

NAIHALA LASHARIE PR

BLOOM

A new, award winning luxury UK Tea Company with an emphasis on inner and outer well being!

“Tea is not just a comfort drink ... It is also a healthy lifestyle choice.”



BLOOM is a new, award winning luxury Tea Company created by architect Craig Coulton. Craig felt the need to create a simple tea brand that combined luxurious teas (hand blended with exquisite taste and enticing fragrance) with a daily 'Treatment Plan' to help busy and stressed individuals.

BLOOM developed 5 delicious teas for different times of day to support your body's changing needs;

Step 1: Kick-start metabolism and energize your body – Reawakening Breakfast Tea

Step 2: De-stress and relieve muscular tension – Fragrant Green Tea

Step 3: Aid digestion with stomach cleansing ingredients – Soothing White Tea

Step 4: Restore concentration and energy levels – Energizing Earl Grey Tea

Step 5: Relax and detox after a long day – Caffeine Free Rooibos Tea

Each masterfully blended tea is a natural source of powerful antioxidants (vitamins and minerals) your body needs to boost immunity and protect tissues against oxygen free radicals. The teas are also designed to work together as a simple 5-step Tea Treatment Plan™ with added health benefits;

- Continually boosting your immune system with a variety of antioxidants from 5 teas (vs. 1 tea!)
- Delivers well-timed nutrition (e.g. digestive ingredients in the lunchtime tea)
- Maintains optimum hydration for your inner and outer well being (tea is 99% water).

The 5-step plan cleverly orders the teas by their caffeine strength, which progressively decreases from breakfast to lunch (Black > Green > White teas), spiking for afternoon fatigue (Black tea), before a caffeine free evening tea (Rooibos). By regulating caffeine intake you can also help improve concentration, lift energy levels and increase metabolism. This all-natural alternative health therapy is packed with antioxidants which can help with 'anti ageing' (from the inside out) and lowering cholesterol too.

BLOOM recently won **Great Taste Awards** with a **Gold two star **** award for their soothing white tea and a **Gold one star *** award for their fragrant green tea and their naturally caffeine-free rooibos tea!!!



The 5-Step Tea Treatment Plan™

Step 1: The Breakfast Tea Treatment™ (ideal for waking up) has reawakening ingredients (Sri Lankan Uva, Indian Assam, Kenyan tea), which can help you kick start metabolism first thing in the morning.

Step 2: The Green Tea Treatment™ (ideal for mid morning) has muscle relaxing ingredients (green tea, jasmine, rose petals, echinacea), which can help you de-stress and relieve tension so you can work better.

Step 3: The White Tea Treatment™ (ideal at noon) has stomach cleansing ingredients (white tea, peppermint, fennel, aniseed), which can help you digest your meal so you can feel refreshed and light on your feet.

Step 4: The Earl Grey Tea Treatment™ (ideal for afternoon) has energizing ingredients (black tea, natural bergamot oil, lemon and orange peels, cornflowers), which can help you restore concentration and fight fatigue to get you through your working day - notoriously the laziest part of our day!

Step 5: The Rooibos Tea Treatment™ (ideal for evening) has detoxifying ingredients (naturally caffeine free rooibos, vanilla, elderflowers, liquorice), which can help you relax and unwind after a long day.

Bloom Teas: Reawakening Breakfast Tea Treatment; Fragrant Green Tea Treatment; Soothing White Tea Treatment; Energizing Earl Grey Tea Treatment; Naturally Caffeine-Free Rooibos Tea Treatment.

Available to buy in individual 100g loose tea resealable pouches at £10 each; boxes of 10 tea bags at £3.80 each; 5-box set to include all 5 Treatment teas at £18.

Available at www.beautyworkswest.com and from September at Harvey Nichols, London.

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