

inLet

WINTER 2016

MAGAZINE

DEHYDRATION

HAS DEHYDRATION BECOME
AN EPIDEMIC?

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ANTIOXIDANT

WATER AS AN
ANTIOXIDANT

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WATER IN NEWS

CONTROL QUALITY OF THE
WATER YOU DRINK

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75CLUB MEMBER

TRANSFORM
YOUR LIFE

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Feeling energy - or focus - comes from the inside • Help to shield against the free radical damage-doers



3 PILLARS OF HEALTH

EXERCISE, EAT HEALTHY, HYDRATE.

Water by Awakening™ helps achieve the hydration

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YOU'RE NOT SICK, YOU'RE THIRSTY

Real-life journey of a 75Club Member's success to better hydration



component, but to get the healthier living, it truly requires exercise and good nutrition with hydration.



>>Fast Fact

YOU CAN LAST 3 WEEKS WITHOUT FOOD, HOWEVER WITHOUT WATER THE HUMAN BODY WOULD EXPIRE IN 3 DAYS.



16 **WHAT IS BOIL WATER ADVISORY?**
Understanding what this means • Control the hydration that impacts your health and well-being

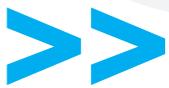
18 **THE 430A MACHINE THAT VENDS WATER BY AWAKENING**
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19 **WATER BY AWAKENING'S 1qt. WATER BOTTLE**
Glass is the choice of fine restaurateurs around the globe • Experience carrying the freshest water in your own glass



"I work 12 hour shifts and frequently found myself at the soda machine looking for an energy boost. I started drinking Awakening and I noticed a sustained energy and focus with the only change being drinking Water by Awakening."

- Dr. Emile Pierre, Emergency Room Physician



symptoms of dehydration

FEELING THIRSTY
DECREASED AND
DARK URINE
LETHARGY
POOR APPETITE
HEADACHE



The state of hydration in

AMERICA

What is dehydration? In medical terminology this is a state where the body is losing more fluids than those taken in. Such fluids also contain important salts (electrolytes) that are needed for a balanced body state for normal body functioning. When the output of these fluids and salts exceeds the input, the body signaling systems trigger the sense of thirst that compels us to reach for fluid to correct the situation. Dehydration can be acute or chronic.

In the U.S., studies have revealed that up to 75% of Americans suffer from chronic dehydration. This is a type of low grade state of living with body fluids that do not reach the ideal levels needed for health. This may not cause immediate overt health problems but in the long run disease symptoms will manifest.

Acute dehydration is where the loss of body fluids is sudden and varying in severity, but bad enough to cause symptoms of dehydration. These symptoms include:

- Feeling thirsty
- Decreased and dark urine
- Lethargy
- Poor appetite
- Headache



BENEFITS OF BEING WELL-HYDRATED

- Improved focus
- Beautiful skin
- Increased energy
- Better cardiovascular health
- Improved digestive health
- Better oxygen and nutrient absorption
- Improved toxic waste elimination

These symptoms start to build when you have lost about 2% of your total body fluids without replacement. By the time loss of body fluids reaches 5%, the symptoms are severe enough to possibly require emergency attention. Depending on the cause of the dehydration, it may even warrant admission to a hospital.

Importance of a well-hydrated body

There are many Americans who do not prioritize their body fluid balance. Three quarters of the population walk around chronically dehydrated. About 75% - 80% of the total body weight is water. This magnifies the benefits of having a well-hydrated body since all body mechanisms in an otherwise healthy body, work best in such an environment.

