

php world

P'Health



喝咖啡的
好处 - 您知多少?
How much do you know
about coffee?

您的 **健康咖啡** 选择

Make your right choice for
healthy coffee

Oct
2018



草本芝灵芝咖啡 **7** 大优势
Reasons Why
PhytoShrooms Lingzhi Mushroom Coffee

详情请游览
For more details please view

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PEOPLE HAPPILY HELPING PEOPLE. TOGETHER WE SHARE PEACE, HARMONY, HEALTH & PROSPERITY.®

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编辑手记:
健康咖啡、品质生活

Editor Note: Healthy coffee brings quality life



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您的健康咖啡选择

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長春草本芝灵芝咖啡

PhytoShrooms Lingzhi Mushroom Coffee



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健康咖啡 ☉ 品质生活

Healthy coffee brings quality life

咖啡无疑成了生活中无处不在的元素，可说是跨越了时代、年龄、场合，只要稍微留心，咖啡就处处可寻：乐龄长辈早晨翻阅报纸畅谈时事需要来一杯咖啡、上班族为了新的一天打拚需要来一杯咖啡、正为明天考试而赶夜车的学生也需要来一杯咖啡。咖啡，不单是种提神饮料；更是生活的调剂品，可以拉近人与人之间的距离，也可以独自细细品尝人生的甘甜；一杯健康的咖啡，带我们走进品质生活。

咖啡犹如米饭，每一粒、每一杯可说是得来不易。一粒好的咖啡豆，需要经过农夫细心培育出来、进行灌溉、采摘等再被送到工厂进行加工包装。要端上一杯好的咖啡，更是讲究水温及专业的泡制手法。

每一年的10月1日是世界咖啡日，除了普天同庆咖啡业的兴盛以外，也是一个共享品质咖啡好机会。咖啡卓越的发展也意味着咖啡品质的提升，而现代大众正关心的就是健康的课题；因此在今年的咖啡节，让我们一起重整生活模式、作出明智的健康选择——我们选择喝健康咖啡！

Coffee has become an essential beverage in our daily life as we can see that it has penetrated among different generations, social groups and occasions. Coffee is actually at everywhere when we pay close attention: senior citizens are drinking a cup of coffee while reading newspaper every morning; employees are drinking coffee to boost up the day; students are drinking coffee for tomorrow exam. Other than stimulant, Coffee is a beverage that can draw people closer or to have some private time, which is more likely to be a seasoning in our life. Hence, a cup of healthy coffee, bring us a quality life.

Coffee is just like rice as it takes a long and tough journey for the arrival of good coffee in our cup. Premium coffee beans bear the farmers' hard works of watering, picking freshly, drying, and finally being processed in factories. Each cup of good coffee is particular about water temperatures and brewing techniques too.

1st of October in every year is International Coffee Day, which is a worldwide celebration of coffee by sharing good coffees among friends. Meanwhile, this remarkable growing trend of coffee shows that the quality of coffee is continuously improving as public is getting concern on health issue. Therefore, let us make a wise choice in this International Coffee Day--We choose Healthy Coffee!



令人无法抗拒的魅力

The beverage that is so hard to resist

咖啡除了是日常生活中的充电饮品，也标榜了一种对生活的心态，因此越来越受到人们的追捧。无论是学习、工作，还是纯粹享受喝咖啡的乐趣，人们都喜欢随时随地饮用一杯咖啡，泡制咖啡的方式更是千变万化，包括了拿铁、美式咖啡、浓缩咖啡、白咖啡、卡布奇诺、阿芙加朵等等，都个别受到了男女老少的欢迎。

咖啡的魅力究竟有多大呢？根据丹麦的一项研究指出，全球当中，每一天大约有22.5亿（2,250,000,000）杯咖啡被饮用，相当于每一秒钟就有26,041杯咖啡的饮用量！

按照男女比例来说，男性的咖啡饮用量比女性高。一般上，男性一天平均喝了2.4杯的咖啡，而女性则喝1.9杯。若以2杯咖啡作为男女饮用量的平均数，那么我们将从20岁直到80岁的60年间，喝下高达43800杯的咖啡，是一个非常可观的数目。

