



Health drinks mushroom

Sayan Health, producer of what is seemingly the first beverage in the US to contain the medicinal mushroom Chaga, has introduced a calorie-free variant.

The company started producing its chaga-based drinks in April 2008 with three variants: Refreshing Original, Peach Bliss and Wild Raspberry. All three contain the Siberian medicinal mushroom Chaga, long reputed in the Far East as having adaptogenic properties similar to those of panax ginseng. Adaptogens are substances that produce a general defensive response against stress, and have a normalising influence on the body's hormonal system.

In addition, the drinks contain meadowsweet, which is known to act as a diuretic as well as to have analgesic

and anti-inflammatory action thanks to its salicylic acid content. The range also features sweet clover, which is reputed to have a plethora of health benefits, and eleutherococcus, formerly known as Siberian ginseng, also an adaptogen.

Unlike the rest of the range, the new Citrus Delight variant is unsweetened with Chaga as its only active ingredient. The full line-up is targeted at consumers of every age group, especially people who want to look after their health and prefer consuming natural products. The Sayan Chaga beverages are ideally consumed chilled or at room temperature and boast a refreshing, fruity, multi-layered flavour that keeps on giving, according to the marketing message.

To promote its new drink, Sayan Health has launched a PR campaign and will be advertising at yoga centres and spas. The company is also considering the launch of a passion fruit-orange-kiwi variant.

From mid-summer 2009, Citrus Delight will be sold nationwide via health store chains such as Whole Foods, Wegman's, Mothers, Larsen's, New Frontiers and others.

Each 16oz glass bottle will retail for around US\$2.99- US\$3.19.

www.sayanhealth.com

