Immortalitea Comments On Study On How To Maximize The Potency Of Jiaogulan Herbal Tea

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The Immortalitea Company in Grandville, Michigan, has recently published a blog post that commented on a study on how to maximize the potency of jiaogulan herbal tea. Jiaogulan tea is a highly popular herbal tea that offers a number of benefits to those drink it. The question is whether to boil or cold brew the jiaogulan. The post points out that while the study recommends boiling over cold brewing, the company states that certain factors have not been considered and recommends trying it both ways to really see which is better.

"This tea has been used for centuries to increase longevity," says Margo Chupeido with The Immortalitea Company. "It can help with a number of health issues. The study that we commented on found that as the water temperature increased, the concentration of beneficial compounds also increased. Thus, it recommended boiling the leaves to maximize potency."

The blog post, however, noted that there are two points against the recommendation of the study. First is that the study has oversimplified the issue by focusing on the beneficial compounds that are extracted when boiling. It is possible that some compounds are being destroyed even while more beneficial compounds are released. Secondly, the human factor is not considered in the study because boiling jiaogulan makes it

unpalatable, which means that even if there are more beneficial compounds, people would likely drink less of it.

First launched in 2004, The Immortalitea Company is a small family owned and operated business with farms in Thailand where they grow popular herbal tea leaves. The company stresses that their teas are grown on small farms and not by corporate suppliers. Chupeido states that how the teas are grown and harvested has a direct result in their potency. She states that those wanting to get the most benefit from jiaogulan or any other herbal tea should always ensure that it is grown properly and not being mass produced in any way.

The company says that when it is grown properly, this tea can provide a number of benefits for the immune system and states that anyone who has questions on how their teas are grown or harvested can feel free to contact them for answers. Those wishing to learn more about the company can visit them on their official website to see a complete list of the products that they offer.

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The Immortalitea Company

The Immortalitea Company offers health-conscious organic and pesticide-free teas including jiaogulan, mulberry leaf, and gourmet organic teas.

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