

PRODUCT GUIDE

Smart
Alkaline
PLUS

WATER

www.clearmountainwater.au

ABN 68 643 853 703

Clear Mountain
Water



Clear Mountain Water



The smarter
way to hydrate

Premium functional alkaline water

Clear Mountain Water **Smart Alkaline PLUS** is a functional water product made and packaged in Australia and supplied in bulk form. An abundance of alkalising electrolytes and additional minerals are infused into our pure, Australian water to promote vibrant wellbeing and immunity.

Our proprietary blend offers 2,000mg per litre of correctly balanced levels of alkalizing electrolytes and additional minerals, vitamins, and nutrient. The formulation is not only thirst-quenching and full of subtle, full-bodied flavour, but correct ratios ensure maximum bioavailability of elements for the human body.

This difference makes **Smart Alkaline PLUS** a class-leading formulation in the functional water market and a great choice for the consumer.

How acidic is your water?

Ordinary bottled or tap water has a pH level of around 6 to 7, which offers a slightly acidic to neutral pH level. A body that is too acidic can promote disease states that impact every organ in the body. Drinking water with a higher pH encourages alkalinity in the body and promotes vibrant health. Alkaline water is a fine balance, and it's important not to overdo it. If your water is too basic (the pH is too high) this can also be harmful to the human body.

Smart Alkaline PLUS is carefully formulated at a pH of **+8** for optimal wellbeing.

Promoting better health, hydration, and balance.

The reported benefits of drinking alkaline water are growing year on year. Ranging from enhancing our hydration, to supporting general wellbeing in a growing number of areas. This includes support for allergies, migraine headaches, morning sickness, constipation, hiatal hernia, high cholesterol, mental clarity, obesity, acid reflux and heartburn, gout, arthritis, asthma, back pain, depression, eczema, cancer, chronic fatigue syndrome, colitis pain and more!

Rich in electrolytes with zero sugar or other nasties.

Delicious and thirst-quenching, **Smart Alkaline PLUS** helps to replace important electrolytes that are often depleted in times of dehydration. Clear Mountain Water's proprietary formulation helps hydration without the typical high sugar content found in conventional sports drinks.

In fact, **Smart Alkaline PLUS** is completely free of sugar, artificial sweeteners, fats, trans fats, carbohydrates, and other unpleasant nasties.

Smart Alkaline PLUS contains over 2,000mg per litre of correctly balanced levels of electrolytes (Sodium, Potassium, Phosphate) plus trace minerals, vitamins, and nutrient that do the heavy lifting when it comes to hydration. These additional elements can support the body at times of poor dietary habits, illness, and daily stresses, promoting good health outcomes. Along with the benefits of increased alkalinity, at an alkaline pH of +8.

Essential elements carefully balanced for bioavailability.

The supplement's formulation is abundant in 10 essential electrolytes and other minerals. What puts Clear Mountain Water products further ahead, is the careful attention to correct ratio balance. This promotes maximum uptake of nutrients by the body, for greater wellbeing.

- | | | | |
|-------------|---------------|---------------|-----------|
| ✓ Calcium | ✓ Sodium | ✓ Phosphorous | ✓ Sulphur |
| ✓ Magnesium | ✓ Bicarbonate | ✓ Sulphate | |
| ✓ Potassium | ✓ Silica | ✓ Chloride | |

Smart Alkaline PLUS is designed to fortify a balanced diet and exercise regime.

Embrace the opportunity to become a market leader in trending functional water.

Clear Mountain Water supplies **Smart Alkaline PLUS** and other premium functional waters to the international market in bulk 24,500 litre containers.

This format provides customers with the opportunity to purchase our high-quality functional water at a **fraction of the cost of conventional packaging choices**.

The price point becomes equal to, and in many cases less than, prices for standard bottled water.

The unprecedented opportunity to purchase in bulk could allow you to greatly increase profit margins, offer new product lines, or supplement existing lines under your brand.

You can also value-add by infusing your own colours, flavours, carbonate, proteins, or probiotics to create a product unique to you. An option unavailable to you when buying pre-bottled water products for distribution.

The more economical costs to bring the product to market allow our customers to capitalise on the rising demand for functional water. Penetrating new markets or increasing existing ones and ultimately, increasing profit margins.