咖啡，在马来西亚是不可或缺的饮品。根据国内饮料消费市场的统计显示，马来西亚的人口中，有65%的家庭有饮用咖啡的习惯，这正表示10户家庭当中就有6户家庭是咖啡爱好者。由此可见，咖啡的魅力果真势不可挡。



Coffee is not only a stimulating beverage but also a representation of our lifestyle as it has become public's favourite. People tend to drink coffee whenever they are learning, studying or simply enjoying it as a hobby. Various types of coffee such as Latte, Americano, Espresso, Flat White, Cappuccino and Affogato have been widely accepted by men and women or old and young.

How attractive is the coffee? According to a research in Denmark, there are 2.25 billions (2,250,000,000) cups of coffee being consumed in the world everyday, which means 26,041 cups of coffee has been drunk for every seconds!

As for coffee intake ratio among men and women, men drink more coffee than women. Usually, men drink 2.4 cups of coffee averagely for daily intake whereas women drink 1.9 cups. If men and women averagely drink 2 cups of coffee every day since 20 years old until 80 years old, then we will have drunk 43,800 cups of coffee for these sixty years, which is an impressive number.

In Malaysia, coffee is an essential beverage for household. Domestic beverage market statistic has shown that coffee has reached 65% of household penetration. In other words, 6 out of 10 households are coffee lovers and this fact has testified that coffee is irresistible among Malaysians.





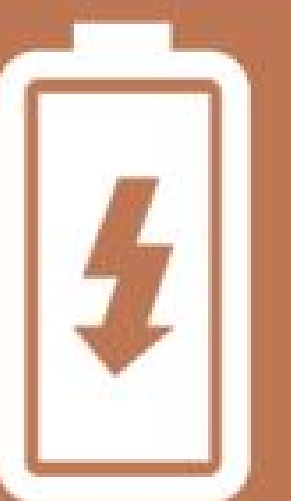
喝咖啡的好处 - 您知多少?

The benefits of drinking coffee - how much do you know?



1 提神醒脑

Refreshing & Alertness



咖啡使人精神振奋、消除疲劳。咖啡因会在我们喝下咖啡后被吸收进入血液，传送到脑部，引起振奋作用。

Coffee can boost up your energy and relieve your fatigue. This is because caffeine is being absorbed to bloodstream and transmitted to brain and become a stimulant to increase excitement after drinking coffee.



2 健脑作用

Brain Function



咖啡含有抗氧化成分，延缓衰老。此外，还能帮助改善记忆、反应及认知等脑部功能。

Coffee is rich in antioxidants which help in slowing ageing process. It can improve several brain functions including memory, response and cognitive function.



3 促进新陈代谢

Boost up metabolism



研究显示咖啡因能提升3%到11%的新陈代谢率，提高肾上腺素，并且刺激脂肪组织释放出脂肪酸，像燃料一样替身体运作，因而加速脂肪、蛋白质与碳水化合物的分解。

Research has shown that caffeine is able to increase metabolism rate by 3% to 11%, increase adrenaline, stimulate fat tissues to release fatty acids which accelerates the fat burning process and the breakdown of protein and carbohydrates.



4

提供营养素

Providing Nutrients

B5
B2
B3

咖啡含有些许维生素与矿物质，如维生素B2, B3, B5、钾、锰、镁等，促进身体健康。

Coffee contains several vitamins and minerals which are beneficial for health such as Vitamin B2, B3, B5, Potassium, Manganese and Magnesium.



5

促进肠胃蠕动

Promote intestinal peristalsis



咖啡含有大量咖啡因，因此饮用后会刺激肠道蠕动。

Caffeine stimulates contraction and relaxation of intestinal muscle that causes bowel movement.

6 心情愉悦

Pleasant Mood

早在2011年所发表的哈佛研究指出，饮用咖啡能够减低陷入忧郁的机率，因此能使人保持轻松愉快，缓解郁闷情绪。

A Harvard study which published in year 2011 has stated that drinking coffee can lower the risk of becoming depressed, hence it can keep coffee drinkers in cheerful mood and relieve depression.



