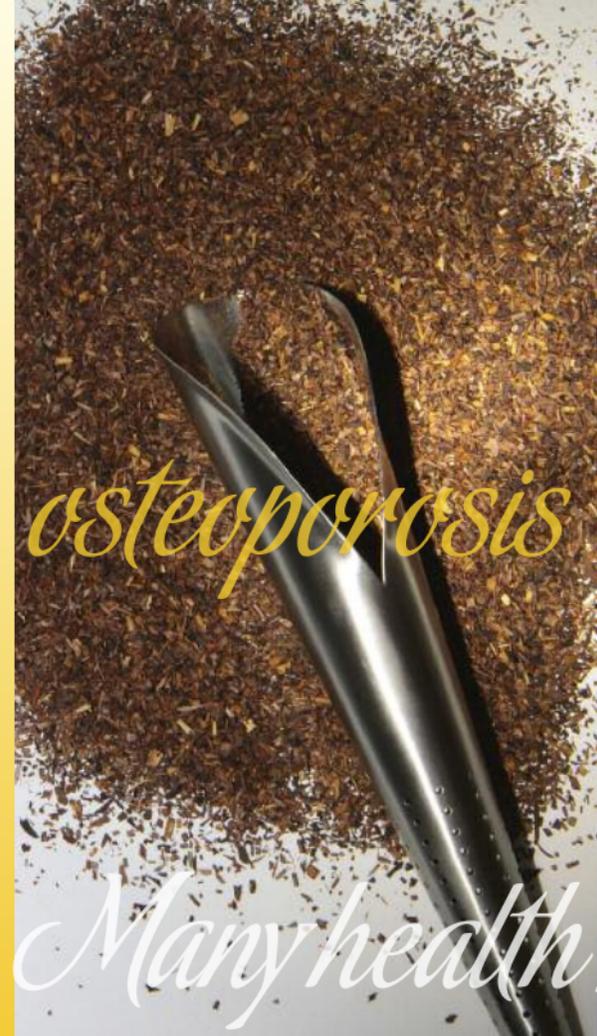




*Protects against cancer and*

Since about 1996, scientists have been investigating the health properties of honeybush. At first, they focused on the polyphenols in honeybush – well-known anti-oxidants that are able to protect living cells against cancer – and have found conclusive evidence that it can prevent or interrupt the development of cancer.

Researchers also started unravelling its complex chemical make-up and found clues that honeybush could help relieve menopause-related symptoms and protect post-menopausal women against cardiovascular disease and osteoporosis. That is because honeybush contains a number of known phytoestrogens (phyto = plant).



*osteoporosis*

*Many health benefits*

These plant compounds bind to the oestrogen receptors in the body and can imitate the effects of human oestrogen.

The major anti-oxidant in honeybush is mangiferin, a compound that is also found in mango, but otherwise not common in our diet. Because of its novelty value and the relatively high quantities in honeybush, mangiferin-enriched extracts have huge potential as an ingredient in future designer foods, nutraceuticals and cosmetics.

Scientists are also trying to understand exactly how the compounds in honeybush interact inside living cells – that is how they are absorbed and broken down in the body.

**HONEYBUSH**

**HONEYBUSH**  
*a Feel good Health tea*



**SAHTA**  
SOUTH AFRICAN HONEYBUSH TEA ASSOCIATION  
SUID-AFRIKAANSE HEIDINGROSTEE-ASSOSIASIE

Although some South Africans have been enjoying and using honeybush tea for more than 300 years, this unique herbal drink remained one of Nature's sweetest and best-kept secrets.

## Unique herbal drink

As more people are discovering its pleasing taste and health-boosting potential, the popularity of honeybush is taking off – in South Africa and around the globe.

Honeybush is a fynbos species that grows only in specific parts of the Western and Eastern Cape in South Africa. The name “honeybush” probably stems from its sweet-scented yellow flowers during Spring time, but the tea also has a sweet flavour and aroma.



Traditionally, honeybush tea is “fermented” to produce the characteristic colour and flavour, but the unfermented “green” honeybush is also popular and contains even more anti-oxidants. Honeybush is also available as an organic tea.

## Rich in anti-oxidants

Honeybush tea is prepared by infusing a honeybush tea bag in a cup of freshly boiled water for 2 – 5 minutes. It can be enjoyed with or without milk, and sweetened to taste with honey or sugar.

It is also refreshing as an iced tea, and can be used to dilute fruit juices or to add a healthy angle to marinades, stews, sauces and baking. Remember, honeybush is 100% caffeine free.



Ongoing research is necessary to verify and support all the health benefits of honeybush tea with rigorous scientific evidence, so that this unique South African product can rightfully claim its positive health effects on tea markets around the globe.



SOUTH AFRICAN HONEYBUSH TEA ASSOCIATION  
SUID-AFRIKAANSE HEUNINGBOSTEE-ASSOSIASIE

More information at  
[www.sahoneybush.co.za](http://www.sahoneybush.co.za)

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