



Vision Group commences sale of a herbal tea collection - Vision Tea in Europe and Russia

April 15, 2009



An international company Vision International People Group commences sale of its herbal tea collection - Vision Tea in the countries of Europe and Russia.

The Vision Tea line includes 5 flavors: «Hibiscus and forest berries», «Lime and mint», «Melissa and rosehip», «Green tea with lemongrass», «Rosehip and thyme».

The tea was made on the basis of carefully selected herbs that were cultivated in Lithuania in an ecologically clean region of Švenčionėliai, located next to the Aukštaitijos national park.

The tea composition has been developed for Vision Group by experts of a research laboratory of a Lithuanian company Svencioniu Vaistazoles (Lithuania), which has been producing herbal tea since 1883 года and carefully preserves its traditions.

The tea compositions take into account unique attributes of each ingredient as well as taste preferences of consumers, retaining at the same time a full spectre of beneficial properties. Each mixture is distinguished by an individual bouquet of aromas and flavors. Vision Tea does not contain artificial coloring agents, flavoring agents, preservatives and additives.

Experts of a branding company Depot WPF have developed the trademark logo and design of packaging for the whole line of Vision Tea within the framework of a long-term

cooperation with Vision Group. The branding company proposed to use a color strip on a box for an easy and convenient identification of the tea type.

Later Vision Tea will also go on sale in the other countries of the Company's operations.

Vision Group produces a wide assortment of health and beauty products. Currently the products of Vision are sold in 19 countries of the world

For further information please contact:

Vision Group press-service

Marina Lutsuk

tel. +7 (495) 258-86-95

malu@vip-rus.com

www.vipgroup.net

Vision Tea: for all tastes

Hibiscus and wild berries



Ingredients: hibiscus flowers, wild berries (chokeberries, or *Aronia*) and blackthorn berries; wild rose hips, and mint leaves.

A tea blend of five natural masterpieces that is fragrant, has a variety of taste nuances, and contains a unique collection of useful substances. Wild rose hips and hibiscus are rich in vitamin C, which helps energize and strengthen the overall body. Being rich in vitamins, minerals, and other biologically active substances, *Aronia* (from the Greek for “help,” “usefulness”), also known as chokeberry, blackthorn, and mint have a beneficial effect on the body and help normalize its functioning. A cup of this fragrant tea will not only warm you up and lift your mood, but also have a beneficial effect on the way your body functions thanks to the action of its natural components.

A bit of history

*In oriental cultures, hibiscus blossoms were added as an ingredient to bodily and indoor fragrances, and also used as tea. For the same purposes ancient Romans used wild rose (*Rosa canina*, or dog rose) blossoms. Spartans used wild rose oil to treat wounds, while the Scythians believed that *Aronia* was a powerful charm that protected the wearer from the evil eye and all sorts of voodoo.*

Hibiscus and wild berries: high spirits at home and at work!

Linden and mint



Ingredients: linden flowers and mint leaves.

The delicate fragrance of flowering linden and the piquant freshness of green peppermint... Rich in vitamins and valuable essential oils, linden blossoms have long since been used in folk medicine as an analeptic and antipyretic drug. No less popular is also mint – a plant rich in many beneficial substances, including essential oil and flavonoids. A tasty, scent-laden tea the color of Baltic amber that combines an abundance of bright summer hues and that will warm you and infuse you with energy. Our linden and mint tea will return your mental harmony and give you a comfortable sense of safety.

A bit of history

Many cultures have considered linden a holy plant by many cultures: it was used to treat female sterility in ancient Rome, while the ancient Slavs identified it with Lada, the Goddess of love and beauty. Linden blossom was also applied as medicinal poultices for emollient purposes. Mint was believed by ancient Greeks to fortify the mind, and mint baths helped you concentrate your thoughts better.

Linden and mint: your mental harmony for the whole day!

Melissa and wild rose



Ingredients: Melissa leaves, wild rose hips, and caraway.

Rich in C vitamins, micronutrients, flavonoids, and essential oil, *Melissa*, also known as lemon balm, has a beneficial effect on your body and helps normalize the functioning of all of its systems. Wild rose hips owe their excellent adaptogenic properties to the C vitamins they contain. They also enhance the body's immunity and improve its mental and physical performance. Caraway improves digestion and strengthens the overall body. In the vivid palette of the tea, subtle taste nuances are combined with deep ones, and the refined lemon fragrance of Melissa is combined with the tart notes of caraway. This tea is a very refreshing drink, an excellent thirst-quencher, an effective stress remover, and a splendid restorative after heavy physical work.

A bit of history

The curative properties of Melissa were already known to, and used by, the ancient Greeks and Arabs, and Paracelsus, the great physician of the 1500s, called it "an elixir of life." In ancient Rome, the spicy caraway was believed to be a powerful source of vital energy, to refresh one's breath, and to keep evil spirits away. French noblemen had a tradition of soaking their handkerchiefs with wild rose oil before giving them to their ladyloves ones in token of love.

Melissa and wild rose: romantic mood and new energy!

Wild rose and thyme



Ingredients: wild rose hips, mint leaves, and thyme herb.

Wild rose hips are a natural source of C vitamins that help strengthen and energize the overall body. A treasure-trove of valuable essential oils and flavonoids, mint and thyme have a beneficial effect on all the systems and organs of the body. A cup of this amazing drink will not only return your mental harmony and give you vital new energy, but will be remembered for its inimitable, novel taste. A tea with the invigorating power of rose hips, the delicate taste of mint, and a mild herbal fragrance, it is friendly support for your immune system.

A bit of history

Thyme was first mentioned back in the third millennium BC: an ancient tablet with Sumerian cuneiform writing was found which described how to apply thyme as a poultice for medicinal purposes. Romans put thyme in their baths for tonic purposes. In ancient Egypt, wild rose symbolized youth, love, beauty, virility, and stamina.

Wild rose and thyme: optimism and inspiration!

Lemongrass green tea



Ingredients: green tea leaves and lemongrass herb.

Green tea has conquered the world thanks to its unique properties: it contains a high concentration of antioxidants which help protect the human body from free radicals that adversely affect our health. Green tea is a rich source of vitamins, minerals, valuable essential oil, and flavonoids; we traditionally associate it with longevity. Lemongrass has a favorable effect on digestion and helps strengthen the overall body. A nice refresher, this tea captivates you with its mild taste and a subtle citrus note—an unforgettable experience.

A bit of history

In China and Japan, green tea leaves are extensively used in salads and soups, and also added to meat being sautéed: green tea contains practically as much protein as beans or lentil. As to lemongrass, it has long since been believed to protect us from sad thoughts and impart new energy to our body.

Lemongrass green tea: a long and happy life!