

## **Many More Smokers Can Now Use New And Improved Quit Tea**

*The reformulated Quit Tea has an improved taste, and no longer include St John's Wort, which prevented many smokers, taking certain prescription medications, from using it to help them replace the habit.*

GREENWICH, CT., June 5, 2015 – The new and improved formula of Quit Tea will taste better, be just as effective, and can now be used by many more smokers that were previously warned not to. The herb St John's Wort has been removed, and substituted with new herbs that are less likely in interact with prescription medications.

Since [Quit Co](#) started selling Quit Tea in Western Europe, the company considered removing St John's Wort from the formula. Many countries in Western Europe have banned the herb, including Ireland and Germany. St John's Wort is often associated with the treatment of depression, but is believed to interfere with the effectiveness of certain prescription medications, complicating health issues. Unfortunately, since smokers tend to have other health problems, there is a large portion of the smoking population that doctors recommend not to use St John's Wort, or products containing it.

In May 2014, Quit Co reformulated Quit Tea by substituting St John's Wort for other herbs that could be [helpful for nerves and anxiety](#). With the consultation of a professional herbalist at VeRdant Consulting Services, the Quit Co developed a formula would be well received and effective. This new formula has been tested by a group of over 50 participants with highly positive feedback.

The new [Quit Tea](#) no longer includes St Johns Wort, cayenne pepper, and oregano leaf. These herbs and spices were replaced by Holy Basil, Skullcap, milk oat tops, cardamon fruit, and stevia leaf. These herbs are often classified as nervine or adaptogenic, meaning they help sooth the nervous system, promoting feelings of calmness and relaxation, and easing tension. The cardamon and stevia are for improved flavor.

The new blend of Quit Tea should be just as effective, if not more effective, and the flavor drastically improved, to help promote continuity of use. The new formula of Quit Tea began shipping in May 2015, and should be on store shelves by June.

### **About The Quit Company, LLC**

Based in Greenwich, CT, The Quit Company, LLC develops products designed to help people quit smoking for good, based on behavioral modification principles of quitting smoking. Quit Tea is an herbal supplement intended to help replace the habit of smoking with drinking herbal tea by temporarily supporting willpower, detoxifying the body, improving lung health, and more.

SOURCE: The Quit Company, LLC

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