Why Are Americans chronically

DEHYDRATED



OTHER REHYDRATION EFFORTS, THOUGH LESS EFFICIENT, INCLUDE:

- Non-caffeinated drinks
- Vegetable juices
- Fruit juices
- Milk

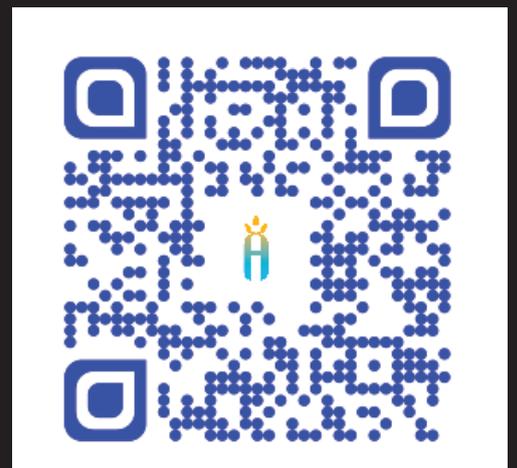
These issues are not unique to Americans. Many people around the world have distorted views about fluid intake. Consider these facts about the risk of dehydration:

1. Dehydration occurs before you feel thirsty. Proactive intake of fluid will help to prevent this situation.
2. Many Americans take copious amounts of cola drinks, coffee and other caffeinated beverages and assume that they are taking care of their hydration needs. On the contrary, these beverages draw water out of your body, making your body fluid loss worse.
3. Aging lowers the efficiency of the body's dehydration signaling mechanisms; therefore, older people are more likely to suffer more severe forms of dehydration.

DEHYDRATED?

>> **hint**

CHECK THIS SOLUTION



SCAN THE QR CODE TO FIND
OUT MORE ABOUT HYDRATION
OR GO TO

WATERBYAWAKENING.COM

to download a free mobile
bar code reader, go to scan.mobi

How to tackle dehydration

Clear water is the best for rehydration purposes, but all water is not made equally. Consider a comparison of tap versus Water by Awakening.

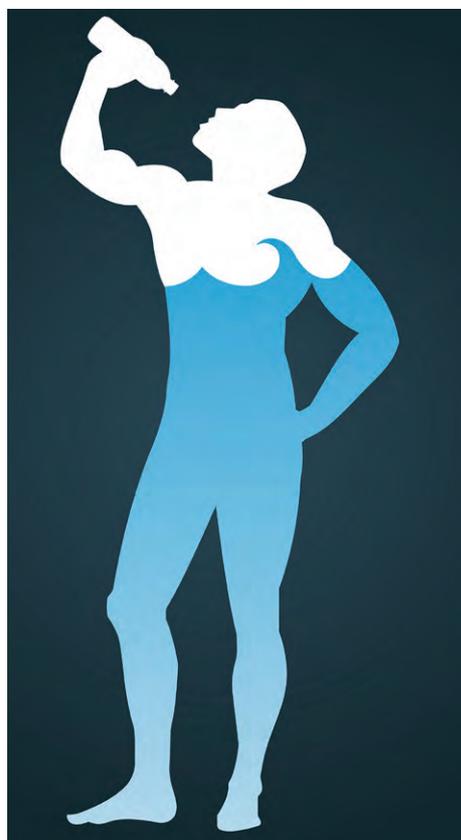
Tap water has many potential issues that include acidity, solvents, and contamination with heavy metals. On the contrary, Water by Awakening molecule composition provides more efficient hydration and nutrient absorption when compared to tap water. Water by Awakening is more than just great tasting water that hydrates, it is a source of vital minerals and antioxidants. Antioxidants are essential to fight disease.

The Benefits of Water by AWAKENING

Dehydration impacts your ability to compete and robs you of energy. In the time it takes you to read this first paragraph, you will have used water to exhale, and blink your eyes. With as little as a 1-2% drop in optimum water levels, you could start to feel the effects. The foods we ingest, the exercise in which we engage in, the environment we live in, and numerous other biological and lifestyle factors can negatively impact your energy.

The engine of the body, the brain, is made up of over 75% water. So how do we keep the brain at its best? Proper hydration helps with the major function of the brain - to send and receive electrical signals. Water by Awakening helps fully power your brain to carry messages to every cell and organ. It helps to fuel you from within for the energy you need to succeed.

