5 reasons to add this superfood to your daily routine

Matcha is known to deliver more healthful elements than any other form of green tea. Credited with benefits that range from aiding weight loss and building muscle to cancer prevention and reducing cholesterol, this superfood is one of the most potent nutritionals available today.

What makes matcha such a standout? The leaves used in this premium tea are cultivated in shaded areas, increasing their chlorophyll content and producing a rich source of antioxidants. But unlike other types of tea that are steeped in bags, matcha is a finely milled powder made from the whole leaf and dissolved in water to release the full health properties of the leaves. In fact, one cup of matcha has as many antioxidants as 10 cups of regular green tea!

Here’s a quick rundown on the top benefits of this powerful health drink:
1. Burn Calories and Lose Weight Faster

Drinking matcha green tea is thought to increase metabolism and help burn fat more efficiently when combined with exercise. Drink a cup of matcha before a workout to boost your fitness routine.

2. Reduce Cholesterol

The catechins in matcha have been shown to lower serum total cholesterol and LDL concentrations in people who make it a part of their regular diet.

3. Increase Energy & Lower Stress

Matcha is loaded with L-theanine, an amino acid known to increase the alpha wave activity in the brain and increase production of two mood-enhancing chemicals- dopamine and serotonin. In addition to promoting relaxation and relieving stress, the L-theanine actually works in concert with matcha’s caffeine content to sharpen brain activity without nervous energy.

4. Detoxify

The high level of chlorophyll in the tea leaves makes matcha an incredible detoxifier, capable of removing heavy metals and chemicals that may be trapped in the body.

5. Reduce Risk of Cancer

EGCg, which makes up nearly 60% of the catechins in matcha, is widely recognized for its cancer-fighting qualities. In fact, matcha contains substantially more EGCg than many other types of tea.

Matcha green tea is an amazing gift of nature. Click on the image below to see our downloadable infographic on the incredible health benefits of Matcha green tea.
Matcha and Green Tea Bag Nutritional Comparison

A comparison of the amount of each nutrient in one cup of green tea prepared using a bag, with that of one serving of matcha. Included is a short explanation of why each nutrient is important.

**Catechines**
Flavonoids found to be helpful in reduction of body fat and LDL Cholesterol, as well as protecting the blood vessels, leading to a decreased risk of heart attack.
- *Matcha* 188.8 mg
- *Green Tea Bag* 242 mg
  - 1.3x more!

**L-Theanine**
An amino acid found to be useful in stress-reduction. It has also shown success in lowering blood lipids, and increasing the effectiveness of anti-tumor drugs.
- *Matcha* 9 mg
- *Green Tea Bag* 39 mg
  - 4.3x more!

**Protein**
- *Matcha* 3.35 mg
- *Green Tea Bag* 578 mg
  - 172.5x more!

**Total Fiber**
- *Matcha* important to bone strength, as well as in new bone growth, helping to prevent osteoporosis. As the body ages, more calcium is needed to maintain bone health.
- *Green Tea Bag* 0.01 mg
  - 0.34 mg
  - 34x more!

**Calcium**
- *Matcha* 0.05 mg
- *Green Tea Bag* 6.5 mg
  - 130x more!

**Iron**
- *Matcha* 0.01 mg
- *Green Tea Bag* 0.34 mg
  - 34x more!

**Caffeine**
Caffeine boosts memory & alertness, wards off Alzheimer’s, can ease depression, may protect against cancer, and can relieve post-workout pain.
- *Matcha* 31.8 mg
- *Green Tea Bag* 68 mg
  - 2.1x more!

**Potassium**
Potassium is an extremely important nutrient, since it signals the heart to beat. It is crucial to muscle, nerve & kidney health.
- *Matcha* 0.45 mg
- *Green Tea Bag* 42.3 mg
  - 94x more!

**Vitamin C**
Protects against immune system issues and cardiovascular disease, is important for skin & eye health, and can prevent prenatal health problems.
- *Matcha* 0.1 mg
- *Green Tea Bag* 3.2 mg
  - 32X more!
Did you know?

There are two major regions where matcha is produced – Uji of Kyoto, and Nishio, in the Aichi-prefecture, Japan.

Health Benefits of Matcha Green Tea presented by