

Tea fortē®
~ extraordinary teas ~



SKIN-SMART™

TEA FORTE LAUNCHES BEAUTIFUL CUP. INNOVATIVE BEAUTY BREWS
CREATE NEW TEA CATEGORY.

CONCORD, Mass., July 6, 2011 -- Tea Forte, the global luxury tea company, announced today the introduction of their new line of Skin-Smart™ Teas. The product launch becomes part of the 'beauty from within' ingestible trend which is the hottest growth segment in the estimated \$45 billion dollar beauty business.

"Our skin's appearance is affected by numerous factors, including UV exposure from the sun, natural aging, diet, daily stress, hormones and heredity," said the company's Chief Brand Officer, Stuart Avery Gold. "With the knowledge that the most efficacious medicines for solving skin care issues are derived from plant-based antioxidants and catechins, these delicious, progressive teas are all-natural beneficial blends, which help work to provide skin-smart, anti-inflammatory properties intended to promote a more youthful looking and feeling appearance."

Tea Forte company founder and CEO Peter Hewitt added, "We are excited about Skin-Smart Teas and the holistic approach to beauty they provide. The estimated global market for natural beauty from within products is expected to grow to \$2.5 billion by 2012, with antioxidants among the superstars in the skin care channel, we at Tea Forte are proud to be at the forefront of this movement."

The teas come to market on the heels of an April 2011 Journal of Nutrition that reported consumption of green tea compounds help support improvements in women's skin structure.

Crafted to help promote healthy skin from within, the USDA organic, Fair Trade Certified™ teas are blended to further the detoxifying effect of polyphenols to help in the fight against visible signs of skin ageing. The teas carry Brunswick Lab's ORAC seal, attesting to their oxygen radical absorbance capacity, a testing method developed by the USDA and Tufts University to quantifiably measure the potency of antioxidants found in foods and beverages that protect cells and their components from damage by oxidative stress, a major factor in the progression of aging.

The innovative tea collection come in 16 count filter bags with an SRP of \$5.95 and includes:

CUCUMBER MINT with Green Tea for Youth Recovery

HONEY YUZU with Green Tea for Natural Renewal

CHERRY MARZIPAN with Green Tea for Corrective Repair

SWISS APPLE with Red Tea for Skin Support

LYCHEE COCONUT with White Tea for Radiant Skin

Jane Whitman

jwhitman@teaforte.com • T 978.369.7777 x20 • F 978.369.3427
23 Bradford Street, Concord, MA 01742 • www.teaforte.com

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About Tea Forté

Tea Forté is the Award Winning specialty tea company enjoyed in over 35 countries where it is presented at leading hotels, restaurants, prestige resorts, luxury retailers and natural and specialty grocery stores. Known for the variety and unparalleled quality of handcrafted teas, design-driven accessories, exquisite packaging and opulent approach, Tea Forté re-imagines and re-defines the tea experience by delivering a delighting and luxuriant encounter. To learn more, please visit www.teaforte.com or call 1.800.721.1149 media contact Jane Whitman jwhitman@teaforte.com

Jane Whitman

jwhitman@teaforte.com · T 978.369.7777 x20 · F 978.369.3427
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GREEN TEA POLYPHENOLS PROVIDE PHOTOPROTECTION, INCREASE MICROCIRCULATION, AND MODULATE SKIN PROPERTIES OF WOMEN

ULRIKE HEINRICH, CAROLYN E. MOORE, SILKE DE SPIRT, HAGEN TRONNIER, AND WILHELM STAHL

ABSTRACT.- Dietary constituents including polyphenols and carotenoids contribute to endogenous photoprotection and modulate skin characteristics related to structure and function of the tissue. Animal and in-vitro studies indicate that green tea polyphenols affect skin properties. In a 12-wk, double-blind, placebo-controlled study, 60 female volunteers were randomized to an intervention or control group. Participants consumed either a beverage with green tea polyphenols providing 1402 mg total catechins/d or a control beverage. Skin photoprotection, structure, and function were measured at baseline (wk 0), wk 6, and wk 12. Following exposure of the skin areas to 1.25 minimal erythemal dose of radiation from a solar simulator, UV-induced erythema decreased significantly in the intervention group by 16 and 25% after 6 and 12 wk, respectively. Skin structural characteristics that were positively affected included elasticity, roughness, scaling, density, and water homeostasis. Intake of the green tea polyphenol beverage for 12 wk increased blood flow and oxygen delivery to the skin. Likewise, in a separate, randomized, double-blind, single-dose (0.5, 1.0, and 2.0 g) study of green tea polyphenols, blood flow was maximized at 30 min after ingestion. In summary, green tea polyphenols delivered in a beverage were shown to protect skin against harmful UV radiation and helped to improve overall skin quality of women.

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Tea Forté® Fact Sheet

Overview Tea Forté is the global luxury tea brand identified around the world as the ultimate tea experience, offering only the finest quality ultra premium teas for the definitive cup of tea. The cornerstone of this visionary brand is its extraordinary teas. Nurtured by nature, cultivated by small family owned gardens, Tea Forté offers only teas of unique and varied characteristics that deliver delighting and luxuriant taste. Tea Forté's extravagantly delicious infusions are complemented by a selection of graceful tea accessories, custom designed to complement the teas. It is this intersection of extraordinary teas and unparalleled presentation that creates Tea Forté's exceptional experience.

