



## WHAT IS TULSI?

Vision & Mission

Organic Products

Why Organic?

Organic Quality

Tulsi Holy Basil

What is Tulsi?

Mother Medicine of Nature

Tulsi Queen of Herbs

Testimonials

Tulsi Mahotsava 2006

Ayurveda

Contact Us



### Why haven't I heard of it before?

**Tulsi** has been known and honored in India for over five millenia for its remarkable healing properties. Similar to Guayaki Yerba Mate or Rooibos, which were little known a few years ago, Tulsi is at the forefront of today's herbal medicine. ORGANIC INDIA is the first company to bring Tulsi to the West as a delicious tea (6 varieties!). Tulsi sales grew by over 200% last year industry-wide. **Tulsi** is the next "big" herb according to many, including Ed Smith, founder of Herb Pharm, in the January, 2005 Delicious Living Magazine.

### Why are there two names, Tulsi and Holy Basil?

Tulsi is the common and well-known name for this plant in India (and in many Asian countries) where it originates. The Latin name is *Ocimum Sanctum*. Tulsi is of the same botanical family as Basil, whose Latin name is *Ocimum Basilicum*. (Similarly, tomatoes, green peppers and eggplants are all of the same botanical family, as are cauliflower, cabbage, broccoli and brussel-sprouts, even though each is a very different and distinct plant) What is common is the genesis *Ocimum*, but somehow the *Sanctum* (sacred or holy) of *Ocimum Sanctum* was put together with the *Basilicum* (Basil) of *Ocimum Basilicum* and the name Holy Basil was created. This name, Holy Basil is commonly used for the Tulsi plant in the west.

### What makes these products different?

ORGANIC INDIA works with thousands of farmers and wild crafters in India, directly supporting and training them in ethical wild crafting, organic and Biodynamic agricultural practices. For the **Tulsi Tea Collection**, we work with hundreds of family farmers who own their own land and grow our unique varieties of **Tulsi - Holy Basil** on their own land. Over 1,500 farmers, harvesters and factory workers are employed during the harvesting and processing of Tulsi. ORGANIC INDIA pays the farmers a generous premium over market price for the Tulsi. The company also provides all materials and finances needed to adhere to the rigorous requirements to maintain USDA and other international organic and Biodynamic certifications. This unconventional business model guarantees the livelihood for the farmers and their families year-round. At the beginning of 2005 we achieved our Biodynamic certification through Demeter for the Tulsi farms in Azamgarh.

### What will Tulsi-Holy Basil do for me?

Tulsi is known as an **adaptogen**, helping our bodies "adapt" to different forms of stressors (environmental, physical, mental, emotional). Tulsi works for each person differently depending on what his or her body needs. Drinking Tulsi Tea promotes a sense of well-being, relieves stress, supports immunity, strength and stamina, provides relief from cold, fever and flu



**Tulsi** has been revered in India for over five thousand years, as a healing balm for body, mind and spirit, and is known to bestow an amazing number of health benefits



Rama Tulsi

symptoms, and strengthens digestion and a healthy metabolism that may promote weight loss. This herbal panacea is The Herb for Our Times!

### How many cups of ORGANIC INDIA Tulsi Tea do you recommend per day?

Tulsi Tea can be enjoyed throughout the day, from morning to night. However, even one cup of Tulsi Tea a day is beneficial. During times of illness, the quantity and the strength of ORGANIC INDIA Tulsi TEA can be increased to quicken recovery.

### If I have cold or flu symptoms should I consume more Tulsi?

Tulsi has been used for thousands of years to prevent and minimize the symptoms of colds and flu, to support upper respiratory health, reduce fevers and promote overall health. When utilizing Tulsi Tea to lessen the duration of colds or flu, it is suggested that you increase the amount and strength of the tea you consume. Suggested use: 2-3 tea bags per cup of tea, 3-6 times per day.

### Is Tulsi safe to use during pregnancy and lactation and with children?

During pregnancy and lactation, one should always consult a primary health care provider before using any herb or herbal formula. In India, eating fresh Tulsi leaves and making tea with Tulsi leaves is common with women during pregnancy and lactation. Tulsi is considered safe for use with children over the age of 2. You should consult your primary health care provider for use with younger children. Most children love Tulsi Tea!

### Do ORGANIC INDIA Tulsi Teas contain caffeine?

Tulsi is naturally caffeine-free. However, some of our blends contain Black Tea and Green Tea, which do contain caffeine. Please check the individual Tulsi Tea pages in the website and/or the individual packages to see caffeine content.

### Does Tulsi Tea have any side effects?

You might notice that you feel much better! If you need more energy and don't want caffeine or sugar, Tulsi will gently support and strengthen your energy. When feeling stressed or anxious, many report a gentle, soothing effect to their nervous systems and notice a greater clarity of mind! Tulsi Teas are considered very safe by modern scientific standards. In fact, Tulsi helps reduce the ill effects of many allopathic medicines and has proved to be beneficial for people of all ages.

#### Shop at the Organic India Store

<b>Rama Tulsi Tea - 1 Pound Package</b>	<b>Buy Now</b>
<b>Original Tulsi Tea - 100 gm canister</b>	<b>Buy Now</b>
<b>Tulsi Ginger Tea - 100 gm canister</b>	<b>Buy Now</b>

- **What is Tulsi (Holy Basil)?**
- **What are the health benefits of Tulsi?**
- **How can Tulsi offer so many health benefits?**
- **What is an adaptogen?**
- **What are antioxidants?**
- **What is an immuno-modulator?**
- **How soon can I expect to see results from drinking ORGANIC INDIA Tulsi Teas?**
- **Why haven't I heard of it before?**
- **Why are there two names, Tulsi and Holy Basil?**
- **What makes these products different?**
- **What will Tulsi-Holy Basil do for me?**
- **How many cups of ORGANIC INDIA Tulsi Tea do you recommend per day?**
- **If I have cold or flu symptoms should I consume more Tulsi?**
- **Is Tulsi safe to use during pregnancy and lactation and with children?**
- **Do ORGANIC INDIA Tulsi Teas contain caffeine?**
- **Does Tulsi Tea have any side effects?**
- **Are there any contraindications?**
- **How do I prepare ORGANIC INDIA Tulsi Teas?**
- **Can ORGANIC INDIA Tulsi Tea be taken with milk?**
- **How long can I store Tulsi Tea?**
- **Can I prepare Tulsi Tea at home from my own Tulsi plant?**
- **Why do you call your collection Teas?**
- **Does ORGANIC INDIA offer any other products?**
- **Why should I use Organic products?**

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