









Anti-aging Tea Blends

Product Rationale

○

Aging is a process where cells are damaged through the process of oxidation

◆ Blending tea, flowers and herbs with high antioxidant content







Product Rationale



Mental well-being is important to promoting longevity

- Prolong our lives in a nourishing and enjoyable way by drinking tea
- ◆ Add flowers and herbs that tackles other health issues or enhance mental well-being



Product Rationale



Not everyone likes tea

◆ Infused teas with different flowers and herbs to create an appealing flavour of tea enjoyed by everyone





LongeviTEA - Original



Function

- 1. Anti-ageing
- 2. Prevention of chronic disease

Anti-ageing Base

- **♦** Green tea
- Jasmine
- **♦** Chrysanthemum
- **♦** Gotu Kola
- Cloves













QualiTEA Sleep

Function

- 1. Good sleep quality
- 2. Calming effect

Anti-ageing Base

- **♦** Rooibos
- ♦ Pomegranate

Add ons

- **♦** Chamomile
- Orange Blossom
- ◆ Lemon Grass
- Passionflower















GaieTEA

Function

1. Make you feel good

Anti-ageing Base

- **♦** Cacao husk
- **♦** Black tea

Add ons

- Orange peels
- ◆ Ginger
- Rose petals



















- 1. Boost brain function
- 2. Improve memory
- 3. Combat exhaustion

Anti-ageing Base

- ♦ Yellow tea
- **♦** Turmeric
- Ginseng
- **♦** Cinnamon

Add ons

- Peppermint
- **♦** Rhodiola rosea















ImmuniTEA

Function

- 1. Improve immunity
- 2. Self-healing
- 3. Better digestion

Anti-ageing Base

- **♦** Butterly pea
- Oolong
- **♦** Cardamom
- ◆ Cloves
- ◆ Garlic
- Ginseng

Add ons

Bilberry



















Target Population: 18-40 years old



Not too old:

- ◆ Start earlier than late for more effective antioxidant therapy
- Open mindset and willingness to try new products and ideas

Not too young:

♦ Not a concern for teenagers or children

How to reach target population?













Colourful Beverage

Photogenic package

Social Media Marketing



Ethical Consideration - Ethical Sourcing



- Production materials obtained through *responsible* and sustainable methods
- ◆ Tea farmers often not paid a fair wage

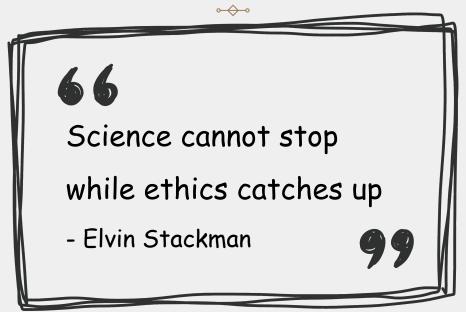




Ethical Consideration - Seek of anti-aging?



Ethical Consideration - Seek of anti-aging?









Pure tea leaves



Floral teas offered by tea salons



Nutritional supplements

Competitor 1 Pure tea leaves

Compared to leave-brewed teas,

LongeviTEA has

- ✓ A more tolerable taste
- A more stylish & exciting product image
- ✓ Comprehensive health benefits
- Longevity benefits backed by scientific evidence



Competitor 2 Floral teas

Compared to floral teas offered in tea salons

E.g. Flamingo Bloom, **LongeviTEA** =

- Avoidance of health-threatening ingredients
- e.g. boba beads (made from cyanide-rich cassava); whipped milk (excessive sugar & butter)
- ✓ #guiltTEA-free



Competitor 3 Nutritional Supplements

Compared to supplements,

LongeviTEA

- Natural nourishment > medical product
- ✓ Invokes happy, relaxing & healthy lifestyle



Why LKS Foundation should fund

LongeviTEA

LongeviTEA fits with the Philanthropic Vision of LKS Foundation

- \bigstar LongeviTEA \rightarrow Longevity
- ★ Healthcare initiative in a large scale
- ★ Healthy beverage be made accessible to the general public
- ★ Boost public health awareness
- ★ Transformative change to healthcare & social system



Advertisement

Video link:

https://drive.google.com/open?id= 1M4RH9CZX0pDUVhKhkCE7hLt-2 mpWdKH1





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Division of Labour



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Vritti	Product description	Scientific basis of product
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