Products EXTRAORDINARY LOOSE LEAF TEAS

Our extraordinary teas are available in loose format and in our signature pyramid infuser topped with our captivating leaf to create a distinctive and memorable presentation.

HERBAL RETREAT

An innovative new line of organic, Fair Trade Certified™ herbal relaxation teas for balance and well-being. Packaged in recyclable, air-tight EnviroTins that protect the teas, each tin contains eco-friendly, biodegradable full-leaf sachets made of GMO free, corn silk. Five sophisticated, culinary inspired blends including: Mojito Marmalade, Apricot Amaretto, Blueberry Merlot, Kiwi Lime Ginger, and Cherry Cosmo.

SINGLE STEEPS™

SINGLE STEEPS™ are the perfect measure for the perfect cup, providing tea aficionados and beginners alike the wonderful taste experience of loose-leaf tea. SINGLE STEEPS™ pre-portioned pouch steep the perfect 12oz cup.

FORTÉ FILTERBAGS

Finest USDA Certified organic teas, full of healthful properties. Each single-cup serving of these premium-grade teas, is the finest infusion you will experience in a bag. Eco-friendly biodegradable teabags are presented in 100% recycled paper boxes. Economically priced for enjoying many cups a day.

TEA-OVER-ICE®

Elevating tea to a higher level. Five unique tea blends are fresh brewed and then flash-chilled in the custom brewing pitcher. This delivers an authentic iced tea experience anchored by extraordinary flavor and enhanced by a dramatic presentation.

COCKTAIL INFUSIONS

The Spirited fun of tea. For the growing demographic of casual gourmet and trendy cocktail culture, comes the entertaining, spirited fun of Tea Forté Cocktail Infusions. Now anyone can become a master mixologist, crafting innovative tea-flavored cocktail creations. With our easy recipes and delighting infusers filled with unique blends of teas, herbs and spices that infuse directly in alcohol, Happy Hour can be any hour.

MINTEAS™

Delicious functional tea mints for a taste of balance and well-being. Crafted with the highest quality organic Fair Trade Certified™ green teas, herbs and super-fruit extracts, all natural MINTEAS offer an easy way to incorporate the many antioxidant attributes of green tea and other functional and beneficial ingredients into our daily active lifestyles. Delicious and refreshing, sugar free MINTEAS bestow the taste of balance and well-being any time of the day. Small recyclable tins fit into purse or pocket and are a convenient way to embrace a life of health and wellness.

Founder Peter Hewitt, acclaimed MoMA designer, founded Tea Forté to marry his love of the tea experience with his eye for functional design. Hewitt guides all aspects of the Tea Forté contemporary tea experience. From blending richly textured teas that challenge typical tea flavor profiles to designing forward-thinking tea accessories, Hewitt's mission is to create a tea experience for today's contemporary lifestyle.

About Tea Forté Tea Forté is the Award Winning specialty tea company that provides an extraordinary rich experience enjoyed in over 35 countries, where it is presented at the world's leading hotels, restaurants, resorts and luxury retailers. Known for its ultra premium hand-crafted teas, design-driven accessories, exquisite packaging and opulent approach, Tea Forté re-imagines and re-defines the contemporary tea experience by delivering a delighting and luxuriant encounter. Founded in 2003, by acclaimed American designer Peter Hewitt, the company has been profiled in Business Week, Time Magazine, The New York Times, Food & Wine and numerous other domestic and international magazines and newspapers. Oprah declared, "If you are a tea lover-this is as good as it gets." To learn more please visit www.teaforthe.com or call 1.800.721.1149 or contact Jane Whitman jwhitman@teaforthe.com

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Peter Hewitt FOUNDER, TEA FORTÉ

Peter Hewitt is an American-born designer. His passion and talent for design began as a teenager when he attended a high school dedicated to the arts. Peter then sharpened his skills, graduating from the prestigious Rhode Island School of Design with a Bachelor of Arts degree in Product Design.

Peter began his illustrious career working with New York-based John Lonczak Design as a design consultant for such prestigious brands as Prescriptives, Ralph Lauren and Paloma Picasso. Peter then founded Hewitt Design, a design consultancy which worked with such visionary brands as Dansk International, Revlon, Crate & Barrel and Bombay Sapphire. It was here that Peter began his relationship with the Museum of Modern Art (MoMA) by creating the award-winning paper chess set for sale in their museum store and through their catalogue. Over the next decade, Peter went on to create extensive collections for MoMA including the famed Ribbon Vase, among many others.

Following his work with MoMA, Peter founded his own design and manufacturing company, Sacchi, which eventually merged with the established houseware design company Swing. Following this, Peter looked to apply his design skills to his second great passion: innovating the contemporary tea experience.

While traveling to Asia, Peter developed a great appreciation for local tea culture. With a desire to bring the ceremony and experience of tea to America, Peter spent two years developing the design and tea blends that would become the signature of the revolutionary brand, Tea Forté. With the use of progressive whole leaf tea blends, silken infusers, and one-of-a-kind design, Tea Forté made its grand entrance into the specialty tea market in 2003. All aspects of the Tea Forté experience, from its signature blends and product design to its production tools and corporate identity are a function of Peter's vision.

Peter continues to enhance the contemporary tea experience through Tea Forté's incomparable intersection of taste and design. He explores new, complex taste profiles that challenge the flavor expectations associated with tea and designs complementary accessories that visually accentuate these flavors. This dedication to tea innovation serves as the defining factor for today's tea ceremony.

Peter lives in the Boston area with his wife and two children.

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