



# LIPTON HEART HEALTH

Communications Toolkit

Dear Registered Dietitian,

I am excited to share with you our new tea and heart health communications toolkit, just in time for American Heart Month. Recently, Lipton announced its **sponsorship of the American Heart Association's Life is Why® program\*** that inspires people to care for their heart health through easy, accessible changes in diet and lifestyle. The information provided here highlights the benefits of drinking unsweetened brewed green or black tea, which includes supporting heart health.

The information contained within this toolkit is evidence-based, substantiated by published, peer-reviewed science all provided in an easily sharable, ready-to-go asset ideal for February's American Heart Month or throughout the year.

Lipton is one of the most trusted tea brands in the U.S. with a diverse tea and herbal portfolio that offers something for everyone! In addition to being as hydrating as water, brewed tea provides naturally occurring compounds called flavonoids, which have been associated with heart health benefits. In fact, tea is one of the best sources of flavonoids in the diet – which in addition to being hydrating, having no added sugar, and zero calories, makes it a smart beverage choice.

This educational toolkit provides:

- **Six turnkey graphics** to share via a newsletter or social media
- **Three social media posts** with images and captions tailored for Instagram, Twitter, and Facebook
- **Two short scripts** to share on a podcast, short video, or even as a caption
- **Two recipes** to share with your followers in a newsletter, blog post or social media

I hope you find this communication toolkit educational by providing you with scientific evidence to help you offer sound recommendations on the benefits of unsweetened tea consumption. If you would like more information about tea and health, please reach out to me directly at [joy.dubost@unilever.com](mailto:joy.dubost@unilever.com).

Sincerely,



Joy Dubost, PhD RD  
Head of Nutrition and Health, Unilever North America

\*The American Heart Association's relationship is limited to unsweetened Lipton Black Tea and Green Tea.

# How to Use These Assets

The evidence-based assets provided in this toolkit can be shared easily throughout February as part of American Heart Month and beyond. Below are some suggestions which you can customize to fit your unique needs.

## **Week 1 (February 1-6)**

Share a graphic in a newsletter, e-blast, or social media post describing why unsweetened green or black tea benefits heart health.

## **Week 2 (February 7-13)**

Share a ready-made post on Instagram, Twitter, and/or Facebook explaining the benefits of flavonoids on heart health.

## **Week 3 (February 14-20)**

Share a fun recipe on your blog or social media to encourage hydration during cold weather (example 1) or warm weather (example 2).

## **Week 4 (February 21-27)**

Use a short script describing black and green tea's benefits on heart health to record a quick video or radio announcement, include in a podcast, or caption a post.

The health benefits of unsweetened brewed black and green tea can be communicated throughout the year. The dates below are excellent opportunities to talk to your clients, shoppers and other consumer audiences about heart health, hydration, and smart beverage choices and how unsweetened black and green tea can help support those goals.

- American Heart Month – February 2021
- National Nutrition Month – March 2021
- National Beverage Day – May 6, 2021
- International Tea Day – May 21, 2021
- National Iced Tea Month – June 2021
- Iced Tea Day – June 10, 2021
- National Hot Tea Month – January 2022
- National Hot Tea Day – January 1, 2022

# Shareable Graphics

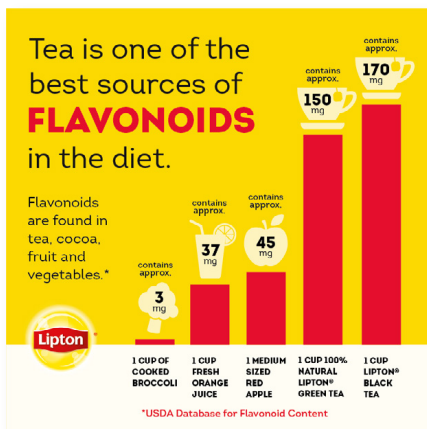
Use these six turnkey graphics to share via a newsletter or throughout the year on social media to educate on the health benefits of unsweetened tea.