With Water by Awakening™ you now have access to commercial grade equipment in the convenience of a vending machine. The body basically takes in food and fluid, breaks down the food into usable substances, and discards what's left over as waste. But because we are constantly pushing to do more, see more, to out compete, we have grown accustomed to not feeling optimum. Numerous researchers from top academic institutions have given credence to the scientific plausibility that alkaline ionized water makes sense. Everything we need is dissolved in



See what happens
WATERBYA



>> 1 in 10

BY THE NUMBERS:

ESTIMATE OF PEOPLE WHO WILL HAVE A KIDNEY STONE AT SOME TIME IN THEIR LIVES. PREVENTION: INCREASE YOUR FLUID INTAKE.

our body's fluid to fuel essential cellular functions.

Scientists have ascertained certain things help the system function better, which is why your physician will often encourage you to increase your intake of fresh fruits and green leafy vegetables. They decrease oxidative stress caused by free radicals. Simply put, oxidation (lack of electrons) hurts cells; whereas extra electrons or antioxidants (known as "reduction") help to prevent and repair cellular damage. Water by Awakening has extra electrons and is alkaline ionized water. We believe this water helps in optimizing your body's essential functions with its minerals and extra electrons, helping you fuel your within.

Water by Awakening is vended on the spot. Dispensed in an environmentally friendly way, it's served chilled and is backed by an exclusive team with an unwavering commitment to deliver consistent quality for the best overall customer experience. It takes clear water, and transforms it to provide:

- Hydration for improved joint lubrication
- Mineral source to support brain and muscle function
- Hydration for sports and exercise recovery
- Hydration to support pH balance
- Antioxidants
- Boosts energy

Plus, no one time use water bottles!



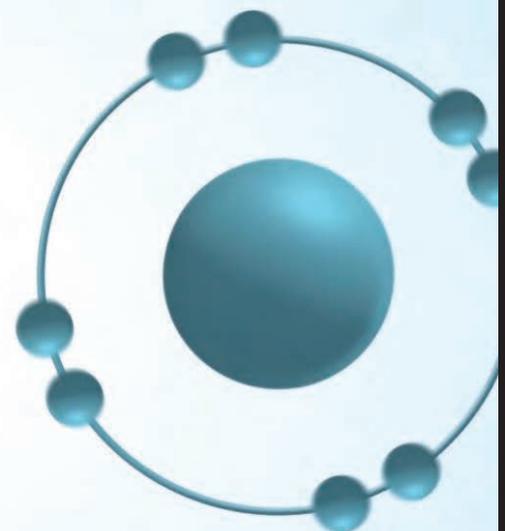
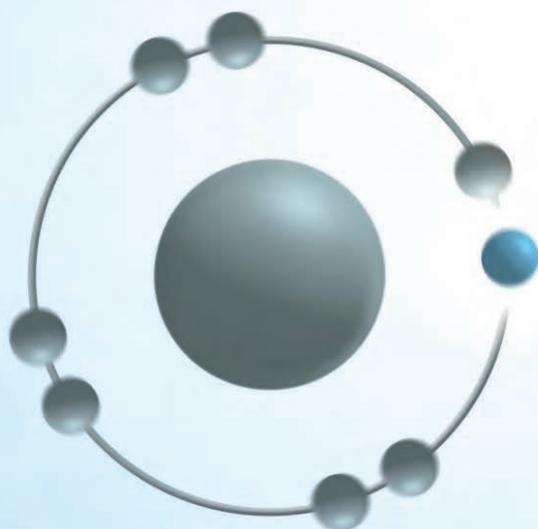
VIDEO

How to transform the water at
AWAKENING.COM

Water Molecules Matter for peak

HYDRATION

SOMETIMES YOU CAN'T HELP BUT WONDER IF ALL WATER IS EQUAL. WHETHER IT IS FROM THE SHELF, FROM THE FAUCET, OR EVEN FROM YOUR OWN WATER WELL, WE KNOW THERE IS A DIFFERENCE. THE IONIZATION IS THE DIFFERENCE AND IT IS THE UNIQUE VALUE OF WATER BY AWAKENING.



IONIZATION

When we look at water under a scanning electron microscope, displaying molecules in clusters rather than single molecules, tap water from your sink - which is under compression - has very large clusters of 12-14 molecules. By contrast, Water by Awakening uses an ionization process that breaks down the electrical bonding of water molecules and restructures the water. This process is called water electrolysis. Research suggests the smaller molecular composition of electro reduced water makes it more

(bone health), sodium (neurologic function), chloride (neuromuscular function), and magnesium (energy) in addition to electrons not commonly found in tap, filtered, or purified water.

