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FOR IMMEDIATE RELEASE

LINUS PAULING INSTITUTE RELEASES PROMISING WHITE TEA STUDY

-- Inko's White Tea Announces Philanthropic Results--

New York, NY (February 12, 2008) – Inko's LLC, the first beverage company solely dedicated to producing a line of 100% natural iced white teas, today announced that its philanthropic donations on behalf of Inko's customers to the Linus Pauling Institute (LPI) at Oregon State University have resulted in a promising study involving the inhibitive effects of white tea on colon cancer.

The study, published in the current issue of the *Nutrition and Cancer* periodical and conducted by Carter et al. at LPI, used two different protocols to evaluate the effects of white tea, green tea, caffeine and epigallocatechin-3-gallate (EGCG) on the probable precursors of cancer in the rat colon. The first protocol tested the effects of white and green tea prior to and during a two-week induction with the carcinogen that causes colon cancer. The second protocol tested the effects of white tea and two of its constituents (caffeine and EGCG) one week *after* carcinogen exposure until week 16.

Results of note showed that introduction of white tea after carcinogen exposure was most effective in inhibiting cell proliferation and pointed to EGCG as potentially the primary beneficial constituent of white tea.

“These anti-cancer benefits in experimental animals are likely due to the high content of catechins such as EGCG in white tea,” explained Balz Frei, director of LPI. “Catechins have also been linked to improved vascular function and lower risk of cardiovascular diseases in numerous human studies. Therefore, there may be benefits of white tea both in cancer and heart disease prevention.”

“Inko's was born in part due to white tea cancer research conducted by LPI so it was important for us at the outset to give back,” said Andrew Schamisso, founder and president. “Our belief, not only in white tea but in low calorie, all-natural drinks is buoyed by their terrific research.”

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Cultivated in China, white tea is called “white” because of the fine silvery white hairs covering its unopened buds. Buds are laboriously plucked by hand from the top of the tea plant then withered to allow natural drying. The end product for brewing is a bud, making it one of the least processed of any teas.

The Linus Pauling Institute at Oregon State University is a world leader in the study of micronutrients and their role in promoting optimum health and preventing chronic disease. Major areas of research include heart disease, cancer, aging, and neurodegenerative diseases. The Institute’s online Micronutrient Information Center (<http://lpi.oregonstate.edu/infocenter/>), which is visited by tens of thousands of people every month, is a free source for scientifically accurate information on the health benefits of [vitamins](#), [minerals](#), and other [dietary](#) constituents. LPI also sponsors the biennial “Diet and Optimum Health” conference in Portland, OR, and awards the coveted Linus Pauling Institute Prize for Health Research.

Established in 2002, Manhattan-based Inko’s LLC is dedicated to bringing the unique taste and healthy benefits of white tea to the types of people who would never allow themselves and/or their children to drink sugar-laden beverages. To learn more about Inko’s and where you can purchase the tea, please call toll free at 866-747-INKO or email alex@healthywhitetea.com