

# 3 Easy Ways to Burn Belly Fat

## I was Trying to Lose 10 Pounds

Before revealing our three easy ways to lose belly fat, I'd like to share a very personal weight loss story with you.

For five years I tried working out harder, running further, restricting my diet even more. Nothing worked. I'd hit a long-term plateau and those extra 10 pounds just wouldn't budge.

To anyone else I probably looked fine, but looking in my mirror was personally discouraging. I don't think it matters if you're trying to lose 10 pounds or 40 pounds, when you make a big effort and nothing changes, it's disheartening.

It was around this time I started drinking a ceremonial grade matcha tea. I drank it once a day at work. A few weeks later I noticed I had actually dropped five pounds. What? Nothing else had changed. I simply added matcha tea to my daily routine.

By year's end, I was down yet another five pounds and I've been fortunate to keep them off ever since. That was nearly 12 years ago. I tend to fluctuate a pound or two here and there, but drinking matcha almost every day still keeps me slim.

So what's going on? Well, a 2009 study published in the journal "Obesity" found catechin-rich green tea is a safe and effective way to lose weight. In fact, the study's moderately overweight subjects lost over 2-inches each around the waist.

The term "catechin-rich" is especially important. They're talking about EGCG ~ *epigallocatechin gallate* ~ green tea's most abundant catechin. But here's the thing: Matcha tea is scientifically proven to contain at least 3x more of it than regular green tea.

Why? Because matcha contains the entire tea leaf in a super concentrated powder. The same rich powder that provides the gentle energy boost and calm mental clarity matcha is famous for.

So, if regular green tea is good for you, imagine what matcha could do, especially if you eat well and stay active. Matcha: it's more than a tea, it's a lifestyle.



Calli O'Brien  
My Matcha Life™ CEO

## 3 Easy Ways to Burn Belly Fat with Matcha

### 1. Add matcha to your workout bottle

Fill about three-quarters of your workout bottle with cool water. Add 1/2 – 3/4 teaspoon of good quality matcha powder and shake well. Combined with moderate exercise the powerful catechins in matcha tea actually burn energy from fat stored in the abdominal area. Try our "Matcha pUre" single packets for convenient, go-anywhere matcha that's ready when you are.

### 2. Drink matcha around 3:00 p.m.

Many of us experience low energy levels between 2:00 and 4:00 p.m. Feeling sleepy or lethargic, we sometimes need a little boost. Instead of coffee or sweets, try matcha tea instead. The small amount of caffeine in matcha will give you a gentle 2 – 4 hour energy lift. Matcha's amino acids also help you stay mentally focussed, suppress appetite and will even elevate your "happiness" dopamine levels.

### 3. Drink matcha before any physical activity

Getting a good workout doesn't have to be in the gym. You could be walking, gardening, painting walls or playing with the kids. Whatever the activity, one cup of matcha beforehand actually gives your metabolism an extra boost helping you burn even more calories.



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