您的健康咖啡选择



MAKE YOUR RIGHT CHOICE FOR HEALTHY COFFEE

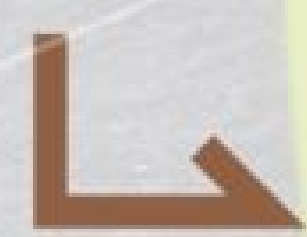


健康选择

Healthier Choice for Coffee

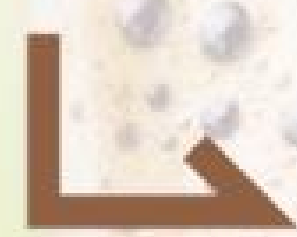
若按照一天2杯咖啡的咖啡饮用量，60年以后您将会喝了43,800杯咖啡！因此，我们必须作出健康的选择，喝健康咖啡；而長春草本芝灵芝咖啡就是您健康咖啡的首选，适合每日饮用。

If we drink two cups of coffee everyday for 60 years, we will consume a total of 43,800 cups of coffee! Hence, we must make a healthier choice to drink healthy coffee. PhytoShrooms Lingzhi Mushroom Coffee is your healthier choice for coffee and suitable for daily intake.



20岁至80岁
60年 x 365天
每日一杯
=21900^杯

每日两杯的话，则是
=43800^杯



咖啡习惯



2.4杯 1.9杯

2.

有机灵芝 Organic Lingzhi



草本芝灵芝咖啡含有机灵芝，不但使用山泉水细心灌溉，更受良好农业规范、全球标准的肯定以及国际认证。在过程中，无采用任何化学农药、化学肥料、基因改造，以确保培植出优良品种的灵芝。

PhytoShrooms Lingzhi Mushroom Coffee contains organic Lingzhi, which is irrigated by using natural spring water. There are no chemical pesticides, chemical fertilizers and genetic modification being used in Lingzhi cultivation. Hence, it has received worldwide recognitions including Global Agriculture Practice and International Organic Certifications.



靈芝 - 您的“元氣仙丹”
Lingzhi - your “Elixir of life”



我们的身体需要氧气进行新陈代谢，产生能量以及排出毒素等等。但是，饮食不均衡、缺乏运动、环境污染、心理压力，熬夜等因素将导致血液变得黏稠，续而造成血液循环不好，影响血液供氧能力（血缺氧）。

灵芝拥有多种活性成分，能够改善气血不足的问题、提升整体细胞操作能力、加强肝的排毒功能及人体免疫能力等等。

Our body needs oxygen for metabolic process, producing energy and eliminating toxin. However, imbalanced diet, lack of exercises, environmental pollutions, stress, staying up late will cause high blood viscosity, poor blood circulation and affect oxygen supply in blood.

Lingzhi contains various active components which able to replenish “Qi”, strengthen cell functions, improve liver detoxification and immunity.

3.

椴木培植 Basswood Cultivated



如果要在天然深林中寻得品质优良的野生灵芝是非常困难的，因此专业团队仿效野生灵芝的生长环境及因素，使用椴木培植出最接近野生灵芝、结实、优良的天然灵芝。

It is extreme rare to find good quality of wild Lingzhi in natural deep forests, hence, we have collaborated with professional team to imitate a natural growing environment of wild Lingzhi and cultivate organic Lingzhi on basswood.

4.

天然咖啡 Natural Coffee Powder



精选咖啡豆

采用精选的咖啡豆生产出优质咖啡粉，让咖啡爱好者喝了回味无穷。



天然即冲咖啡粉

Producing quality coffee powder by using our premium coffee beans to make sure that every coffee lover enjoys its wonderful taste.

5. 

