



NEWS ARTICLE July 2008

WAKE UP AND SMELL THE COFFEE!

Feeling stressed, tired and at a low ebb? Then it's definitely time to wake up and smell the coffee.

Scientists have discovered the aroma of coffee rather than the caffeine drink itself is responsible for the revitalising effects which many tired executives swear by.

A study by Japanese researchers found the mere smell of roasted coffee beans was able to soothe frayed nerves and even the slightest whiff was enough to reverse the effects of a poor night's sleep on the brain.

Scientists in Tsukuba, Japan kept 16 lab rats awake for 24 hours and then exposed them to the odour of roasted coffee.

Examination of the rats' brain impulses revealed the smell had boosted the activity of key genes which promote cell survival in the body and reduce anxiety.

"Businesses with underperforming staff should perhaps consider investing in a coffee machine as well as reviewing a variety of other practical measures to improve performance," said Gordon JH Mowat CA, of Glasgow-based Aspire Management Services.

"Anything that helps boost workplace productivity has to be a good thing and, while I would advise a host of other measures better guaranteed to produce results, I don't think investing a few pounds in a fresh coffee maker machine is going to do any harm.

"Creating a pleasant environment and supportive workplace is certainly conducive to periods of concentration".

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Gordon JH Mowat CA is Director of Aspire Management Services

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