



Contact: Elizabeth Isenberg
Teccino Caffé
(213) 841-1920
elizabeth@teccino.com

Teccino – The How's and Whys for Women How America's # 1 Herbal Coffee Fits Into The Modern Woman's Diet

SANTA BARBARA, CA. When Teccino Caffé creator, Caroline MacDougall, was dreaming up her now-renowned herbal coffee back in the 1990s, coffee was still touted as the way to keep a multi-tasker awake, going full-throttle through the day with microwave diet meals to stave off hunger.

Now, in 2009, the world has changed when it comes to food choices. Women are wondering how to be good to their bodies without excessive stress, how to be good to the planet without wasting resources and how to make healthy but easy lifestyle choices. Here are some of the ways that Teccino can contribute to a healthier lifestyle for women.

Weight Loss / Appetite Control

A number of diets such as The Fat Flush Plan by Ann Louise Gittleman, The Rosedale Diet by Ron Rosedale, M.D., and The Perricone Prescription by Nicholas Perricone, M.D. advise their followers to quit caffeine to help their weight loss process. There are documented scientific reasons that support the premise that caffeine interferes with appetite control and blood sugar balance, so important to weight loss programs. Dieters report that Teccino makes a satisfying snack with the richness of a dessert but without all the calories.

Caffeine elevates stress hormones like cortisol. People tend to eat when feeling stressed and this thwarts their diet goals.

Caffeine triggers hypoglycemia and increases appetite. Weight loss diets are designed to achieve stable blood sugar without insulin spikes. Caffeine raises blood sugar, which can result in subsequent low blood sugar that drives people to eat high fat, refined carbohydrate foods to get a quick energy boost.

Fertility, Pregnancy & Nursing

Two recent studies have found that caffeine intake can increase infertility, thus reducing the chances of becoming pregnant, and increasing the risk of miscarriage. Caffeine crosses the placental barrier and is rapidly incorporated into breast milk affecting a baby's health. Health care professionals advise pregnant and nursing women to avoid caffeine to protect their babies' immature bodies from stimulants.

-More-

Women trying to get pregnant, and expectant and nursing mothers find Teeccino lets them keep their same brewing ritual while enjoying a roasted, full-bodied beverage with nutritional health benefits that satisfies their coffee desires.

Heart Health

Coffee drinking can elevate blood pressure, increase heart rate, and contribute to the production of LDL cholesterol – the “bad” cholesterol. Both regular and decaf coffee affect heart health because other compounds besides caffeine in coffee contribute to its affect on the heart. Not so with Teeccino. Teeccino is heart healthy due to its potassium content and its 1gram of soluble fiber in every cup. Potassium naturally lowers blood pressure and helps reduce the risk of strokes while helping to regulate the heartbeat. Soluble fiber from foods such as barley, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Studies have shown that people who have the slow metabolizing gene for caffeine have a dramatically increased incidence of sudden heart attack when they drink more than 1 cup of coffee a day. Additionally, approximately 40-50% of people have the slow version of the gene in the liver that detoxifies caffeine. Slow metabolizers can feel the effects of caffeine for over 18 hours after consuming it.

Detox

Women on detox diets will want to give their liver a break from detoxifying caffeine. The liver can be sluggish due to environmental toxins, prescription drugs, diet, alcohol and caffeine consumption, all of which have to be detoxified in the liver. For instance, women on birth control pills process caffeine much more slowly. Teeccino is recommended for coffee drinkers who want to follow a detox regime by blending Teeccino with coffee to gradually wean off during a two-week program that will help avoid unpleasant caffeine withdrawal symptoms like headaches and irritability.

Menopause

Studies show that women who drink less coffee report lower rates of experiencing hot flashes during menopause. Coffee drinking also interrupts sleep and can increase the intensity of hot flashes during the night. Teeccino can be enjoyed in the evening without any fear of insomnia. In fact, a nice warm mug of Teeccino with milk makes a perfect way to ease into sleep with lots of potassium and calcium to make for a good night's rest.

Recipes

For recipes, please visit: <http://www.teeccino.com/recipeindex.aspx>

Teeccino Herbal Coffees are the top selling brand of coffee alternatives in the US. Teeccino comes in 10 popular flavors like Vanilla Nut, Mocha, Hazelnut, Chocolate, Chai, Almond Amaretto, Caffé and Java. It is distributed nationwide in natural food and specialty grocery stores. For more information about Teeccino, images, or samples., please contact Elizabeth on (213) 841-1920 or by email Elizabeth@teeccino.com or visit the web site www.teeccino.com

XXXX