

Newsletter October 2023

Rooibos Pantone® Fashion Week Spring Collection

"Just as people sometimes use food to revitalise themselves, the spring colour palette can be equally refreshing. The health benefits of herbal tisanes, for example, extend beyond personal wellness. They are restorative in every sense. They are refreshing to taste, but also refreshing to look at." - Leatrice Eiseman

Rooibos Pantone® was announced as one of the top ten colours in the Fashion Colour Trend Report for spring 2024 at this past New York Fashion Week (NYFW). Pantone LLC, the global authority on colour and provider of professional colour standards for the design industries chose the Rooibos Pantone® among 2 390 other colours as one of the standout colours of 2024.

World-renowned colour specialist and executive director of the US-based Pantone Colour Institute, Leatrice Eiseman remarked: "The Rooibos Tea Pantone® 18-1355 is full-bodied, red imbued with rich, woody notes... Fashion brands like, Gucci, Zegna, Josie Natori, Bally, Emilio Pucci and Markarian's Alexandra O'Neill are among the early adopters of the colour".

Marthane Swart, secretariat of the SA Rooibos Council (SARC) said the Rooibos industry is thrilled with the news. "Fashion is the dynamic and ever-changing expression of style that in many ways reflect the collective imagination and cultural identity of a society." She went onto say fashion shapes perceptions and celebrates the diverse tapestry of human individuality.

New York Fashion Week Top Ten



"We hope that when people wear the warm and inviting amber colour of Rooibos, it will evoke confidence, along with emotions of warmth, comfort, optimism, energy, and passion. Being named a top ten colour for 2024 has the industry hoping to see Rooibos Pantone® adopted across other industrial designs including cars, electronics, AI and technology to interiors, films and animation.

PANTONE®	18-1355 TCX Rooibos Tea
PANTONE®	17-1461 TCX Orangeade
PANTONE®	17-0220 TCX Watercress
PANTONE®	15-1435 TCX Desert Flower
PANTONE®	15-4030 TCX Chambray Blue
PANTONE®	14-3812 TCX Pastel Lilac
PANTONE®	18-3932 TCX Marlin
PANTONE®	12-0736 TCX Lemon Drop
PANTONE®	16-5938 TCX Mint
PANTONE®	15-4722 TCX Capri

Rooibos Against Alzheimer's Disease

"World Alzheimer's Month (September) was set aside to raise more awareness and discussion around the disease and the worldwide necessity of finding new potential disease-modifying therapies. By 2050, the number of cases is set to increase to 139 million, with low- and middle-income countries experiencing the most significant increase."

In recent decades, there has been a significant rise in Alzheimer's cases globally and in South Africa – largely due to non-communicable diseases and a rise in life expectancy. As neurodegenerative diseases become increasingly common, the development of more effective therapies is necessary. For several years, two prominent South African scientists have advanced the body of knowledge showing that Rooibos's neuroprotective effect is attributed to its unique combination of polyphenolic compounds, including other rare antioxidants, like aspalathin and nothofagin, that help the body to detoxify and rid itself of harmful free radicals caused by oxidative stress.

Dr Taskeen Fathima Docrat, a scientist based at Cape Peninsula University of Technology (CPUT) aims to unravel the intricate biological mechanisms that are involved in brain health to gain a clearer understanding of how and to what extent Rooibos can prevent Alzheimer's disease.

Ben Loos, a professor of molecular physiology at Stellenbosch University, has done extensive research in the last 12 years on Alzheimer's disease and neuronal ageing, malignant brain tumours, as well as neuronal injury and trauma. Loos' aim is to prevent or delay the dying of cells. Loos and his team's current research assesses the effect of Rooibos extract on damaged or diseased mitochondria – mimicking AD, which has shown that when neurons are treated with the extract, mitochondrial volume increases. This indicates that Rooibos is acting on the important part that controls cell energetics and cell health. Preliminary data has shown that both red and green Rooibos extract preserves cell membrane integrity. Both Dr Docrat's and Prof Loos's research approaches offer multifaceted insights into Rooibos's potential benefits against Alzheimer's, covering cellular and molecular aspects. For more info on Rooibos research, visit sarooibos.co.za.

Green Rooibos Smoothie

Ingredients

- 1 small apple, cored
- 5 cm piece cucumber
- 1 stalk celery, including leaves
- 1/4 cup flat-leaf parsley, including stems
- 1 cup baby greens (your choice of spinach, chard, kale)
- 1/8 slice of lemon (including rind)
- 10 ml lemon juice
- 1 kiwi peeled
- 1/4 cup raw almonds
- 1 Tbsp chia or sunflower seeds (optional)
- 1 cup brewed Green Rooibos tea, chilled
- 6-8 ice cubes
- (Tip: Add an extra peach or lemon flavoured rooibos tea bag)

Method

1. Combine all ingredients except ice cubes in a high-powered blender.
2. Blend on high until smooth.
3. Add ice cubes one at a time until fully crushed and mixed.
4. Serve immediately.

