

ROOIBOS FOR GREATER HEIGHTS



Exercise at high altitude induces a high degree of oxidative stress, which is often associated with Acute Mountain Sickness (AMS). A pilot study led by one of CPUT's top academics demonstrated the benefits of Rooibos for individuals at high altitudes. The pilot study latches onto published research findings by CPUT's Oxidative Stress Research Centre which suggests that Rooibos antioxidant compounds could have beneficial outcomes for high altitude climbers. Colin Webber, a South African mountaineer, wrote to the Rooibos Council to tell his Rooibos success story. After reading about the CPUT pilot study, Colin drank Rooibos instead of coffee for a full year before embarking on a high altitude expedition in 2016 to Mount Aconcagua (part of the Andes mountain range). Aconcagua, at

6,961 metres, is the highest mountain in South America and the tallest peak in all of the Americas as well as the Southern and Western Hemispheres.

Colin had no symptoms of AMS and was the only person in his group to reach the summit. Together with the switch from coffee to Rooibos, Colin also took medication to prevent AMS (Azomid) 10 days before summiting. He took the same medication (at a higher dose) when climbing Kilimanjaro – which is significantly lower than Aconcagua – and experienced AMS symptoms near the summit. Colin admits that although his experience is not cold hard science, he feels healthier overall and he is grateful he made the change.

Who is the South African Rooibos Council (SARC) ?

The South African Rooibos Council (SARC) is an independent organization, representing Rooibos processors, packers and branders. Its mission is to responsibly promote Rooibos and its attributes to the consumer, and protect the interests of the Rooibos consumer and SARC stakeholders. This mission is supported by effective research and communication.

SARC's vision is to:

1. Use available resources to effectively and efficiently promote, grow and protect the Rooibos industry of South Africa for its stakeholders, locally and internationally.
2. Support appropriate research and communication to promote the benefits of Rooibos.
3. Respond to threats and crises in the Rooibos industry on behalf of its stakeholders and to protect the interests of the consumers.
4. Disseminate relevant information to facilitate consistent product quality and adequate supply.

Cup o' facts



- Rooibos is a great immune booster for colds and flu as it is high in antioxidants and has antiviral and antibacterial properties.
- Green Rooibos, which is simply unfermented Rooibos, has higher levels of antioxidants (one of which is aspalathin) than traditional Rooibos.

ROOIBOS RUNNING



Endurance runners can drink Rooibos before, during or after a run. Rooibos is high in antioxidants that fight inflammation and boost circulation, which helps heal damaged muscle tissue. It also has a high concentration of:

- Magnesium and zinc, which aids testosterone production, important for the body's durability and ability to recover.
- Calcium, magnesium and manganese, which are vital for bone health.

Rooibos helps the body to absorb iron, which enhances oxygen delivery to the muscles, critical in endurance racing.

SUGAR WARS

Sugary drinks are loaded with empty calories and provide little or no essential nutrients. They are linked to weight gain, poor health and tooth decay in children. Experts recommend water or herbal teas as a healthier alternative to fizzy drinks or sugar-filled fruit juices, with Rooibos tea topping the list.

Rooibos is as effective as water for hydrating the body and has additional health properties that water doesn't have. It is rich in antioxidants which help to protect healthy cells from damage caused by free radicals and can reduce the risk of a variety of diseases, including cardiovascular disease and some cancers. Rooibos also prevents DNA damage, and inflammation and is helpful in combating diabetes.

SKIN CARE



Rooibos does not only have a plethora of health benefits, but also beauty benefits. Rooibos' high flavonoid content makes it a powerful anti-aging ingredient for skincare formulas. Rooibos is also known to have antiviral, antifungal and antibacterial properties, making it ideal for those with acne, eczema, psoriasis and other problematic skin conditions. It is also hypoallergenic, helping to calm reactive skin and soothe redness, itching and rashes. Rooibos can also be used for the treatment of sunburn and tired eyes; while offering shine for hair and even protecting your hair colour.

Recipe

Blueberry & Pomegranate Rooibos antioxidant smoothie



Ingredients

For 2 medium servings:

- 1 banana
- 1 cup fresh pomegranate arils
- 1/2 cup frozen blueberries and/or strawberries
- 1 Tbsp. ground flaxseed
- 1 Tbsp. whey or hemp protein
- 1 Tbsp. honey
- 1 Tbsp. flaxseed or hemp oil
- 10 – 15 ml lemon juice
- 2 – 3 bags of Rooibos tea
- 1,5 cups boiling water plus 1 cup ice

Method

1. Put the Rooibos bags in a teapot or heatproof jug and pour in the water. Steep for 8 to 10 minutes, then remove the bag. Leave to cool.
2. Put the remainder of the ingredients and the tea into a blender and process until smooth. Sweeten (if necessary) with honey and pour into glasses. Serve immediately.