

BOTTLED WATER

WATER COOLERS AND VENDING



Photo courtesy of Scott Borba



Photo courtesy of Mark A.W. Smith

Newsworthy and Noteworthy Bottled Waters

There are more and more products to choose from in the world of bottled waters. Three of the more interesting we've discovered this year show the incredible range of this category!

Aquamantra

Almost everyone is familiar with the concept of mind over matter, but what does it really mean and how can it benefit us in our everyday lives? Aquamantra's founder followed a logical path: if thoughts are essentially patterns of energy and if these energy particles travel on vibrational waves, wouldn't they affect matter?

Movie magic

An explanation of the very basics of quantum field theory was brought to life in the pop culture hit film, *What the Bleep Do We Know?!*, where numerous world-renowned researchers, scientists, doctors and Nobel Prize-winners offer the idea that thoughts may influence every aspect of the world including personal health and success.

Orange County (Calif.) entrepreneur

By Karen R. Smith

Alexandra Teklak, 35 years old, was impressed by the film. She became especially interested in the work of Dr. Masaru Emoto, particularly his *Hidden Messages In Water* book series. Emoto's work seeks to prove that water molecules crystallize in very different patterns as a result of the individual or collective consciousness of those viewing or interacting with it.

Studying the Universal Laws of Attraction—in brief, that one attracts what one thinks about, consciously and subconsciously—Teklak decided to put those theories to the test personally.

The owner of a successful marketing firm, when an unexpected windfall presented an infusion of cash, she opted to create, bottle and market water with positive messages (rather than remodel her house). The film used the line, "Don't take our word for it, try it for yourself." She followed that advice and Aquamantra was born.

Talk to the water cooler

A mantra is a statement—it can be a prayer, a portion of text or a wish, chanted or intoned as an incantation or prayer. In many meditative practices, a particular mantra is repeated consistently, over an extended amount of time, to produce a specific intended result. Teklak thought it would be an interesting experiment to write down a few of her thoughts and place labels on her water cooler at home. She started out with words like Joy, Love, Truth, Anger and Hate. She would put a label on the cooler for several hours, then taste the water.

While she admits she possesses a heightened sense of taste, she states there were detectable, noticeable nuances of flavor in the water as a result of which words were used on the cooler. "The words changed the flavor of the water," she says. "Love is one of the highest flavors. In two hours, I could taste the difference."

Since the human body consists of more than 70 percent water, Teklak believes that bottled water labeled with powerful affirmations and intentions can

inherently improve a person's overall health and well-being.

A positive product line

Teklak continued to experiment, using different natural and purified waters to find the very best taste. She determined that water from Palomar Springs in Southern California had the best taste when combined with the energy words.

Aquamantra's product line currently consists of three energy-enhanced flavors: I Am Loved™, I Am Lucky™ and I Am Healthy™. Each bottle's design features thought-provoking artwork by local California artists. Consumers can select their favorite flavor of water and continue to be inspired while drinking it.

Teklak firmly believes that Aquamantra water can "Stimulate Your Soul" (the company's tagline) by offering positive, conscious thought forms. She wants each drinker to understand that they themselves hold the power; that they possess the ability to create their own reality. Her water is simply one catalyst. "You are what you think and our motto is 'You are what you drink,'" says Teklak.

Customers have been more than pleased. Teklak says she's heard good news from several people who have tried

the I am Lucky™ flavor, including a 10-year-old who found \$20 while skateboarding and a sales rep who closed a \$200,000 deal within weeks of starting a new job.

BORBA waters

Scott Vincent Borba is well known in the cosmetics industry. He helped launch Hard Candy and rattled many preconceived notions about marketing when he and Joey Shamah created eyeslipsface (better known as e.l.f.)—the complete makeup line where every product costs \$1.

Three years ago, Borba's own morning routine—topical skin care and a daily dose of vitamins and minerals swallowed with bottled water—made him wonder if it could all be rolled into one. "What if I could incorporate the positive effects of supplements and water and include the benefits of topical skincare products—all in one drink?" he posited.

He contacted scientists and experimentation began. The focus soon concentrated on what the firm has christened Fiber-Knit Technology. Delivery

of the supplements in water is possible thanks to micro-sized spheres. BORBA Skin Balance Waters premiered at Sephora in November 2005; 10,000 bottles were sold in two days. Nutraceuticals™ and Cosme-ceuticals™ include ingestibles besides water—notably, gummi bears and jelli beans loaded with vitamins and antioxidants.

BORBA waters are available in Skin Calming, Anti-Aging/Clarifying, Replenishing, Age Defying, Clarifying and Firming flavors. Independently tested, ingredients are fully identified along with any claims made. Salt-free, they have no calories and do not contain Aspartame. They advise consuming two bottles a

