NEWS | BEVERAGES

Tetley launches green tea variants with added L-Carnitine, biotin

Carnitine is a natural nutrient proven to burn body fat while Biotin is a natural vitamin known to support beautiful hair and glowing skin

By **Sanjiv Das** | June 25, 2025



Tetley

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Tetley Green Tea announced the launch of two breakthrough green tea variants — Tetley Green Tea Slim Care with added L-Carnitine and Tetley Green Tea Beauty Care with added Biotin — redefining what green tea means for the modern Indian consumer. L-Carnitine is a natural nutrient proven to burn body fat while biotin is a natural vitamin known to support beautiful hair and glowing skin.

With added L-Carnitine and Biotin, Tetley has crafted green teas that are in line with the category's evolution towards holistic wellness. Both variants are designed to help address real consumer needs — weight management and skin and hair health— while offering a refreshing and enjoyable green tea experience.

Puneet Das, President – Packaged Beverages, India & South Asia, Tata Consumer Products, added, "Consumers today are looking for more from their everyday wellness choices — they want efficacy with enjoyment. Tetley Green Tea Slim Care and Beauty Care are tailored for this evolving mindset. With functional ingredients backed by science, we are offering green teas that not only taste great but also support consumer's wellness goals. These are truly not just regular green teas."

Arpan Bhattacharyya, Executive Director - Head of Creative (South) at MullenLowe Lintas said, "Green tea with added L-Carnitine is new news in the category. We crafted slice of life moments and positioned the new Tetley Green Tea with added L-Carnitine as a solid modern wellness companion with proven efficacy.

Read online: https://nuffoodsspectrum.in/news/15/22501/tetley-launches-green-tea-variants-with-added-l-carnitine-biotin.html
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