

For Immediate Release

R-U-VED Brews Up Harmonizing Ayurvedic Tea Blends for 2012

New packaging better reflects the healing qualities of “dosha specific” tea blends

REDMOND, WA (February 27, 2012) – Tea has become the soothing beverage of choice for many people tired of the yo-yo effects of coffee. [R-U-VED Inc.](#), one of the premier Ayurvedic herbal companies in the U.S., introduces reformulated tea blends that not only provide comfort and warmth, **but are particularly balancing for one’s Ayurvedic constitution** or “[dosha](#),” called Vata, Pitta or Kapha.

According to [Ayurveda](#), the ancient system of healing from India, **you are what you consume**, and teas created for one’s unique constitution have therapeutic properties that help to balance the body, mind and spirit.



Featuring contemporary new packaging to better reflect the healing qualities of each blend,

R-U-VED’s ProVata™, ProPita™, ProKapha™, Energy Tea™ and Green Tea™ include synergistic blends of *organic or wildcrafted herbs* to maximize balancing effects, along with “tea cut leaves” to enhance flavor and aroma. In addition, they come in clear, biodegradable pyramid tea bags, which also allow for superior flavor. The teas retail for \$7.50 per box of 24, and will be available at natural foods retailers nationwide or at www.ruved.net starting late April, 2012.



- **ProVata** tea (caffeine free) helps to ground and warm the body and mind. It is especially helpful for those with Vata disorders, or for most people during the winter season. **Signs of Vata imbalance are an over-active mind, fatigue, insomnia, gas & bloating and constipation.** A balanced Vata feels happy, calm and energetic. *Ingredients are ajwain, black cardamom, cinnamon, fennel, ginger and licorice.*
- **ProPita** tea (caffeine free) includes soothing, cooling and pacifying herbs to relax and cool overheated pitta people, and is ideal for many people during the steamy summer months. **Signs of Pitta imbalance are irritability, anger and digestive difficulties.** A balanced Pitta has a good appetite, a sharp intellect and good memory retention. *Ingredients include cardamom, cinnamon, holy basil, licorice and sandalwood.*
- **ProKapha** tea, invigorating, stimulating and pungent, helps to decrease Kapha sluggishness and congestion, great for Kapha-types and many individuals during the spring season. **Signs of Kapha imbalance are lethargy, persistent sleepiness, poor appetite, difficulty losing weight, tendency towards colds and phlegm.** A balanced Kapha is strong, energetic, and caring, with an easygoing attitude. *Ingredients include cloves, cardamom, ginger, green tea and cinnamon.*

- **Energy Tea** fuels and enlivens, and is **great for physical and mental stamina**. *Ingredients include ashwagandha, bacopa monnieri, cardamon, gota kola, cinnamon, ginger and green tea*
- **Himalayan Green Tea offers natural support for the immune system and overall body wellness**. Nature's antioxidant, green tea is the most consumed beverage in the world, offering a vast array of health benefits. Naturally grown in the pristine Himalayas, R-U-VED's green tea has a mild **aftertaste**.

Founded in 1988, R-U-VED is the only Ayurvedic herb company in the U.S. owned and operated by practicing Ayurvedic physicians, who also cultivate the medicinal herbs offered to ensure the utmost in quality and safety standards. Wildcrafted and/or organic, all R-U-VED herbs are manufactured in an ISO and GMP approved facility. R-U-VED also offers ProVata, ProPita and Pro Kapha spices, and formulations for cardiovascular, digestive, elimination, liver, metabolic, women's health, cognitive support and more. R-U-VED is a division of Ayush Herbs, and is located at 2239 152nd Avenue NE; Redmond, WA 98052. Contact the company at (800) 925-1371 or visit www.ruved.net. Editors seeking more information, samples or images may contact Holly Padove at holly@thepressroom.com or (805) 773-1000.

