

Fighting cancer with rooibos

Fair Cape Dairies, manufactures of Free Range™ dairy products have taken a giant leap in the fight against cancer by launching their new cancer-fighting low-fat Rooiboost drinking yoghurt.

This yoghurt carries the endorsement of the Cancer Association of South Africa (Cansa). Fair Cape's Rooiboost offers your suggested daily six cups of rooibos tea in a single and convenient 100 ml shot.

Recent studies conducted locally and abroad have shown that rooibos significantly increases the body's own supreme cancer-fighting antioxidant, glutathione. It also increases the body's ability to fight off free radicals that cause aging and immune system deterioration, reducing the risk of heart disease and cancer.

Glutathione is produced naturally inside the body and decreases over time as we age and because of other negative factors such as smoking. This antioxidant cannot be increased by taking supplements or vitamins; however, rooibos has been proven to increase these levels naturally.

Rooiboost, a new revolution in extra healthy drinking yoghurt, carries the Cansa Smart Choice seal, helping consumers to identify products that are linked to cancer risk reduction. Dr Carl Albrecht, head of research at Cansa, explains: "Cansa research has found that rooibos raised the ratio of reduced glutathione to oxidised glutathione by 100% in humans who consumed six cups per day over three months.

This leads to the understanding that rooibos can help prevent cancer." Fair Cape's new Rooiboost drinking yoghurt offers the recommended daily Rooibos intake to assist in fighting cancer. According to Joel Serman, commercial manager at Fair Cape Dairies, the astounding

new research verifies the cancer-fighting properties of rooibos. For this reason, Fair Cape has brought consumers a convenient way to get their daily-recommended intake of rooibos.

"Very few people find it plausible to drink six cups of rooibos tea per day, but with Rooiboost, you are getting your daily antioxidant boost in one go," says Serman.

Rooibos Ltd, the preferred supplier of rooibos locally and abroad, supplies the rooibos extract for use in Fair Cape Rooiboost drinking yoghurt. Their renowned quality seal, a red steaming teacup, which also appears on the packaging, assures consumers of the best quality rooibos used.



The newly launched Rooiboost drinking yoghurt

The attractive new Rooiboost packaging was designed by Contrast Design in Cape Town.

Rooiboost is now available in supermarkets and convenience stores nationwide at between R14,99 and R17,99 for a four-pack of 100 ml drinking yoghurts.

Fair Cape products are available at Shoprite, Checkers, Spar, OK, Fruit & Veg City, Pick n Pay Hyper Ottery and Brackenfell and selected Pick n Pay stores in Gauteng. For more information, visit www.faircape.com. M&J