

In the heart of Argentina, where the rhythm of life flows with the gentle sway of the pampas grass, the tradition of preparing mate unfolds like a cherished ritual. Imagine a sunlit morning, where the air is crisp and the aroma of yerba mate leaves fills the room. The gourd, a humble vessel carved from the calabash, sits ready to embrace the essence of this beloved drink.



As the world evolves, so does the way we embrace the gifts of nature. Today, yerba mate finds itself at the heart of a modern transformation, infusing its energising essence into the realm of soft drinks. In soft drinks, yerba mate is celebrated for its ability to provide a natural boost, much like the communal experience of sipping mate with friends. The energising effect, once shared around a circle with a gourd and bombilla, is now captured in bottles and cans, offering a convenient way to enjoy the vitality of mate on the go. This modern adaptation retains the essence of the plant, delivering the same alertness and focus that has been cherished for generations.

Source: Mintel

Under the golden sun of Argentina, nestled within the lush greenery of the Pindó Farm, a quiet revolution in yerba mate production is taking place. Here, the leaves of the yerba mate plant are harvested with care, their journey steeped in tradition yet guided by innovation. Rather than the age-old practice of drying leaves over fire – a method that risks the formation of harmful compounds – the Pindó Farm employs a proprietary technique, one that preserves the purity of the leaves while honouring the environment.

This provides safe habitats for wildlife and helps maintain ecological balance.

A man wearing an orange long-sleeved shirt and a blue baseball cap is holding a large bundle of green leaves. He is standing in a lush, green forest. In the background, several large, reddish-brown tree stumps are visible, suggesting a recent logging or clearing operation. The scene is brightly lit, indicating daytime.

From this meticulous process emerges **YERBALUXE®-CROWN** and **YERBALUXE®-PEARL**, products born not from waste, but from opportunity. The smallest remnants of the leaves, often overlooked and discarded, are given a second life. These fine particles, unsuitable for traditional tea, are transformed into something extraordinary – a sustainable, upcycled creation free from impurities and the perfect companion for your hair and skin.

