

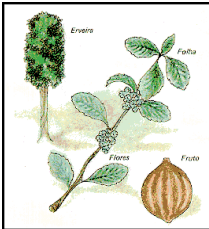


Pixie Maté Fact Sheet



What is maté and why the buzz?

The people of the South American rain forest discovered the magic before we did. From the treasured green leaves of the yerba maté plant emerged a tea that sings the body electric. South Americans have been buzzing about maté for centuries, so we're a little late to the game — but let's focus on the here and now. Up here in body-conscious, adrenaline-junkie, time-crazed North America, the word on maté has been quickly spreading. One thing is for certain: Maté is quickly gaining notice as a healthy alternative to coffee and a tasty option for a morning or afternoon beverage that revives the mind, soothes the soul and offers a few benefits to boost.



Maté defined

Maté (pronounced MAH-tay) is a South American evergreen tree from which the leaves are made into a tea. From ancient times Native Americans and now millions of Argentines and others in South America have made a tea (also called maté) from the young leaves and tender shoots of *Ilex Paraguayensis*, the source of the best brew, and from closely related species. Maté is the most popular

beverage in South America, and its culture is an important industry in Brazil and Paraguay.¹ Maté drinking is also traditionally not just a beverage, but a shared ritual among family and friends.² The cultural importance of maté has been compared to the Japanese tea ceremony; maté is traditionally passed around a circle of people as a form of communion, and the correlation of maté as a symbol of hospitality and friendship far surpasses any physiological effects of the beverage.³



Nutrition: So this stuff's actually good for me?

Existing information suggests that maté contains 11 polyphenols (phytochemicals that are also found in extra virgin olive oil) that act as powerful antioxidants (more on that later).⁴ Maté also contains vitamins A, C, E, and members of the B complex family. Minerals found in maté include calcium, manganese, iron, selenium, potassium, magnesium,

¹ <http://www.encyclopedia.com/html/m1/mate.asp>

² <http://www.rain-tree.com/yerbamate.htm>

³ <http://www.fndc.govt.nz/misc/SoilClimate/yerbamate.pdf>

⁴ Aviva's Web site: www.yerba-mate.com.

phosphorous and zinc. Additional compounds found in maté include carotene, chlorophyll, flavonols and 15 amino acids.⁵ Daniel Mowrey, Ph.D., director of the American Phytotherapy Research Laboratory in Salt Lake City, cites the Paris Scientific Society as stating that it is difficult to find a plant in any area of the world equal to maté in nutritional value.⁶ We don't advise skipping your broccoli, or any other whole food for that matter — but adding maté to your regular routine may just help enhance your well-being.



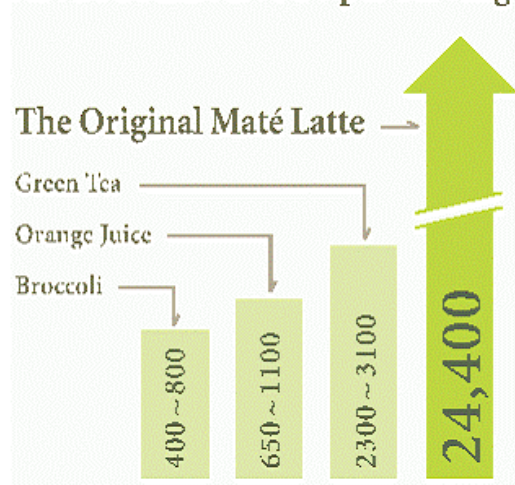
Stimulant properties: What's the buzz about?

Maté contains a combination of three xanthine alkaloids: caffeine, theophylline (stimulant found in green tea) and theobromine (stimulant found in chocolate). Maté's complex composition works to elevate mood and relax muscles, providing a feeling of wellbeing that is calm and sustained. As a stimulant, maté also enhances energy in a gradual way to increase mental focus without the kind of jolt you'd expect from a cup of coffee. We like to call it the zip without the zap.

Antioxidants: Better than broccoli?

Free radicals are troublemakers. These unstable molecules enter your body just looking for a fight. They wreak havoc on cells and have been implicated in all kinds of crimes against your good health like arthritis, premature aging, cataracts — even heart disease and cancers. Antioxidants are the sheriff whose job is to keep those

ANTIOXIDANTS / per serving



delinquent free radicals on the run. But the sheriff needs your help. Once you're of voting age, your body slacks off on producing enough antioxidants to keep all the outlaws at bay. According to the American Dietetic Association, antioxidants help prevent oxidation, which, just like rust on a car, can damage cells over time. Antioxidants may help increase immune function and possibly decrease the risk of infection and cancer.⁷ Luckily, maté is an excellent source of antioxidants, and maté concentrate contains one of the highest sources of antioxidants available in a food source. As measured by the Oxygen Radical Absorption Capacity (ORAC), Pixie Maté concentrates contain nearly eight times as many

antioxidants as green tea, 22 times as many as orange juice and 30 times as many as broccoli! So grab a cup of maté and support your local sheriff.

⁵ Ibid.

⁶ Ibid.

⁷ "Antioxidants: An Answer to Aging?" Available online: www.webdietitians.org/Public/NutritionInformation/index_2831.cfm.



Flavor: *But how does Pixie taste?*

Sooooooooooooo good . . . Pixie Maté concentrates break out of the mold that has been keeping maté on the fringe of hard-core health enthusiasts and returned Peace Corps Volunteers from Paraguay. Pixie Maté concentrates are enhanced with spices such as cardamom, cinnamon, lemon verbena, ginger and even chicory root, adding enough sass and flavor to win over your taste buds and change your perception of maté forever.

Drink Deep. You're Safe Here.

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