Methodologies

Health Benefits

If health benefits are referenced in marketing, then the Tea Tavern must be able to provide an easily accessible place to obtain the referenced research proving that the health benefits are *real* and *obtainable* with the consumption of the specified tea or type of tea in quantities that are at normal/average levels.

We can mention what people say and believe about tea, but if there is no evidence that we can reference proving a particular benefit, then the marketing piece must specify this in some way, such as by writing "Patrons tell us..." or "People believe that...".

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