As the functional water market grows, it makes sense to [act now](#) to become a select seller of our class-leading formulation **Smart Alkaline PLUS in your region.**

The global functional water market

According to [The Brainy Insights](#), the global functional water market is expected to grow from USD 5.21 billion in 2021 to USD 10.06 billion by 2030, at a CAGR of 7.58% during the forecast period 2022-2030. Health-conscious consumers are looking towards functional water as the beverage of choice. Some reasons for this can include:

- Reducing sugar intake, including alcohol.
- Focusing on health and uptake of essential nutrients.
- Paying more attention to adequate hydration.
- Consuming bottled water in preference to the existing water supply.

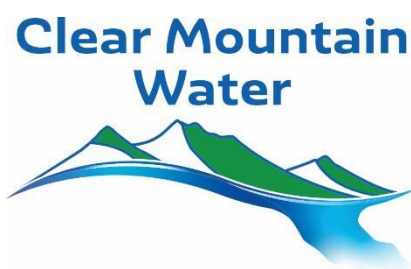
Your supplier

Clear Mountain Water is at the forefront of the exciting and booming functional water market, where there is an ever-increasing demand for premium products.

For Clear Mountain Water, it all starts with product development. We test and perfect our proprietary functional water formulas to ensure they go beyond the hype, to provide real value to the consumer through maximum bioavailability of nutrients. Rather than pre-bottle, we chose to research alternative ways to supply this water to customers across the globe. The rest, as they say, is history.

Today, we bring an Australian water product of the highest quality to our customers in 24,500 litre food grade bladder containers. Allowing you to purchase premium supplemental water (functional) at the most economical pricing possible.

This delivery methodology provides our customers with operational/product flexibility whilst enabling maximum profitability. Giving them the ability to offer the consumer all the benefits that **Smart Alkaline PLUS** water delivers, at standard branded bottled water pricing. Right now, there is an unprecedented opportunity to become a selected seller in your region.



“At the forefront of all Clear Mountain Water’s decision-making processes is ensuring we exceed our customers’ needs and assist them to drive growth and ever-increasing profits.”

Grab the chance to become a selected seller of
Smart Alkaline PLUS water.

PARTNER WITH US

Three great reasons consumers love Smart Alkaline PLUS water.

1. It tastes good.

Clear Mountain Water **Smart Alkaline PLUS** is full of subtle and sweet flavours that quench the thirst and leave you desiring more. The properties and quantities that go into making **Smart Alkaline PLUS** water mean you can consume this supplement continuously throughout the day. Great news for health and hydration.

2. A market-leading composition.

Smart Alkaline PLUS boasts a unique composition which is a powerful broad-spectrum, well-balanced source of trace minerals and alkalising electrolytes. It has been carefully formulated to ensure maximum bioavailability (uptake) of nutrients. This includes correct ratios of essential electrolytes and other minerals and correct pH levels for optimal wellbeing. Clear Mountain Water has conducted extensive online investigations into the many thousands of mineral water compositions available globally. None meet all the above macro – trace mineral, electrolyte, vitamin and nutrient levels or bioavailability criteria that that Clear Mountain Water **Smart Alkaline PLUS** does.

3. It's good for you.

Clear Mountain Water **Smart Alkaline PLUS** is a supplement for the health-conscious consumer looking to support their body and health throughout the day. It provides balanced levels of essential elements for optimal bodily function, at a count of +2,000mg/litre. These minerals are known to assist in:

- Supporting bone and digestive health
- Lowering blood pressure
- Supporting heart health
- Removing harmful (non-nutrient) antioxidants and boosting immunity.
- Supporting nerve and muscle function.
- and much more.

Smart Alkaline PLUS water is a smart choice for consumers looking to maintain a healthy and balanced body or repair a body that has been under stress or suffered illness. As well as those looking to support poor dietary habits. It's also perfect for those consumers who want a healthier alternative to a range of drinks, including ordinary tap or typical bottled waters. Review the expanded version to gain more insight into the benefits of consuming **Smart Alkaline PLUS** water.

Contact us to bring this innovative product to your region.

The smart difference

Learn more about why our functional water product is a smart choice for the consumer.

