

Who else wants brighter skin, masses of energy and unlimited determination? Find out how drinking coffee could change your life.

It seems that many of us go through life with the feeling of fatigue hanging over us. Yawning regularly. Moving slowly, with no sense of urgency whatsoever. Energy levels continually plummet to zero (especially on Monday mornings). If you're combating the hurdles of life through tired, heavy eyes. If you tend to feel drained and unmotivated until at least 11.00 am and no matter *how* early you go to bed, that grey, drowsy brain fog continues to stick around - that's no way to live.

But, the good news is that the solution to your problem may be far more simple than you think...

Coffee - NOUN, *"a hot drink made from the roasted and ground seeds (coffee beans) of a tropical shrub."*

The dictionary definition of coffee admittedly doesn't make it sound ALL that appealing. But in reality, it's the most popular hot drink on the market. The coffee industry is worth over a staggering \$100 billion. So the seeds of that tropical shrub must be doing something right! Who would've thought that a variety of bean would be so bloomin popular and cherished by so many people all around the world. With so much cash being poured into its daily sales, this infamous brown-liquid must be offering something distinctly unique, as it's trumping everything else on the market. Whether it's beans to go, or dining in and enjoying a 'cup of joe' - what's coffee's secret to achieving such staggering sales stats?

Some general background information of the almighty bean - 60% of the world's coffee being drunk are from Arabica beans (Arabian - originating in Ethiopia) and the remaining 40% of cups originate from Robusta beans (Africa and Indonesia). The difference between these varieties of beans are that the Arabica are more oval in shape with a wavy central split. They are a softer tasting bean with a lower caffeine level. In comparison, Robusta beans are rounded with a straight central split. Their taste is more harsh (almost bitter tasting) and they hold a much higher caffeine level. These beans are not for the faint hearted. But, what does the caffeine content of the bean actually do to us?...



The Effects of Caffeine

Kick-starting the day with an energy BOOM instead of taking it at your usual snail-pace, may make your first few hours far more productive. Coffee is known as being a cup of fuel as it is packed full of caffeine. Caffeine is known as being an 'energy drug'. Your average cup of the 'good stuff' includes around 95 mg of caffeine alone. That's sure to increase alertness and give you that extra boost that you've been searching for. Consuming a single cup has the ability to take you from slow and steady to *fast and ready*.

The exact percentage of caffeine may differ depending on where you order your coffee. Essentially, there are 4 main elements that can impact the caffeine level within your cup - the type of bean, the roasting method, the variety of Coffee and the size of the serving. Obviouslyyyyyy, the larger quantity of coffee you drink the more caffeine you'll be consuming - DURHH. That one's pretty obvious. But, there are some things that aren't so obvious when it comes to the caffeine percentage in coffee beans. Such as, the differences between the lighter roasts v the darker roasts. **Did you know** that lighter roasts of coffee actually have more caffeine in them than darker roasts of coffee? Surprising eh! **Did you also know** that brewed coffee contains less caffeine than espresso (single coffee shot)? Just FYI, for those of you who are wondering '*what in the world even is brewed coffee though*' - if you've ever watched any American movie, ever... Then you'll have seen brewed coffee (think waitress in a diner with a jug)...

It's the caffeine in coffee that gives us that infamous superhuman boost that we crave. Most people believe this is the sole reason for it's highly regarded reputation and booming sales. The ability to do a 12 hour day without tiring. The juice that gets you whirling around the house on a cleaning frenzy, whilst you lose all concept of time. Smashing out 200 emails in a single morning without blinking. *Okay. You get the jist...* Caffeine gives you that extra push of energy and productivity, to help you to '*make shit happen*'.

Is our caffeine intake something we should be concerned about? What if we're having too much? Although it's suggested that 'too much' caffeine can cause anxiety and impact sleep, really, consuming a large amount will just make you feel a little unwell. Symptoms include nausea, restlessness and heart palpitations / your heart beating an irregular beat. But, these are only experienced if you dive over your own personal threshold. 1 cup might be enough for some people to soar. Others may need a little more (2-3 cups). Remember, we're all different. Caffeine will affect us all slightly differently. Knowing your limits will allow you to enjoy a cup of the good stuff and avoid the negative symptoms of over-cafeination. Know your boundaries to reap the benefits of coffee and to help avoid any of the downfalls.



Benefits

Did you know that coffee is absolutely packed full of antioxidants? These little lovelies are responsible for neutralising free radicals within the body. For the non-science lovers amongst you, free radicals are things that we consume throughout our day, commonly found in naughties such as fried foods and alcohol. These little pests cause damage to cells within our bodies which can lead to a number of internal / external problems. Examples of issues caused by free radicals include poor digestion and premature ageing. So, by drinking coffee you're actually helping your body to take charge of those pesky free radicals by helping to eliminate them with the good guys (antioxidants). This elimination also helps to slow the process of ageing back down - *hurray for coffee!*

Coffee is therefore not *only* good for your productivity but also for your health AND for your complexion! Whilst we're talking 'all things skin', we should really take a moment to praise coffee for the incredible benefits that it gives to our skin. Specifically, it:-

- Reduces the appearance of cellulite by improving blood flow and dilating blood vessels;
- Provides a glowy complexion due to its antioxidant-packed nature (by consuming it OR by rubbing it onto your face); and
- Works as an acne and spot treatment due to its anti-inflammatory and anti-bacterial properties.



