



ESSENTIA WATER FACT SHEET

Founded:	1997
Headquarters:	Bothell, WA
Leadership:	Ken Uptain, president and owner
Products:	Essentia Water is available in 20 ounce, 1 liter and 1.5 liter bottles, with each size offered in half and full case quantities.
Distribution:	Nationwide distribution via four regional distribution centers located in Washington, California, Pennsylvania and Georgia
Availability:	Essentia Water can be found in the natural food section of most major grocery stores as well as in health/natural food stores, vitamin supplement stores, medical facilities, and health and fitness centers.
Sales:	For over a year, Essentia Water's 50oz bottle has been the #1 selling bottled water SKU in the Natural Channel nationally, and the #2 highest selling bottled water brand overall — just behind Coca Cola's Smart Water.
Website:	www.essentiawater.com

About Essentia Water

Essentia Water is an enhanced bottled water product that provides the best hydration on the market. It is created by the proprietary Essentia Process that results in an electrolyte-enhanced, higher alkaline water that is more easily absorbed into the body and is formulated to promote optimal health and functionality.

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THE ESSENTIA PROCESS

Essentia Water is created through the proprietary, three-step Essentia Process:

Step 1: Purification

Ordinary municipally supplied water is taken through a process of microfiltration, reverse osmosis and ultraviolet exposure, resulting in water that is 99.9% pure.

Step 2: Electrolyte infusion

Electrolytes are dissolved minerals in the body — such as calcium, magnesium, sodium and potassium — that conduct electricity. Trace amounts of these elements are added to a formula that complements the body's naturally occurring mix and concentration.

Step 3: Ionic separation

Ionic separation involves electrically charging the water through a process called electrolysis, which separates the acidic and alkaline ions. Essentia Water's proprietary process then removes the bitter-tasting acidic ions, resulting in a higher alkaline water that provides superior hydration and taste.



WHY ESSENTIA?

Best hydrating water on the market. Its superior hydrating qualities are achieved through the proprietary Essentia Process, which includes the infusion of a special electrolyte formula and the creation of a higher alkaline water. A higher alkaline water is more easily absorbed into the body, thus providing superior hydration at the cellular level. The proprietary Essentia Process creates a pH level of 9.5 which is an optimal level for water alkalinity.

Brings the body back into balance. Today's more unhealthy lifestyles and diet, as well as stress and exposure to contaminants and pollution, result in people's bodies being too acidic. Higher alkaline water helps restore this balance, which is important for maintaining good health.

Promotes good body function. Essentia Water's added electrolytes fuel communication between your body's cells and are critical to maintaining normal blood pressure, restful sleep, concentration and focus, proper cardiac rhythm, muscle strength, endocrine balance, intestinal function and more.

Boosts the antioxidant properties of the immune system. Antioxidants are essentially molecules that are helpful in attacking and neutralizing free radicals, which are highly reactive compounds created in the body during normal metabolic functions or introduced from the environment. Free radicals are believed to be involved in degenerative diseases and cancers.

Great taste! Essentia Water's great taste is the result of removing bitter acidic ions through the proprietary Essentia Process.

Essentia: Restore. Balance. Hydrate.



FREQUENTLY ASKED QUESTIONS

How is Essentia Water different from other bottled waters?

Most bottled waters offer purity but not additional benefits. With Essentia Water, you get added electrolytes as well as a higher pH water, creating a super hydrating water that supports optimal health and functionality.

What is the difference between source waters and enhanced waters?

Enhanced waters have added health benefits, while source waters do not. Source waters are also significantly higher priced since sourcing water from remote locations such as rainforests or mountains is expensive and not environmentally friendly.

Where does the water for Essentia Water come from?

Essentia Water is source-independent and currently uses municipal water as its source supply. The proprietary Essentia Process allows Essentia Water to be produced anywhere in the world.

How does Essentia Water compare to in-home water treatment systems, such as filters or ionizers?

Essentia Water provides superior hydrating qualities, and its process of microfiltration, reverse osmosis and ultraviolet exposure results in water that is 99.9% pure. Also, Essentia Water ensures uniform content and quality through its sophisticated manufacturing process, which means that every bottle has exactly the same composition— from the electrolyte mixture to the pH level.

Why is the higher pH level in Essentia's Water important?

Most people's bodies are out of balance, meaning that they're too acidic, which can contribute to a variety of health problems. This is a result of today's more unhealthy lifestyles and diet, as well as stress and exposure to contaminants and pollution. Essentia Water helps bring your body back into balance for optimal health and functionality.

Where is Essentia Water available?

Essentia Water can be found in the natural food section of most major grocery stores as well as in health/natural food stores, vitamin supplement stores, medical facilities, and health and fitness centers. If Essentia Water is not offered at a convenient location, you can order it online at www.essentiawater.com.

Is there a limit to how many bottles of Essentia Water can be consumed per day?

No. Essentia Water can be consumed in place of all drinking water.

Can children drink Essentia Water?

Yes. Essentia Water is beneficial for people of all ages.

Are Essentia Water bottles recyclable?

Yes. As a PET-1 bottle, Essentia Water bottles can be recycled at virtually any recycling facility in the United States. For more information, visit www.petresin.org.

How does Essentia Water aim to reduce its carbon footprint?

Currently Essentia Water has warehouses and bottling facilities strategically located throughout the U.S. This results in a more efficient distribution system with fewer miles to travel, thus minimizing carbon footprint.