So Water by Awakening is more than just great tasting water that hydrates; it is the water that will help *fuel your within™*.

readily absorbed into the cells, thus providing superior hydration and helping to disband and flush out acidic waste and toxins that have amassed in the body. This particular process achieved by water electrolysis is found in Water by Awakening and research suggests it helps to optimize hydration status. The electrolyte enhancement process adds several key minerals such as calcium



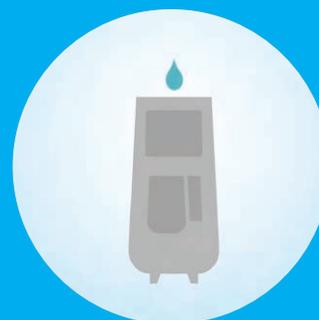
WATER BY AWAKENING (ALKALINE IONIZED WATER) HAS THE CAPABILITY OF DONATING ELECTRONS TO THE UNSTABLE OXYGEN MOLECULES AND SUBSEQUENTLY STABILIZING THEM. THE WATER THAT IS GIVEN BY NATURE IS THERE-BY MADE BETTER WITH SCIENCE.

By the Numbers:



10

All things in the UNIVERSE, except in a vacuum contain electrons. There are 10 electrons in water (i.e., tiny pieces of electricity, with hardly any mass; too small to see).



5

Every 5 seconds, Water by Awakening does a quality control check monitoring multiple quality control parameters, including temperature and pH of each machine. When a machine is out of parameters, an automated alert is issued.

Alkaline Ionized Water as an ANTIOXIDANT

A FAMOUS SCHOLAR ONCE SAID, "WE ARE WHAT WE EAT." WITH THAT SAID IT IS NO SURPRISE THAT EVERYTHING FROM FAST FOOD TO SODA IS ACIDIC. THE FOODS AND DRINKS POPULAR IN TODAY'S DIET PROMOTE AN ACIDIC BODY STATE, WHICH WHEN LEFT UNADDRESSED CAN LEAD TO A HOST OF CHRONIC DEGENERATIVE HEALTH DISORDERS AND PREMATURE CELL AGING.



Current scientific research suggests that alkaline ionized water has the ability to reduce your body's acidity. This helps to restore your body's pH, which is important for good health. In fact, the pH of our blood is around 7.4, which is slightly alkaline. This pH is essential for enzyme functioning, absorption of food from the digestive tract, and excretion of waste material via the kidneys.

To grasp this, we must understand antioxidants, and what happens in the body during normal physiological processes.

Among the thousands of bodily processes,

The role of an antioxidant is to reduce free radicals to a level where they pose no health risks to the body. However, it must be noted that the aim of using an antioxidant is not to completely eliminate free radicals from circulation. There is scientific evidence that free radicals activate signals that regulate certain body functions. This includes heart health. The challenge is to keep these free radicals within healthy levels and not to abolish them completely.

Free radicals are freely circulating unstable oxygen molecules. These unstable oxygen molecules can cause damage to normal cells. A good way to understand

>> TAKE THE NEXT STEP

Carry your own reusable glass water bottle. Why glass? Read page 19 to find out.



es, one of the most important is the oxidation that occurs during the energy production that is necessary for fueling the body. This biological function leads to what are called oxidation products, or free radicals. The level of free radicals in the body must be retained within a certain range for good health to be maintained. When this level is persistently exceeded, the body starts to deteriorate under the burden of the free radicals.

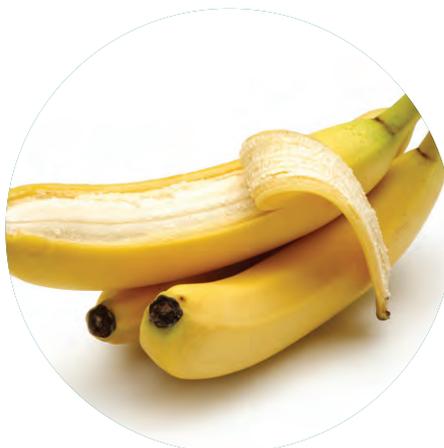
this is to see what happens to a peeled banana when exposed to air. Its white surface deteriorates fast to create an ugly blackish appearance. One way of overcoming this oxidation (think of it as rust) is to soak the banana in ascorbic acid (Vitamin C), which is a known antioxidant. Alkaline ionized water acts in the same way to prevent or remove 'rust' from the body that has been caused by free radicals.