[DOWNLOAD](#)



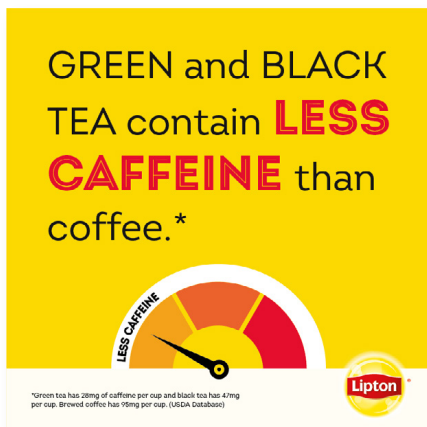
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# Social Media Posts

Use these three social media posts with images, captions, and hashtags tailored for use during American Heart Month and throughout the year. **Don't forget to tag Lipton!** (Facebook: @LiptonUS, Instagram: @LiptonUSA, Twitter: @Lipton)

## POST #1: HEART HEALTH



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### **Facebook:**

Just in time for #AmericanHeartMonth, @LiptonUS is sponsoring the @American\_Heart Life is Why program to inspire people to care for their heart health through easy, accessible changes in diet and lifestyle.

Daily consumption of unsweetened brewed tea, as part of a diet consistent with American Heart Association dietary guidelines, can help support a healthy heart. #AmericanHeartMonth #LiptonForTheHeart

#TeaPlusHeart #SmartBeverageChoice #UnsweetenedLiptonTea #GreenTea #BlackTea

### **Twitter:**

February is #AmericanHeartMonth and there is no better way to celebrate than with @Lipton.

#AmericanHeartMonth #LiptonForTheHeart #TeaPlusHeart #SmartBeverageChoice #UnsweetenedLiptonTea #GreenTea #BlackTea

### **Instagram:**

Just in time for #AmericanHeartMonth, @LiptonUSA is sponsoring the @American\_Heart Life is Why program to inspire people to care for their heart health through easy, accessible changes in diet and lifestyle.

Daily consumption of unsweetened brewed tea, as part of a diet consistent with American Heart Association dietary guidelines, can help support a healthy heart.

## POST #2: FLAVONOIDS AND HEART HEALTH



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### **Facebook and Instagram:**

Have you heard about flavonoids? Flavonoids are natural dietary compounds, which have been associated with heart health benefits and tea is one of the best sources of flavonoids in the diet.

Daily consumption of 2-3 cups of unsweetened brewed tea can provide between 200-500mg of flavonoids. Unsweetened Lipton Black and Green Tea contains about 170mg and 150 mg of flavonoids respectively, per serving, no calories, no added sugars and it is 99.5% water.

Enjoy a cup of hot tea today to keep you warm, or iced tea to refresh! Grab a cup today. And tomorrow. And the next day!

#AmericanHeartMonth #LiptonForTheHeart #TeaPlusHeart #SmartBeverageChoice  
#UnsweetenedLiptonTea #GreenTea #BlackTea

### **Twitter:**

A cup of Lipton brewed, unsweetened green or black tea provides about 150mg-170mg of flavonoids per cup to help support heart health.

#AmericanHeartMonth #LiptonForTheHeart #TeaPlusHeart #SmartBeverageChoice  
#UnsweetenedLiptonTea #GreenTea #BlackTea



## POST #3: ZERO SUGAR/SIMPLE SWAPS



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### **Facebook and Instagram:**

On any given day, about 20% of U.S. adults drink tea ☕

The #DietaryGuidelines recommend choosing unsweetened tea as a primary beverage option because it is a sugar- and calorie-free choice.

And it's super easy to do! As a tip, enjoy a delicious glass of unsweetened brewed iced tea with meals instead of a sugar sweetened beverage to cut back on calories and added sugars!

Enjoy a cup of hot tea today to keep you warm, or iced tea to refresh!

