

Advertorial

# Coffeetalk



In collaboration with



## STAY SHARP

**"I believe humans can get a lot done, not because we're smart but because we have thumbs so we can make coffee."**

*Flash Rosenberg, New York-based cartoonist, photographer & humorist*

Coffee, the beverage that just brings out the intellect within us. The caffeine it contains stimulates the nervous system and increases our alertness levels. Thus revived from a dull state, we can feel our senses sharpening as we become more attentive, more observant and, well, just plain quicker in the head.

As scores of studies have established, coffee drinking actually improves 'cognitive performance'. This is a term used to refer to important mental skills, such as perception, attention, memory, problem solving and reaction or response.

The effects, which are usually quite immediate, result from how the caffeine in coffee helps the brain increase its ability to process new stimuli. Even more interesting is the suggestion that regular intake of the

beverage might also help keep us sharp as we get older. As it is, some studies have already found that the elderly who drank 3 to 5 cups of coffee everyday tended to experience less deterioration in cognitive performance, compared with their non-coffee drinking counterparts.

Whether it's to kickstart the work day (or to survive it), we can always count on coffee... just like billions of people do across the globe! Thanks to the invention of instant (soluble) coffee, help is only a stir away, with nothing of the muss and fuss of having to brew a cupful.

Coffee is probably the most popular workplace beverage. So, it might not be too far-fetched to say it's powering the world's businesses, trade and economies, not to mention our livelihoods!

### WHAT'S YOUR RHYTHM?

Why do we feel alive and energetic at certain times of the day, and slow or sluggish at others? It's because of our 'circadian rhythm'.

This refers to the ebbs and flows of our 'internal clock'. It determines the periods when our nervous system is active or inactive, when our mind is alert or not. This rhythm is dependent on many factors, from our biology to environmental factors around us.

But what if the sluggish moment hits when you have an important task at hand? Like after lunch, right before an important client meeting or driving the remaining 150 km on the highway? Don't take chances. Instead, shake off the stupor with a great tasting and aromatic cup of coffee.



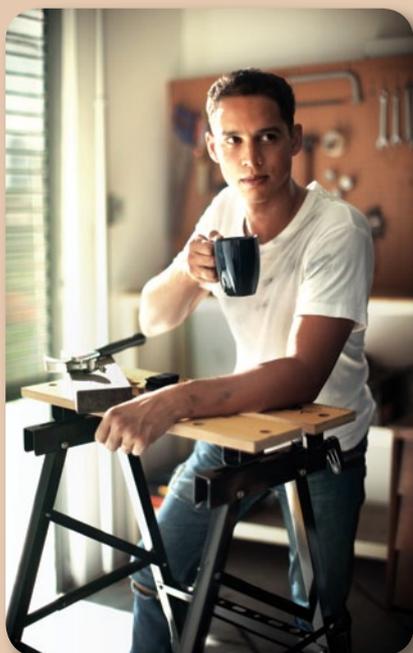
### EXCEL AT WORK!

Work always seems less stressful when we are mentally sharp and in control. Thankfully, there is coffee. With its irresistible taste, rich aroma and the caffeine boost it delivers, the beverage is well suited to improve our performance and, thus, our enjoyment of work, wherever it might be.

**At The Office.** Do you often feel lethargic at work and have difficulty concentrating? Well, the next time this happens, take a coffee break and *voilà!* You'll feel revived!

**At The Factory.** Factory work, unlike desk jobs, can be repetitive, causing you to 'lose concentration' sometimes. This can lead to product defects or, worse still, workplace accidents! So, break the monotonous routines with a cup of coffee and come back refreshed!

**The Night Shift.** Whatever happened to working by day and sleeping by night? We're not nocturnal creatures and so we're inclined to get sleepy when the moon is out. The caffeine in coffee helps us maintain daytime alertness, even in the dead of night!



### SAFETY FIRST

Ever heard of 'micro sleep'? That's the uncontrollable action of nodding off for a few seconds when you're sleep deprived, and you probably won't even know it. Just imagine, a vehicle moving at 88 km/h will cover about 30 metres of road in just 4 seconds. With no one to control it! Thus, it's not surprising that research by the UK Department of Transport has shown that sleep-related accidents are twice as many as speeding ones, and cause more deaths than drunk driving.

So, the next time you feel sleepy at the wheel, pull over at a petrol station or rest stop, have some coffee then take a nap. Studies of drowsy drivers have shown that drinking 1 or 2 cups of coffee significantly reduces fatigue and sleepiness, while increasing the level of brain activity.

