidins and GHG, a hydrolyzable tannin, in addition to the normal polyphenolic chemicals found in green tea, such as epigallocatechin gallate (EGCG) and epicatechin gallate (ECG).

Purple tea is gaining recognition for its multitude of beneficial properties, specifically its health and beauty benefits. Some of these benefits range from anti-inflammatory, and antimicrobial, to anti-cancer effects. Purple tea leaves are unique as compared to other types of tea leaves as it is the only tea containing anthocyanin, thus it is known as an unrivaled source of antioxidants. Antioxidants provide anti-cancer effects while anthocyanin helps reduce risks of cardiovascular diseases as well as hypertension. Aside from these compounds, polyphenols can also be found in purple tea leaves. These chemicals prevent the damage of free radicals in the body.

Anti-Obesity

Purple tea supports weight loss by enforcing a healthier lifestyle for the body and mind of consumers. Having a healthy relationship with food affects the mental and physical well-being of people positively. Unlike other tea leaves, purple tea contains a type of polyphenol called GHG. It is responsible for the purple tea's anti-obesity and weight management properties. In research studies, it is observed that by consuming purple tea over a consistent time period, the consumers experience a reduction in body weight, abdominal fat, and body fat even before ingestion. Also, the tea is proven to lower cholesterol and triglyceride levels.

Support Cardiovascular Health

Purple tea aids in the maintenance of good body functioning and offers numerous health advantages ranging from the brain to the heart. In fact, studies suggest that those who drink tea on a regular basis have a lower risk of cardiovascular disease and other heart-related problems. High blood cholesterol is one of the most prevalent problems. Heart disease and stroke are both linked to high cholesterol levels. It can cause plaque to build up in the artery walls, narrowing the arteries. Purple tea contains anthocyanins, which assist to decrease blood pressure and cholesterol, lowering the risk of heart disease. In addition, purple tea has anti-inflammatory effects that help blood vessels relax and dilate. This improves blood circulation and reduces heart stress. Purple tea is a perfect substitute for sugary or caffeinated beverages, which add to the heart's workload. Incorporating purple tea, as a regular part of the diet will help one keep a healthy heart, glucose levels, and body weight while lowering the sugar intake, which can harm one's heart.

Support Cognitive Health

Purple tea can help you retain a positive mood while also improving brain functionality, concentration, and mental focus. Purple tea contains less caffeine than other types of tea, hence users do not have to worry about the jittery crash like other caffeine-rich teas. Purple tea can help individuals remember things better and keep their minds as sharp as possible. It can even allow help to keep one's brain in shape as users get older, by slowing memory loss and protecting users from neurodegenerative disorders like amnesia and dementia.

Anti-Cancer

Purple tea is regarded to have the highest level of antioxidants, second only to white tea, according to how it is harvested and processed. Purple tea contains anthocyanins, which combat free radicals and lower the risk of chronic diseases such as cancer, tumors, and heart disease, (Chalker, 2020) as well as contains high levels of anthocyanin is seen as responsible for its greater antioxidant activity. Studies had found that purple tea extract has antiproliferative effects on lung, breast, and uterine cancer cells. (Bashir, Khan and Al Mughairbi, 2019)

Manages Stress and Anxiety

Purple tea comes to the rescue as a terrific approach to help manage stress and anxiety at a time when many people are feeling overloaded, overly stimulated, extremely stressed, and unable to concentrate during the day or sleep at night. Cortisol levels rise because of stress, which leads to an increase in heart rate and blood pressure. The trouble is that when one is anxious, individuals typically turn to harmful vices like fast food, unhealthy snacks, sugary beverages, coffee, or alcohol to help them deal. Purple tea, which is high in antioxidants, is also beneficial to one mental health. It is one of the best beverages to consume to aid with anxiety and find a moment of peace in a hectic day. For one thing, the amino acid L-theanine has been proven to help improve stress levels, reduce exhaustion, and promote better sleep by balancing mood and counteracting anxiety and jitters caused by too much caffeine. Purple tea, as well as other antioxidant-rich foods and beverages, can help protect your brain from oxidative damage and battle the detrimental effects of stress on one's body.

Skin Anti-Ageing

Purple tea has alpha and beta-hydroxyl acids which will act as anti-aging benefits. A specific polyphenol compound (GHG) was found by Oryza Oil and Fat Chemical Co. Ltd. This compound is not found in green tea, oolong tea, and black tea. GHG has been shown to demonstrate excellent anti-ageing effects. The functional component GHG, suppresses the reactive oxygen, hence purple tea extract is potentially beneficial in preventing skin aging, cell damage, and inflammation due to the increased accumulation of lipid peroxide in chain reactions from lipid peroxidation. Furthermore, inhibition of elastase can fight skin aging and prevent loss of skin elasticity.

Whitening Effect

When exposed to UV light, melanin is what causes freckles and dark patches to appear on the skin. The enzyme tyrosinase is responsible for catalyzing melanin synthesis. The tea extract inhibited the activity of tyrosinase in a dose-dependent manner. Therefore, it is suggestive that purple tea extract may have a skin-whitening effect.

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