

What Makes Perfect Water . . . Perfect?

What Makes Perfect? And what makes Perfect Empowered Drinking Water™ a “Perfect Product”?

A perfect product is:

- a. Something that everyone wants and/or needs daily
- b. Among the best in its category in the world
- c. A product that is only available through Amway Global ®
- d. Affordable and competitively priced

Perfect Empowered Drinking Water™ meets each of these criteria.

I. WATER - UNIVERSALLY ACCEPTED AND UNIVERSALLY NEEDED

- \$ Everyone needs water. Safe, clean, drinking water is quickly becoming one of the world's biggest concerns. The taste is universal.
- \$ As a society bottled drinking water has become a part of our culture, and to many almost a necessity.
- \$ A recent *Reader's Digest* article reported that we consume 8 billion gallons of bottled drinking water which was up 10% from the prior year.
- \$ Water is refreshing. It's calorie free. It is convenient to carry around.
- \$ As a consumer category, bottled drinking water as a single product is now second only to ALL soft drinks combined.

II. It is the among the best in it's category in the world.

When we set out to make a bottled water and enter this arena that already has lots of waters, our objective was simple – make the best bottled water product in the world. To do that, we evaluated all of the various cutting edge water technologies from around the globe and developed some of our own so that the end result would be a drinking water that had it all! Not just one or two components, but all of the best of the best.

So what makes it Perfect?

P – Purified. First, we start with a purification process that is second to none. We use carbon filtration and UV sterilization. We use multi-stage reverse osmosis. We run it through 5 micron filters, and then even finer filters down to 1 micron filters. It is treated with ozone for additional freshness. And each batch is tested for stringent quality assurance and purity standards.

While a few other bottled waters claim to be purified, not all filtration and purification processes are equal. There has been a lot of buzz recently about companies taking public

drinking water, putting it in one of those flimsy bottles and selling nothing more than what you are getting from your tap at home. And there are others which only run the water through a single filtration method. But not Perfect. We run our water through a 15 step proprietary filtration and purification process with not just one technology that might remove some but which cannot remove all of the bad things in the water – but rather through ALL of the state of the art filtration and purification processes. We know of no other bottled drinking water that does as much or more to clean the water and remove all of the harmful things.

Another feature is our quality control standards. We actually test each and every batch of Perfect Empowered Drinking Water to make sure that it is clean and meets our high microbial purity and other standards.

R - Remineralized. Once we have the water purified and have taken out the bad, we start adding back the good so that it is not a stripped down, empty tasting water. We add in some minerals and electrolytes to help with hydration and dehydration. It is a carefully crafted balance so that there is not so much that it would create issues for those who are at the office versus out running marathons, but enough to help replenish those essential things the body needs for proper hydration.

I - Ionized.

We Ionize our water to raise the pH. If you look at the typical diet and start watching the acidity (which is not typically noted on the label of a product) you'll discover that many of the things we eat and so much of what we drink is acidic

Has anyone here experienced they need a Tums or other antacid?

For Perfect, we start with a pH which is stabilized for the head space in our bottle (the air at the top of the bottle) at between 8.5 and 9.

However, we don't make a claim regarding a specific pH level because there are many things which will affect pH which are beyond our control or your control – including shaking which mixes the air in the bottle with the water, exposure to air, heat, sunlight, and all of those other things that you've no doubt discovered with your pools and spas if you've ever tried to keep the pH precise, especially when you have a bunch of kids in there splashing around. Even normal water can change pH levels. For example, despite being a neutral 7 pH, after shaking and mixing in air normal water can give readings down in the 5's. So rather than give a specific pH number, we simply say that it is "pH Enhanced."

Also, the inexpensive testing methods versus the expensive laboratory equipment don't necessarily give precise readings. So before you all rush out and start testing every bottle of water and every product you consume with those little pH test strips used mostly for saliva and urine testing, such as for diabetics, or with your swimming pool and spa kits, just know that pH is fickle and that you don't necessarily get accurate readings with those kind of test methods.

M - Microstructured. What is micro-structuring?

Multiple water molecules (H₂O) cluster together to form large clusters which the body must then break down before it can be fully utilized by the body. Micro-structuring is the term used to describe breaking apart or making those water clusters smaller.

Perfect has researched and developed its own proprietary micro-structuring that we believe rivals or exceeds all other micro-structuring technologies available today.

To date, there have not been any definitive scientific studies that have been able to definitively prove or disprove micro-structuring. For us, we believe in Micro-structuring because we know what our customers tell us and how we feel when we drink the water ourselves. We've also seen the test results done by other companies about the effects of micro-structured water on dairy herds even without all of the other benefits of Perfect Water.

The bottom line is that when we put together Perfect Empowered Drinking Water, we wanted you to have the best of the best. When and if micro-structuring and its merits are fully documented, you'll know that you've had it all along, right there in your Perfect Empowered Drinking Water.

O - Oxygen Rich. One of the features of Perfect Empowered Drinking Water which make it truly unique is that it utilizes our closely guarded MBO® technology and processes. No other product on the planet contains MBO. The result – an oxygen rich bottled drinking water.

Those are the big 5 – right on the bottle. Show Comparison Chart.

III. IT IS ONLY AVAILABLE THROUGH QUIXTAR!

The only place you can get Perfect Empowered Drinking Water is Amway Global® / Quixtar®! Not only is it a product which everyone needs or wants daily and something universally accepted worldwide, and not only is it among the best in its category in the world, it is exclusive to Amway Global® / Quixtar®.

IV. IT IS COMPETITIVELY PRICED.

Perfect water is affordable and competitively priced. It is a premium water which incorporates all of the technologies and features we've described. We believe that there is no other water superior to Perfect.

CONCLUSION:

No other company has all of the things we have in Perfect Empowered Drinking Water™. No other water we are aware of has more stringent quality standards. And even if another water used many of the same technologies, we're the only product in the entire world with MBO™.

In conclusion, what we did in coming up with and making Perfect Empowered Drinking Water exclusively for Quixtar is straight-forward – we started out with the desire and intention to find and utilize the best of the best water technologies and theories from around the globe, to combine them, and to make the best water we could, a water that would be . . . well, Perfect. The result is Perfect Empowered Drinking Water. And we've succeeded.

The overwhelming acceptance this product has received from you is perhaps its greatest tribute.

And now you know why our premium bottled drinking water deserves the name Perfect! Like you, we think it is Perfect!

Thank you!