BEST ADVICE FOR YOU

Antioxidants are essential for proper function of the immune system.

Water by Awakening is a plentiful source of antioxidants which help to prevent a cascade of reactions caused by **free radical damage-doers**, minimizing cellular damage.

WHEN YOU APPROACH



A good way to understand is to see what happens to a peeled banana when exposed to air. Its white surface deteriorates fast to create an ugly blackish appearance. One way of overcoming this oxidation (think of it as rust) is to soak the banana in ascorbic acid (Vitamin C) which is a known antioxidant. Ionized alkaline water acts in the same way to prevent or remove "rust" from the body that has been caused by free radicals.

You're Not Sick

You're

THIRSTY

MY STORY BEGINS WITH GROWING UP IN THE 90'S. IT WAS A GLORIOUS TIME TO BE A KID EATING SUGARY CEREAL WHILE WATCHING SATURDAY MORNING CARTOONS, ENJOYING AWESOME TASTING MICROWAVE DINNERS, AND AS STRANGE AS IT MAY SOUND NOW, A POUR OF KETCHUP ON EVERYTHING. THE FOOD WAS EVERYWHERE AND I COULDN'T HIDE FROM IT. FROM SUGARY DRINKS TO CALORIE-FILLED SNACKS, ALL WITH SUCH COLORFUL PACKAGING, I ENJOYED EVERY BIT.

I was mesmerized by the glitz of the commercials and baited by the promises of the newest and hottest. Simply put, my relationship with food and hydration as a kid was focused on the lure of marketing, and clearly not nutrition.

Never could I imagine that years later, those habit forming 90's would lead to poor nutrition and chronic dehydration. In my 20's, I was plagued by what can best be described as being lethargic. With my metabolism slowing and more disposable income to spend on quick access meals, I was not thinking as crisp and often felt sick. I was constantly on the internet looking to self-diagnose my sluggishness. What was this sickness? Was this just how the body aged? The symptoms of feeling like something was off, and just eating more sugar and caffeine to compensate would leave me feeling more tired after the quick fix wore off. It was affecting my social relationships, and work productivity, all because of my lack of energy.

As a New Year's resolution, I made the decision to turn my focus to a better understanding of nutrition, hydration, and exercise. I quickly realized that the food I was consuming was making me chronically dehydrated and affecting my body negatively. This ironically made my goal of getting to the gym regularly unattainable. I made small changes at first, like eating fruits and vegetables, drinking more water, and tossed in some exercise. I totally changed my 90's programming. Now, I avoid those sugary drinks and foods like they are the plague. I exercise and my mindset has changed about hydration as well. It's not just about the glitz of the bottle or the promise of the taste, it's more about the science of what better hydrates my body. Now that I feel energy from being fully hydrated by good water, I've been better. I have found a new energy to lead me to the next level, and it's all because of changing my nutrition, exercise, and hydration.



hints

“NEVER HAVING PAID ATTENTION BEFORE I DECIDED TO COMPARE APPEARANCE, TASTE AND SMELL OF THREE WATERS.”

The waters in the taste test include: tap water, Water by Awakening, and one popular national bottled water brand.

Appearance - tap more yellow, Awakening clear, bottled had some bubbles.

Taste - tap hard, Awakening good slight after taste, bottled better after taste.

Smell - tap slight smell, Awakening nothing present, bottled some fragrance.