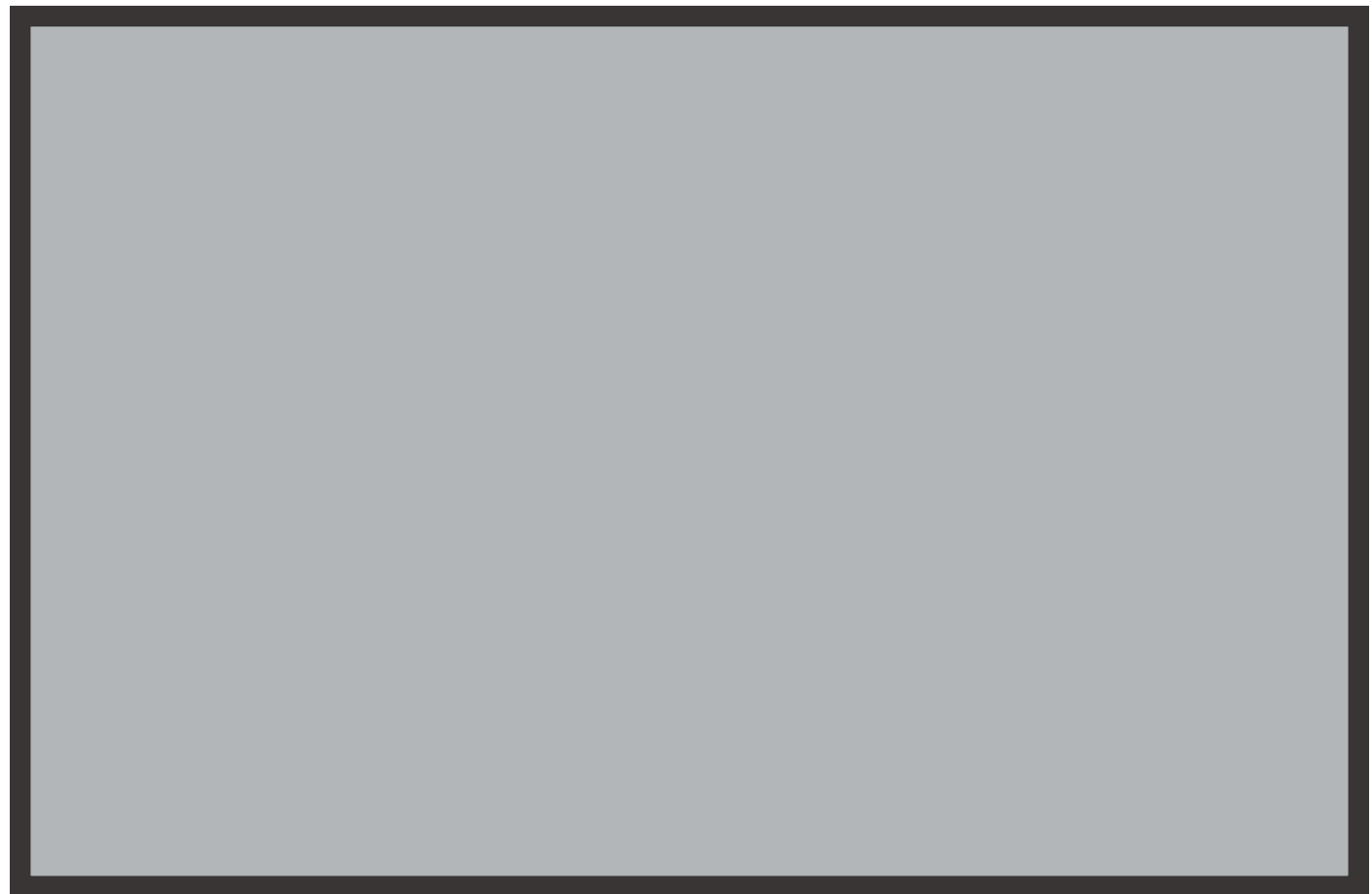
day to reap the desired benefits. While they are carried by an assortment of retailers, BORBA products can also be ordered directly from the manufacturer's website.

NicLite

Taking a different approach, Nichonica premiered NICLite® at approximately the same time. It is the first (and



Photo courtesy of Jess Baker, Nichonica



only) water-based nicotine replacement product on the market today.

The result of more than seven years of extensive research and testing, each eight-ounce bottle contains four milligrams of purified nicotine infused in water with a hint of lemon flavoring added. It is being marketed as a product for smokers, designed for places where smoking is not allowed—airports, restaurants, movie theaters, sporting events, public buildings and in the workplace. Further, it allows smokers to avoid exposing their loved ones to second-hand smoke.

Food or drink?

NICLite is classified as a Dietary Supplement by the U.S. Food and Drug Administration. The *Dietary Supplement Health and Education Act (DSHEA)* of 1994 defines a dietary supplement as a product taken by mouth that contains a dietary ingredient intended to supplement the diet. The dietary ingredients in these products may include vitamins, minerals, herbs or other botanicals, amino acids and substances such as enzymes, organ tissues, glandulars and metabolites. Dietary supplements can also be extracts or concentrates and may be found in many forms such as tablets, capsules, softgels, gelcaps, liquids or powders. DSHEA places dietary supplements in a special category under the general umbrella of foods, not drugs and requires that every supplement be labeled a dietary supplement.

Nicotine replacement products have been on the market, both by prescription and over-the-counter, for quite some time, but NicLite is the only such product with the added benefit of drinking purified, clean-tasting water. Nichonica produces the water with strict adherence to state, federal, and World Health Organization guidelines. It is continuously batch tested to assure quality and ingredient integrity.

About the companies

◆ *Aquamantra was officially released in early June and is currently available in more than 16 outlets in So. California. Individual 33.8 fl. oz. bottles retail for approximately three dollars (U.S.) and can be purchased in select spas, health food stores and specialty boutiques. A portion of proceeds from each bottle sold will be donated to charitable organizations. For more information about Aquamantra or to email founder Alexandra Teklak, visit the company's website, www.aquamantra.com.*

◆ *Keeping skin at its most beautiful requires personal attention, an awareness of the threats*

to its health and an understanding that from the moment of birth, we begin to challenge the inherent beauty of our skin; first innocently, then more consciously through our life choices. Learn more about BORBA products, locate a retailer or place a direct order for products on the company's website, www.borba.net.

◆ *To learn more about NICLite®, visit Nichonica's website, www.nichonica.com or email them at info@nichonica.com. They offer a free newsletter and the site provides video clips of news coverage as well as links to sites about tobacco use, nicotine and state laws.*

Case Studies

Your products and processes are being used in new and unique applications across the U.S. and around the world. Send us your case studies and share the information with WC&P readers! Be sure to include photos, graphs and all the date—inquiring minds want to know!

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