完美结合

Perfect Blend of
ROBUSTA & ARABICA



ROBUSTA
羅布斯塔



ARABICA
阿拉比卡

罗布斯塔咖啡豆味道较苦，拥有淡香燕麦味；而阿拉比卡咖啡豆味道较柔和且有莓果般的香味。集罗布斯塔和阿拉比卡于一杯的長春草本芝灵芝咖啡，将让您感受到更高层次的口感，百喝不厌。

Robusta coffee beans taste like oatmeal and it is bitter whereas Arabica coffee beans taste softer with the hints of fruits and blueberries. By a perfect combination of Robusta and Arabica, PhytoShrooms Lingzhi Mushroom Coffee attributes a classic and unique taste to all coffee lovers.

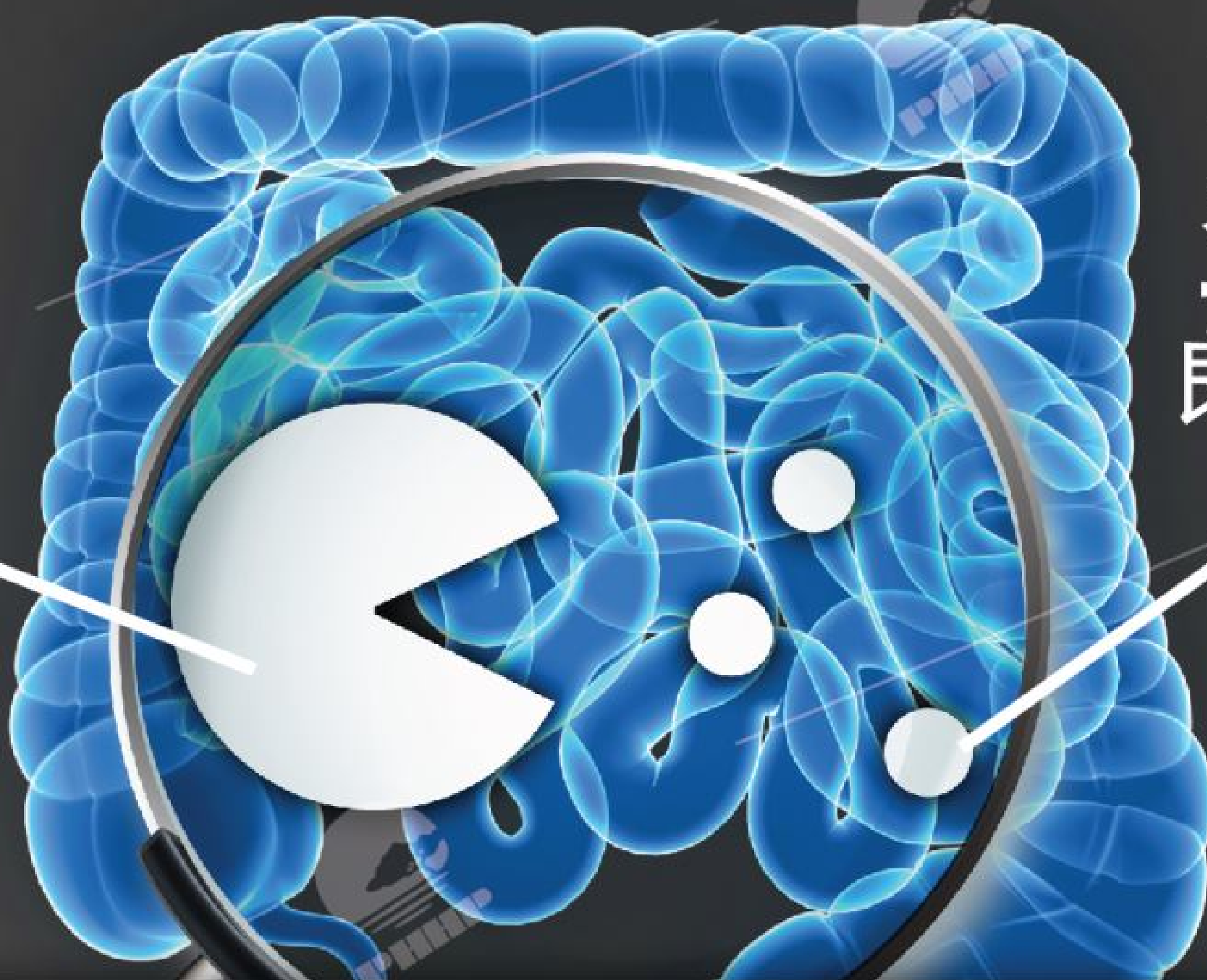
6.