After my revelation about the importance of hydration, the added benefits of minerals and electrons of Water by Awakening won me over as more bang for the buck. Xavier Krone, Business Professional, Dallas, TX

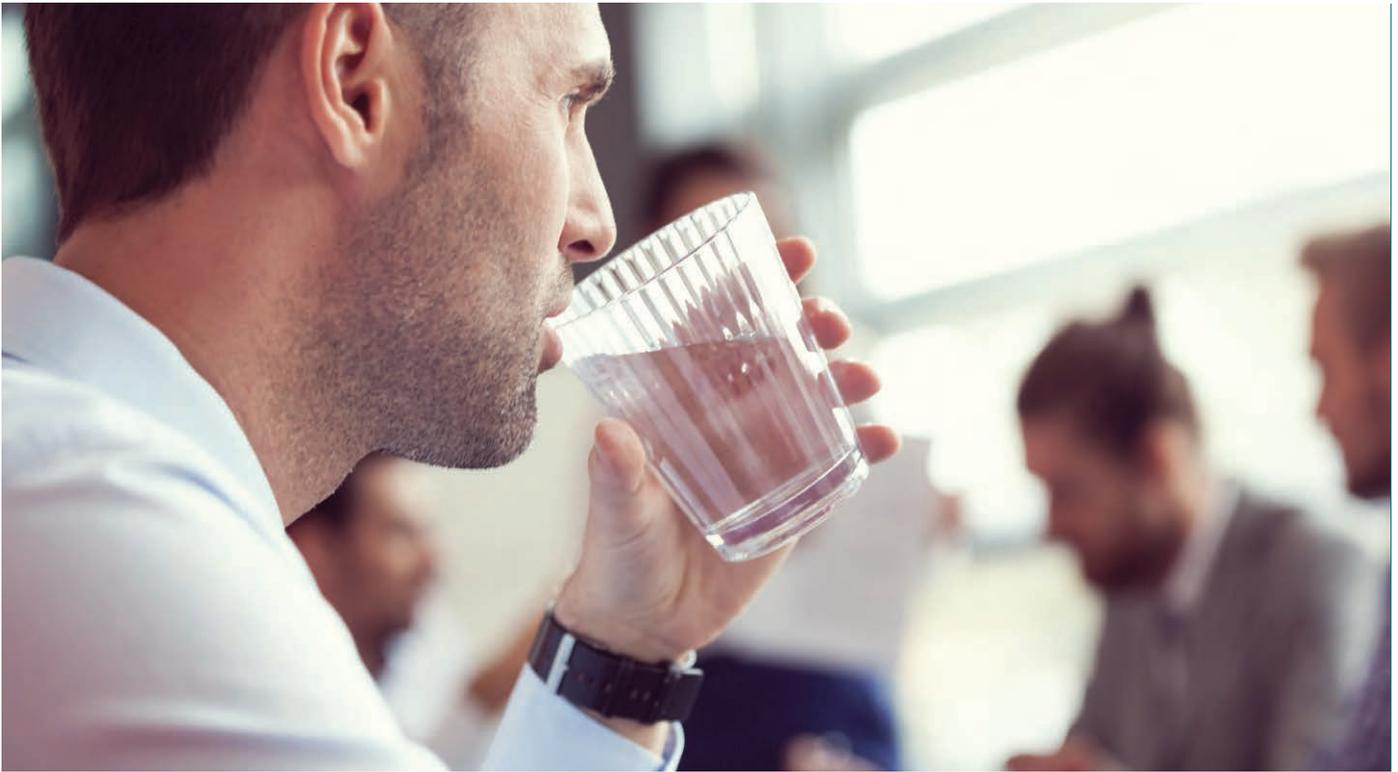


ANOTHER GREAT IDEA

Stay up to date with everything hydration!
Just send us your email by text message:

Text
AWATER to 22828 to get started.

message and data rates may apply.



What is boil water

ADVISORY?

THE MAINSTAY OF GOOD PERSONAL HEALTH LIES IN AN INDIVIDUAL'S EFFORTS. HOWEVER, GOVERNMENTAL AUTHORITIES HAVE THE RESPONSIBILITY OF ENSURING SAFE AND CLEAN WATER TO THE LARGER POPULATION. IT IS FOR THIS REASON THAT WATER AUTHORITIES TAKE WATER SAFETY ISSUES VERY SERIOUSLY. FOR VARIOUS REASONS THIS SAFETY CAN BE THREATENED AND THE AUTHORITIES TAKE APPROPRIATE MEASURES TO PROTECT THE PUBLIC AGAINST POTENTIAL HEALTH PROBLEMS.

