

SOUTH AFRICAN ROOIBOS COUNCIL ® ADVERTISEMENT



Photograph Gallo images/Getty Images

# Longevity from the inside out

Everybody's talking about it – ways of staying younger for longer. Referred to by some as 'long-life tea', Rooibos is one of Mother Nature's remedies proven to not only slow down the ageing process and help us remain youthful for longer, but also to help strengthen the body's resistance against free radicals in the system.

**R**esults from laboratory studies showed that Rooibos reduced the accumulation of free radicals associated with ageing.

This implies that Rooibos, presumably the flavonoids, protects against excessive formation of free radicals in cells. It is known that [as we grow older], our antioxidant defences decrease in the cell and as a result, the body's own ability to protect against oxidative damage is impaired. 'The antioxidants in Rooibos are able to scavenge damaging free radicals, thereby protecting cells and slowing down the effects of ageing', says

Professor Wentzel Gelderblom, specialist scientist at the Medical Research Council.

Rooibos is naturally caffeine-free and can be enjoyed in unlimited quantities. It may have the ability to prevent cancer, combat the effects of stress, prevent liver damage, effectively treat a number of skin conditions and even lower blood pressure and cholesterol.

*To learn more about this uniquely South African herb and its diverse uses and benefits, visit [www.sarooibos.org.za](http://www.sarooibos.org.za)*