

Hydrate2o vs. Enhanced Water

Hydrate2o is premium bottled water along the same lines as Vitamin Water by Glaceau and the highly promoted fitness water Propel. However, Hydrate2o has superior hydration properties as proven in clinical studies done to FDA standards. Simply put, Hydrate2o delivers the hydration and health benefits that other waters only promise. The major focus at Hydrate2o is on the science of Hydration. In order to achieve high performance hydration, as claimed on the label, Hydrate2o adds natural organic mineral electrolytes in the form of fulvic acid combined with Himalayan salts to create a beverage that contains beneficial organic trace mineral electrolytes.

The proprietary blend of organic mineral electrolytes insures that Hydrate2o keeps the body's electrolytes balanced. The need for balanced electrolytes and superior hydration is described in the paper I have attached to this letter, the Importance of Hydration. I have also sent a memo that helps consumers understand Hydrate2o's label. Hydrate2o's proprietary technology for water purification and structuring energizes the water molecules to be more easily absorbed in to the cells of the body.

The water that you provide in any beverage has to flow into the cells of the body to achieve cellular hydration. According to many athletes, drinking regular water from the tap or commodity bottled water like Dasani makes them feel full and does not taste good enough to encourage them to drink a complete bottle. Mouth feel and that bloated feeling are the number one reasons athletes cite for not drinking enough water to achieve proper hydration.

Hydrate2o provides them a crisp clean taste to the water that does not make them feel bloated and at the same time does not have a mineral or salty after taste. The body requires the organic mineral electrolytes found in Hydrate2o to function at peak performance. The body does not need the inorganic salts added for taste by Hydrate2o's competitors. Many of the enhanced waters on the market use inorganic salts as the source of their electrolytes. Their labels will read Potassium Chloride, Sodium Chloride, and Magnesium Chloride added to provide electrolytes. These are the same inorganic salts found in salt water. The body is not designed to drink salt water.

Fulvic acid is an organic mineral electrolyte, which when combined with Himalayan salts, provides organic trace mineral electrolytes. The combined ingredients form an organic mineral electrolyte that mimics what the body needs for proper electrolyte balance.

Enhanced waters that use inorganic mineral electrolytes are really not doing much for the physiology of the body. The body is built around organic compounds. So Hydrate2o is enhanced with organic mineral electrolytes to keep the blood in physiologic balance.

The proprietary science of energizing the water molecule is what delivers high performance hydration. Hydrate2o simply absorbs into the cells better than the bottled water competitors. Water and nutrients that penetrate the cells is what delivers performance.

The competitors to Hydrate2o have to flavor their water to make it taste good. Many add glucose to make it sweet. That is so people will drink their mixture of vitamins and minerals. It is a take off on the old song that a spoon full of sugar makes the medicine go down. Sugar in the water is not good for diabetics. Most use synthetic vitamin as well to hold cost down, the benefit to the body is negligible. A beverage or drink needs whole food derivatives to be a functional beverage. Most of the industry is playing off the concept of the health benefits of vitamins and minerals, but most beverage manufacturers are not putting the proper ingredients in the bottle to deliver the health benefits. They are spending their money on promotions and advertising.

We focus on providing hydration that also delivers nutrients that make a physiological difference in human performance. That was the essence of the clinical studies on hydration. Future Hydrate2o products will tackle the sugar sports energy drinks, such as Gatorade and PowerAde. Hydrate2o will also take on the stimulant energy drinks such as Red Bull.

The delivery system will be Hydrate2o. The ingredients will be whole food derivatives that can deliver health and nutrition benefits. Most enhanced beverages are deceptive in their advertising and lacking in their understanding of how the body works. They are based on a lot of consumer desire to be healthy. Hydrate 2o is based on sound scientific explanations about the importance of pure and simple hydration, enhanced with ingredients that the body can actually use to increase performance.