One of the ways of doing this is through issuing a Boil Water Advisory. What does this mean? This is a directive to the public to boil all tap water due to certain developments in the water supply system. There are two types of advisories:

1. Precautionary boil water advisory
2. Mandatory boil water advisory

Precautionary boil water advisory

This type is given when the water supply system experiences low pressure. Such a situation increases the risk of contamination. This may be as a result of low water levels in the reservoir

to such an advisory include bacteria, viruses, and parasites. Some of the most serious bacterial contaminants are E. coli and V. cholerae.

What is included in a Boil Water Advisory?

The main aim of the advisory is to direct people to avoid using tap water for all household uses (cleaning and personal uses) unless the water has been boiled. The water should be boiled for at least one minute (actively boiling). According to American Water Works Association, other



>> Control the Water You Drink

THE ENGINE OF THE BODY, THE BRAIN, IS MADE UP OF OVER 75% WATER. THE CHALLENGE IS TO KEEP THE BRAIN WITH ITS MAJOR FUNCTION TO SEND AND RECEIVE ELECTRICAL SIGNALS, FULLY POWERED BY A CONTINUOUS REFUELING WITH QUALITY FLUID.

tanks or due to breakages and leaks in the main pipes. This measure is termed precautionary because as soon as the matter is sorted out and water samples have been taken and confirmed to be safe, the advisory is lifted.

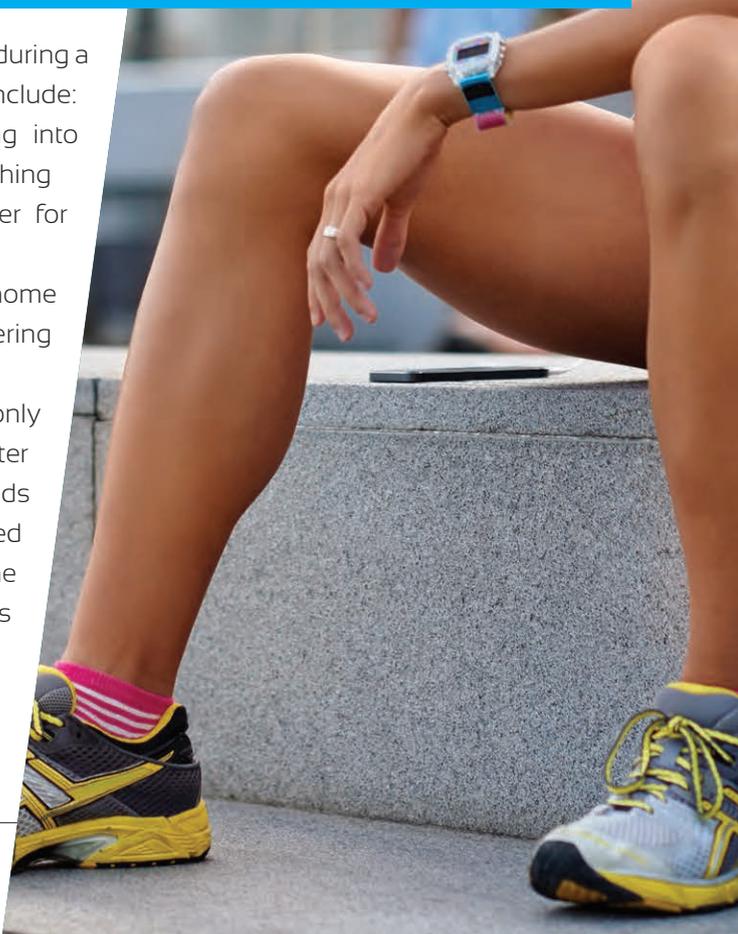
Mandatory boil water advisory

As the name implies, this is a compulsory advisory following confirmed public water system contamination with harmful microorganisms. A precautionary boil water advisory report that confirms presence of harmful organisms is immediately elevated to the more serious mandatory advisory. Common microorganisms in the water that lead

applicable measures during a Boil Water Advisory include:

- Avoid water getting into your mouth when bathing
- Not using tap water for salads
- Not using ordinary home water filters for filtering the water
- Giving your pets only boiled and cooled water
- Disposal of all foods and drinks prepared with tap water on the day the advisory was given

(continued on page 19)



NATURE GIVES US water, but SCIENCE makes it BETTER™

At Awakening Water, LLC we encourage vending in a reusable bottle that will last longer as an option to help reduce social concerns regarding environmental footprint of one time use bottles.