There's a reason why modern-day facial treatments are also starting to head into a coffee-dominated direction... With coffee facial and body products now being all over the shelves, it's obvious to see that this versatile bean is finally starting to get the recognition it deserves.

Coffee is often used as exfoliation scrubs, being put into face creams to reduce puffiness, placed into sun protection products for its high antioxidant nature and into foot baths (to give your feet a good old cleanse). It is even starting to appear in hair colouring, to offer additional depths to brunettes.

Coffee really seems to be taking over the beauty world by storm...

Studies have shown that consuming coffee can also help you to maintain a healthy weight. This has been proven and found in both men and women. It helps to ease digestion and is a direct cure for constipation - *current coffee drinkers I see you sniggering at this one*. We've all had an experience of having to run to the loo after drinking a cup. Coffee also helps us to steer clear of those all too familiar 'lethargic feels' which ALWAYS leads to snack searching and 'snaccidents' (A.K.A - *consuming the ENTIRE contents of one's Kitchen, in a single sitting*). We've all been guilty of this at some stage... Coffee also gives us that all important

push towards conquering efficiency. Sometimes we're just so busy *'doing'* after our morning cup that we're not even thinking about snacks, like we otherwise would be.

Coffee has also been found to reduce the risk of a range of different diseases including liver disease, by reducing fat and collagen build up and type 2 diabetes by helping re-boost your metabolism. It also helps us to avoid suffering from mental-health conditions such as depression. This is due to coffee having different acids within its chemical makeup, which reduce inflammation in nerve cells. Coffee is also scientifically proven to help promote heart health and to aid longevity. *Honestly - is there anything that coffee can't do?*

Smell and Taste

If you're a fellow coffee lover, you'll understand the sense of excitement you get from the smell of fresh ground coffee. *Mmmmmmm...* If you're not a coffee connoisseur you may still appreciate the heavenly mid-morning aroma, despite not liking the taste (yet). Although it smells divine, we know that the real benefit comes from us consuming it.

So let's talk 'taste'. The first sip of coffee is something that coffee lovers dream of. Associated with being a 'corporate power juice' in the working world, coffee is renowned for being a sociable, lovable thing we should enjoy with others. But, if you're trying it for the first time then let's be real - it's certainly an acquired taste to begin with. A flavour you almost have to 'train yourself' to like. It's a tang all of its own and is described as tasting bitter to first-time triers. Becoming a coffee drinker is something you'll have to try to stick at. It's not for the faint-hearted, so if you're likely to bail out after the first cup then coffee is probably not for you.

Remember people, persistence is key! Hang on in there first timers. The taste will come. But, only to those dedicated to trying it. Those who stick to drinking it will be the ones able to benefit from its incredible powers. Liking coffee is often the result of persistence, as opposed to the initial attraction being to it's great tasting properties. Most coffee drinkers tend to have their own *'how I got into coffee'* story and you'll find the majority of them craved the energy-high, rather than the flavour. The passion for its distinctive taste and infusions tend to come a little later, with a more-mature palette and sufficient espresso experience. By cup 6 or 7 you'll likely be over the coffee-hurdle and will be starting to enjoy your morning sip much more than before...

It's recommended that first-timers take baby-steps when moving towards a coffee-filled life. Those embarking on the first chapter of the journey should start weak. The weaker coffees on the menu include a latte (hot or iced), a mocha or a flavoured coffee (caramel or something similar). If on the first few sips you think *'yikesssssss- this is POTENT'*, try adding some honey / sugar / sweetener - whichever tickles your fancy. It's often the sweetness that your taste buds crave as coffee has a bitter aftertaste which the average palette is often unprepared for.. Once you've mastered the lattes, you can start to climb up the intensity ladder and try some other varieties that vary in strength. A cappuccino next perhaps? Or, a flat white (for those who avoid chocolate dusting). Soon, you'll be well on your way to espresso heaven with a newly refined palette to match.

The 'Coffee Life' Awaits You

Throughout this, we've recognised how drinking coffee delivers multiple benefits to us upon consumption. These include unlimited energy, a more determined mind, masses of productivity and a wide-range of physical benefits such as disease prevention, weight management and clear, glowy skin. This versatile cup of hot brown enthusiasm may seem scary to first time tryers but there are ways to climb the coffee ladder slowly, to ease your taste buds into it.

With many different brands, styles, flavours and varieties on the market, everyone is guaranteed to find a type that suits them. Whether you're sampling your first ever latte, or a coffee legend seeking a more flavourful blend - the world of coffee has something to offer you and it's an incredibly exciting place to be. Coffee could just be the key to unlocking a brighter future.

Try a cup for yourself and see how drinking coffee could change your life...