

Teawolf, Lera Produce Adaptogenic Beverages

Copyright 2013 by Virgo Publishing.

<http://www.foodproductdesign.com/>

By:

Posted on: 07/23/2013

 PRINT

PINE BROOK, N.J.—Teawolf joined forces with Lera Global, Inc., (LGI) to expand on adaptogen-based beverage formulas. Adaptogens are natural substances found in specific plants and herbs, which are known to increase energy and resilience to stressors.

The companies' newly developed functional beverages combine antioxidants from natural tea, coffee, juice and cocoa extracts with the beneficial properties of adaptogens.

Teawolf and LGI offer a combination of 10 natural adaptogenic herbs and natural antioxidants prepared using a proprietary co-extraction process, which increases the blend's effectiveness by 5.5 times. The formula can help reduce stress by lowering cortisol levels, increase physical endurance, improve mental acuity, increase ability to concentrate and increase overall energy.

In previous clinical studies, Lera adaptogens reduced cortisol levels by an average of 26% in study subjects. In another follow-up clinical study, results showed that the Lera blend decreased cortisol levels of subjects by 40.2%. In addition, over 3,000 scientific studies support the health benefits of the herbal adaptogens contained in Lera.

"Our functional beverages target the key areas of stress, sustained energy, improved cognition, digestion and sleep," said Michael Dowling, CEO of LGI. "Customized formulas can also be developed to meet clients' specific needs and product requirements."