

## Health Benefits of Matcha Green Tea Powder

Matcha health benefits are incredible! Matcha green tea powder has 137 X the antioxidants of standard green tea and is a powerhouse of vitamins and minerals. Matcha has been proven to deliver incredible health benefits including:

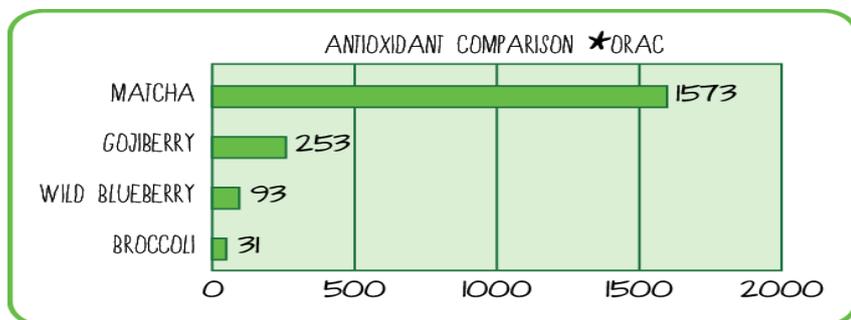
- Boosts metabolism to aid in weight loss
- Cancer fighter and preventer
- Detoxifies naturally
- Increases energy
- Reduces stress, enhances mood
- Improves concentration
- Supports the immune system
- Clears, protects and maintains healthy skin

### Matcha Assists Weight Loss

Matcha assists with weight loss in four specific ways:

1. Boosts fat burning: A study in the American Journal of Clinical Nutrition found that consuming matcha can raise the bodies fat burning rate (thermogenesis) from the normal 8-10% to 35-43%.
2. Reduces Fat Absorption: Matcha helps block the ability of digestive enzymes to break down fat so the amount of fat entering cells is reduced and instead this fat is passed through the body in digestion.
3. Reduces hunger: Matcha helps regulate the hormone Leptin helping to reduce your hunger cravings.
4. Stress reducer: Matcha helps reduce stress and as a result your body does not produce as much of the stress hormone Cortisol which is a known contributor to stubborn midsection fat.

### Matcha And Cancer Prevention



Matcha contains the highest levels of cancer fighting EGCG antioxidants only found in green tea. Researchers believe that the EGCG in matcha:

- Prevents free radicals from damaging cells which can lead to cancer
- Helps inhibit the growth of tumours
- Kill cancerous cells and suppresses their progression
- Increases breast cancer survival rates

### Matcha Increases Energy

Matcha is a natural source of sustained energy due to the unique way it delivers caffeine into your system.

With matcha the natural tea caffeine is absorbed and released slowly by the body over a period of 6-8 hour.

This means that matcha provides a sustainable energy boost and does not deliver the rapid 30 minute spike, slump and “jitters” associated with coffee. You will feel alert, energized and calm when you drink matcha.

### Matcha Decreases Stress, Enhances Mood & Increases Concentration

Tea is the only plant that makes the amino acid L-Theanine. The L-Theanine amino acid in matcha is known for its ability to increase alpha waves in the brain and promote calmness and alert concentration giving matcha users a great “Zen” state. Controlled experiments have shown that L-Theanine has a positive effect on the mind and improves memory by increasing dopamine levels and boosting Serotonin. As a

result matcha helps decrease stress, enhance mood and significantly improves concentration.

### **Matcha Supports the Immune System**

Superfood Matcha has an anti-inflammatory effect on the immune system. The more matcha you drink or use in your food, the better allergic reactions (IGE) are suppressed. The catechins and L-Theanine in matcha have an anti-viral effect in flu. The EGCGs have an anti-bacterial effect on different sickness-causing micro-bodies, including Candidias Albicans. Matcha inhibits the growth of parasites. Matcha thus curbs infections, clears up free radicals, reduces oxidative damage and protects the kidneys.

### **Matcha Detoxifies Naturally**

Matcha is a powerhouse of Chlorophyll due to the unique shading process the tea plants undergo. As a result matcha helps detoxify the body of harmful chemicals and heavy metals

### **Matcha Clears, Protects and Maintains Healthy Skin**

Matcha contains an incredibly high concentration of catechins and antioxidants. As a result, consuming matcha helps inhibit cell degeneration that is responsible for causing:

- Wrinkles
- Skin cancer
- Loss of collagen and skin elasticity

Furthermore, matcha contains antibacterial properties and is a natural skin brightener.

You can mix ¼ teaspoon of matcha + coconut oil + greek yogurt to form an anti-blemish brightening face mask.

### **Matcha Helps Lower Bad Cholesterol**

Research studies have highlighted that drinking up to 10 cups of green tea a day has a positive impact on your blood cholesterol levels. Green tea helps lower your bad cholesterol (LDL cholesterol) while leaving your good Cholesterol (HDL) untouched. One serve of matcha green tea powder equals 10 cups of standard green tea so is an easy way to reach this cholesterol lowering level

### **Matcha Helps Lower Blood Pressure**

A major cause of hypertension (high blood pressure) is an enzyme secreted by the kidneys called ACE. Studies have shown green tea aids in inhibiting ACE and as a result helps lower blood pressure in people who drink green tea.

### **Matcha Helps Relieve Arthritis Symptoms**

Studies have shown green tea can help reduce inflammation and arthritis pain because of its active ingredient EGCG which is a powerful antioxidant that works to stop the production of certain inflammatory chemicals in the body. Matcha contains a much higher level of EGCG compared to standard green tea bags making it the perfect anti-inflammatory drink.

### **Matcha Helps Prevent Alzheimer's and Dementia**

The main antioxidant in matcha green tea powder is EGCG. Studies have shown that EGCG aids in counteracting memory loss caused by plaque deposits in people with Alzheimer's. Unlike tea bags that involve whole tea leaves steeped in water, matcha tea is comprised of the entire tea leaf that is ground up into a fine powder. The powder is dissolved in warm water and the entire leaf is ingested. For this reason matcha drinkers are able to consume much higher levels of EGCG

### **Matcha Tastes Great!**

Matcha has a light, naturally sweet flavour so unlike other health drinks it can actually be enjoyed as a tea, smoothie or to create some incredible recipes!

Matcha health benefits are huge!