

"Zhena has helped rally an entire industry to be more fair, just and equitable."

-Paul Rice, CEO and Founder of Fair Trade USA

"Zhena's innovative tea line creates new category." -TIME

"Innovative blends, packaging that turns tins into eye-candy on the shelf." -BRANDWEEK



Zhena Muzyka is a certified coach, author, activist & veteran of the tea and natural products industries. A master blender, certified aromatherapist and herbal medicine practitioner, Zhena developed a line of "Zhena's Gypsy Teas" in 2000 and now her award-winning products can be found in 22,000 stores internationally. It was the first line of 100% sustainable teas: organic, Fair Trade, Biodynamic® teas blended with wild-crafted herbs, European essential oils and freeze-dried fruit extracts.



Zhena's commitment to social responsibility, sustainability and the well being of others has been recognized by the Natural Products industry and in receiving the Socially Responsible Business Award for her dedication to ecology and fair trade business practices.

Zhena's blending style has been called "innovative, intoxicating, and inviting" and a "spa escape in a cup." Her blends have been featured on national television, and in print in O: The Oprah Magazine, Good Housekeeping, Organic Spa Magazine, Women's Health, Dr. Oz Show, Redbook, and hundreds of other

publications. Her custom blends have been featured and are served at spas such as Canyon Ranch and the Ojai Valley Inn and Spa. Zhenya has worked with hundreds of chefs to develop pristine sustainable tea and herbal blends. Zhenya has also developed private label teas, candles, organic body care and incense for clients.

As one of the early pioneers of the organic and Fair Trade movement and the founder of Zhenya's Gypsy Tea, Zhenya Muzyka believed that by selling tins of tea she could become a purveyor of hope and a conduit for change. She grew the company from a small teacart business to an international brand with over 100 varieties of award-winning, organic and fair trade certified tea collections ranging from wellness teas, Biodynamic teas, Tropical Cocktail inspired teas, seasonal holiday teas, Chai collection and aromatherapy teas. Her fascinating journey has been turned into a book called, "Life by the Cup" and will be published by Simon and Schuster in June 2014.



Zhenya is a community minded, pro-active business leader, formulator and consultant dedicated to building equitable and sustainable trading partnerships that create opportunities to alleviate poverty, build communities, improve health and empower farmers while delivering to the marketplace exquisite teas with unique, healthy attributes that please the palate and delight the senses. Zhenya has worked directly with small growers and out of the way tea gardens to affect change by empowering workers through the paying of a pro-active premium, which provides and supports fair wages and added benefits such as better housing, healthcare and a sustainable environment. In order to provide these benefits, Zhenya implemented this premium in her company to be up to ten times more than conventional prices paid by many tea companies. The workers in Zhenya's gardens benefit from guaranteed health insurance, education, safe working conditions, educational opportunities and no child labor. See: www.RobinhoodLaptopProject.com

Zhenya's has been featured in national media including BRANDWEEK and INC Magazine for its fast growth and its first to market innovative products including, PINK tea for Women's Health, BEYOND ORGANIC BIODYNAMIC TEA, TROPICAL TEA, and LUXE LEAVES tea for fine restaurants, premier hotels and resorts. Zhenya's Gypsy Tea is available internationally through fine gourmet food stores, select

grocery, distinguished department stores, hotels, restaurants, coffee bars, cafés and spas.

Zhena left the CEO role and day-to-day management of the company in June 2013 to focus on empowering other sustainable business leaders. She currently consults with socially responsible projects, formulates and develops organic products. She teaches small business leaders her secrets to success, keynotes, and is excited to pursue projects that allow her to help others to have a greater positive impact in the world. Always seeking a challenge, her goals are to inspire millions to heal and change the world.

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