

## Higher Living Unveils Organic Nootropics Tea Range at Anuga 2025

**Cologne, Germany – 4–8 October 2025** – Higher Living, the independent British tea company known for its bold blends and organic values, is excited to unveil its brand-new **Nootropics Herbal Tea** range at **Anuga 2025**.

Harnessing the power of time-honoured botanicals, this innovative collection is designed to support **mental clarity, focus and alertness** – in a delicious, daily ritual.

“Consumers are looking for natural ways to support their mental wellbeing and energy,” says Charlotte Garden, Managing Director at Higher Living. “These new teas are crafted from botanicals with a history of traditional use connected to mental clarity, concentration and alertness.

Created by a team of passionate tea experts with over 20 years’ blending experience, the new Nootropics line includes four invigorating blends:



### RISE & SHINE

Green tea, green coffee, ginseng, cocoa peel and a subtle spark of chilli awaken the senses and brighten your day.

**Ideal for: mornings that need a bold beginning.**



### BOOST

With green tea, gotu kola and tulsi leaf, rounded with rosehip, ginger and cinnamon for a softly spiced, warming finish.

**Ideal for: those moments calling for clarity and focus without the jitters.**



### PICK ME UP

Lemongrass, guarana, green tea and zesty lemon peel come together in this refreshing, energising blend.

**Ideal for: A ritual for days that need a little lift.**



### ZEN FOCUS

Ashwagandha, tulsi, rosemary, lavender and spearmint support a sense of calm, balanced concentration.

**Ideal for: those moments calling for calm, poised concentration.**

### Crafted with Care – Powered by Plants

Each Nootropic blend is **organic**, made with ingredients traditionally used to support mind and mood – and always free from synthetic flavourings or additives. Developed in-house by Higher Living’s expert blending team, these teas are a celebration of natural wellness and purposeful living.

# NEW Nootropics

## About Higher Living

Higher Living is independently run by a close-knit family team of tea lovers, they have been blending bold, functional brews for over 20 years. With a mission to help people feel their best naturally, this latest range embodies the brand's philosophy – always organic, never synthetic. As a proud member of **1% for the Planet**, Higher Living gives back to environmental charities with every pack sold – helping people and planet thrive together.

From morning rituals to moments of calm, Higher Living is here to help you. Think Higher. Live Brighter.

Meet the range at Anuga 2025 – Hall 5.1, Stand 061

**Higher Living. Goodness in every sip.**

For media enquiries, samples, or to book a meeting, please contact:

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