VENDING FEATURES

- 01** Reduced Environmental Footprint
WASTE FREE (no one time use bottles) with quantity and price selection customizable by location.
- 02** Great Design
Instructional video that describes how tap water is transformed, what's added, and the hydration benefits to the body.
- 03** Capacity Output for Repeat Vending
Vending daily output of 900 gallons. Extra electrons and alkaline pH best if consumed within 3 days. Option of 32 ozs. (1 qt.) - on the go - consumption, or store larger vended quantities in the refrigerator to preserve its freshness.

Find a complete listing of retail locations for Water by Awakening at waterbyawakening.com/retail locator

The graphic features a central silhouette of a person with arms raised, composed of a network of blue dots and lines, set against a background of a large, stylized yellow and orange flower. Text is arranged around this central figure.

Water by Awakening
On the spot transformation of tap water from an approved public water supply to bring you:
WaterbyAwakening.com

Hydration for improved joint lubrication
Hydration for sports and exercise recovery
Electrolysis to increase pH and add electrons

Calcium (CA) Bone Health
Sodium (NA) Neurologic Function
Chloride (CL) Neurotransmitter
Magnesium (MG) Energy
Plus, Improved Taste

Water with pH range of 8 - 10

all this and
WASTE FREE
no one time use bottles

AWAKENING

CHECK THIS ADVICE

WHY ISN'T WATER BY AWAKENING BOTTLED?

Quality Control - Simply put, the extra electrons and alkaline pH would be lost within 3-5 days of bottling, which is why it is vended in small quantities assuring the freshest water available. Plus with our automated technology, we are able to monitor each machine, every 5 seconds to ensure quality.

**Fuel Your Within™
to compete**

(continued from page 17)

Other safe alternatives to boiling water during a boil water advisory

Boiling water undoubtedly plays an important role in health promotion and prevention of disease outbreak in a public water contamination scenario. However, it must be noted that there is more to safe water than the mere absence of harmful microorganisms, even though it is true that such organisms will cause almost immediate health problems. While boiling will eliminate the organisms, it will not eliminate other properties found in water that are known to be harmful in large quantities.

Such properties include:

- Water acidity
- Solvents
- Harmful metals such as lead and arsenic
- Chlorine

These are just a few of the factors boiling water will not protect you against.

A better solution

Daily use of Water by Awakening eliminates having to monitor Boil Water Advisories. Every 5 seconds, we do a quality control check monitoring multiple quality control parameters, including temperature and pH of each machine.



Awakening Glass Water Bottle

Capacity: 32 ozs (1 qt.)

Color: Clear with silicone sleeve - color options of black or blue

Material: Glass with silicone sleeve for impact resistance

Description:

For water, glass is the choice of fine restaurateurs around the globe. Awakening's branded reusable glass bottle is heat treated to withstand large temperature variations with increased impact resistance, similar to a car windshield. The silicone protective bumpers improve impact resistance and grip. Not only is there vending of the freshest luxury water experience with Water by Awakening, you now have the option to stand apart with your own high-quality glass!

Features:

- BPA Free
- ECO – Friendly
- Wide Mouth Opening

DEFINE YOUR STYLE. A MUST-HAVE.

Order online today at
waterbyawakening.com/products



Awakening Water, LLC
Marketing Department
4500 N. Turnbull Dr.
Metairie, Louisiana 70002

VIDEO

See benefits of Water by Awakening
to help *fuel your within™*

>>Head to
waterbyawakening.com
to watch!

WHAT'S ONLINE

>>WaterbyAwakening.com



✉ contact@waterbyawakening.com

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