#SmartBeverageChoice #UnsweetenedLiptonTea #GreenTea #BlackTea

### **Twitter:**

Unsweetened tea is a great-tasting, zero-calorie beverage that does not contain added sugar and when swapped for a sugar-sweetened beverage, can help reduce your intake of added sugar.

Enjoy a cup of hot tea today!

#SmartBeverageChoice #UnsweetenedLiptonTea #GreenTea #BlackTea

# Short Scripts

Here are two short scripts that can be used on a podcast, to create a short video, record for in-store radio, or use as a caption to educate on the health benefits of unsweetened tea.

## **SCRIPT #1: HEART HEALTH**

Hello everyone, February is American Heart Month. Did you know drinking unsweetened black and green tea can help support a healthy heart? Tea contains flavonoids, natural dietary compounds that have been associated with heart health benefits.

Daily consumption of 2 to 3 cups of unsweetened brewed tea can provide between 200mg and 500mg of flavonoids. Daily consumption of unsweetened brewed tea, as part of a diet consistent with American Heart Association dietary guidelines, can help support a healthy heart.

Unsweetened tea also has zero calories and no added sugar, making it a smart beverage choice. So, pour yourself a cup or two of Lipton tea today!

## **SCRIPT #2: HYDRATE WITH UNSWEETENED TEA**

Hi shoppers, looking for a delicious way to stay hydrated? Tea is 99.5% water, making it just as hydrating and refreshing as water, which is needed to help keep your body running at its best. Unsweetened teas are a smart beverage choice because they contain zero calories and no added sugars. So, grab a cup of Lipton tea today. And tomorrow. And the next day!



# Recipes

Share these two delicious recipes in a newsletter, blog post, or social media.



## HOT CHAI-STYLE GREEN TEA

PREP TIME: 5 MINUTES | SERVINGS: 2

### INGREDIENTS

1 cup low-fat milk  
1 cup water  
1/2 tsp ground cinnamon  
1/4 tsp ground ginger  
1/8 tsp ground allspice  
2 Lipton® Green tea bags

### DIRECTIONS

1. In medium saucepan, bring milk and water just to a boil.
2. Stir in cinnamon, ginger and allspice.
3. Reduce heat to low, add Lipton® Green tea bags and simmer uncovered 3 minutes.
4. Remove tea bags and strain. Serve immediately. Garnish, if desired, with cinnamon sticks.

**Nutritional Information / Serves 2:** Calories: 60, Total Fat: 2.5g, Saturated Fat: 1.5g, Trans Fat: 0g, Cholesterol: 10mg, Sodium: 60mg, Total Carbohydrate: 7g, Dietary Fiber: 0g, Total Sugars: 6g, Added Sugars: 0g, Protein: 4g, Calcium: 10% DV, Vitamin D: 6% DV, Iron: 0% DV, Potassium: 4% DV

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## CITRUS-THYME ICED TEA

PREP TIME: 5 MINUTES | BREW TIME: 5 MINUTES | SERVINGS: 6

### INGREDIENTS

4 cups boiling water  
6 Lipton® Black tea bags  
1 tsp fresh thyme leaves  
1 cup orange juice  
3/4 cup iced water  
2 tbsp lemon juice  
2 tbsp lime juice

### DIRECTIONS

1. Pour boiling water over Lipton® Black tea bags and thyme. Brew 5 minutes. Remove tea bags and thyme.
2. Stir in remaining ingredients and chill until ready to serve. Serve in ice-filled glasses.

**Nutritional Information / Serves 6:** Calories: 30, Total Fat: 0, Saturated Fat: 0g, Trans Fat: 0g, Cholesterol: 0mg, Sodium: 10mg, Total Carbohydrate: 8g, Dietary Fiber: 0g, Total Sugars: 6g, Added Sugars: 0g, Protein: 1g, Vitamin D: 0% DV, Calcium: 2% DV, Iron: 0% DV, Potassium: 2% DV

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