含益生元 WITH PREBIOTICS

益生元帮助益生菌的成长与繁殖，进而改善肠道健康。

Prebiotics are beneficial in promoting intestinal health by growing and producing probiotics.

PROBIOTICS
益生菌
肠道的良菌



PREBIOTICS
益生元
良菌的食物



何謂益生元? What are Prebiotics?



益生菌是有生物活性的细菌如双歧杆菌，能够增强肠道健康。然而，益生元是不能被消化吸收的糖类物质如inulin，也就是益生菌的“食物”，促进益生菌的生长繁殖。菊苣根、菊芋、大蒜、韭菜及洋葱等都是含有高益生元的食物来源。

但是，我们鲜少每天都直接食用以上的益生元主要来源。所以，建议大家食用富含益生元的日常饮食品。

Probiotics are biologically active and good bacteria such as Bifidobacteria which enhance intestinal health. However, Prebiotics are kind of sugar substances that cannot be digested and absorbed such as inulin, the food for probiotics and help in growing Probiotics. Chicory root, Jerusalem artichoke, garlic, leeks and onions are the main food sources which are high in Prebiotics.

Nevertheless, we actually seldom directly eat these foods. So, it is recommended to consume food and beverages that rich in Prebiotics.

7. TransFat

无反式脂 NO TRANS FAT



脂肪有许多种类, 包括单不饱和脂肪、多不饱和脂肪、饱和脂肪以及反式脂肪。在众多脂肪种类里, 反式脂肪最能危害健康, 例如曲奇饼、蛋糕等就含有反式脂肪, 长期摄取将提高心血管疾病的风险。草本芝灵芝咖啡不含反式脂肪。

There are many types of fat, for instance, mono-unsaturated fat, poly-saturated fat, saturated fat and trans fat. Trans fat is the most harmful type of fat which endangers health. Cookies and cakes contain trans fat and may cause cardiovascular diseases, if we consistently eat these kinds of food. PhytoShrooms Lingzhi Mushroom Coffee does not contain trans fat.

咖啡的独有魅力让我们无法抵挡。但是, 若想让它成为我们每日必喝饮品之一, 我们就得确保它的食用安全性与营养价值。

Apparently, coffee is the beverage that we are always hard to resist. If coffee is a must for our daily energy beverage, then we must ensure that is nutritious and safe to consume.

我们选择喝健康咖啡! 你选择了吗?



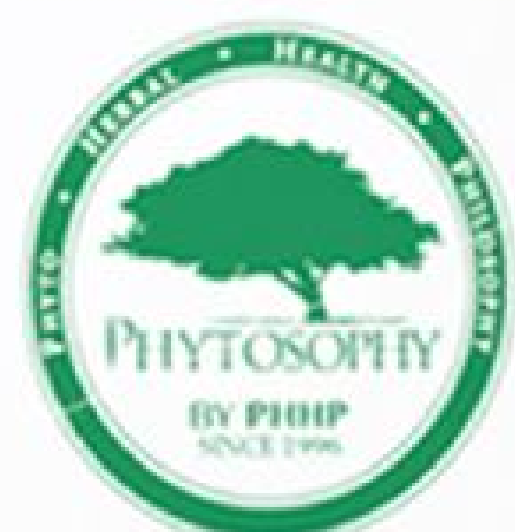
We choose Healthy Coffee!
Do you?





PHYTO SHROOMS LINGZHI MUSHROOM COFFEE

2018年10月1日开始发售
Available on 1st October 2018



PHYTO
SHROOMS
LINGZHI
MUSHROOM
COFFEE

Kopi Pracampur dengan Cendawan Lingzhi

with
Prebiotics

New
Product

咖啡好“芝”味

Embrace the fragrance of our coffee

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BACK TO NATURAL WITH PHYTOSOPHY[®] 与草本理念一同回归自然

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