Correct pH

Your preferred water should be at least pH 7 or slightly greater. Waters with a pH of less than 7 are said to be acidic. It is scientifically shown organs in the body are negatively affected by acidity. Our lungs, bones, brain, heart, liver, kidneys, stomach, intestines, and skin. Bottom line – if your body is too acidic, then you're not going to be feeling that great.

Clear Mountain Water **Smart Alkaline PLUS** has a pH of +8

Infused with a high number of essential trace elements.

The human body requires various macro and trace minerals in amounts to maintain an ideal metabolic rate. These trace elements are essential for optimal function, acting as catalysts in enzyme systems. They must be present in small quantities in living tissues in our bodies for systems to function well. Importantly, the body cannot produce trace elements, and must source these from food and water, the latter source of which is preferred. Deficiency of such micro minerals can be brought about by strenuous physical activity, poor dietary habits, illness, daily stresses, and poor mineral-depleted soils from which foods are sourced.

Clear Mountain Water **Smart Alkaline PLUS** provides significantly higher balanced ratios of essential trace elements than tap water and typical bottled water.

Contains essential electrolytes.

Electrolytes are essential minerals and trace minerals that conduct electricity when dissolved in water. They are distributed through the fluid in your body and use their electrical energy to facilitate all important bodily functions. Many functional waters do not contain all 7 essential electrolytes required for optimal function of the human body.

Clear Mountain Water **Smart Alkaline PLUS** contains all 7 essential electrolytes:

- | | | |
|-------------|-------------|----------------|
| ✓ Sodium | ✓ Magnesium | ✓ Bicarbonates |
| ✓ Potassium | ✓ Calcium | |
| ✓ Chloride | ✓ Phosphate | |

Correctly balanced for maximum bioavailability.

Clear Mountain Water **Smart Alkaline PLUS** contains *balanced* amounts of essential alkalising electrolytes and other minerals. This fine balance ensures maximum bioavailability for uptake in the human body. **Our balanced mineral and electrolyte count is typically +2,000mg per litre.**

Why balanced ratios matter

While there are waters in the marketplace offering higher mineral and/or electrolyte counts, it is important to proceed with caution. Higher mineral content typically results in one or two elements being at exceedingly high levels in comparison to the rest of the elements in the water. For instance, Bicarbonate or Calcium. Waters structured in this way are not balanced and the minerals and electrolytes are not as bioavailable. This is because the relationship between each trace element determines its bioavailability in the GI tract and greater human body.

With some elements at excess, consumers may be exceeding the recommended daily intake. At best, the water passes through the system without dispensing any significant benefit to wellbeing. This results in wasted money. At worst, consistent consumption over an extended period may have adverse effects to your wellbeing.

Clear Mountain Water understands the importance of this aspect of trace element consumption. Our formulation applies the correct ratios of all essential elements, some of which are provided here:

✓ 1:3 of Sodium to
Potassium

✓ 2:1 of Calcium to
Magnesium

✓ 1:2 of Calcium to
Phosphorus

Free from sugars and other nasties.

Clear Mountain Water **Smart Alkaline PLUS** is also completely free of sugars, trans fats, saturated fats, carbohydrates, and calories. Clear Mountain Water products are also free from chlorine, chloride, and fluoride.

Smart production

ALL bottled waters are not equal. You may think drinking water from natural sources is better for you than alternatively sourced waters; however, the evidence is simply not there to support this. In fact, the three top selling waters globally start out as municipality/tap water. These waters are in no particular order, Aquafina, Dasani, and Nestle Pure Life. It is widely understood that this model of water sourcing is more responsible, and more environmentally sustainable than sourcing water from springs and aquifers. It also allows all additives, elements, and contaminants to be removed from the water, before introducing supplements at correctly balanced ratios. The product is shipped in 100% recyclable 24,500lt bladders.

Highest standards of compliance and water safety

It is imperative to us that our customers receive safe products at specified high levels consistently. All Clear Mountain water products are produced to the highest standard. As a minimum, we follow processes, product safety protocols and compliance processes that are best practices for the industry. These include voluntary compliance with ISO 9001 and Hazard Analysis and Critical Control Points (HACCP). In production, Clear Mountain Water deploys the latest process technologies, ensuring safe and consistent quality product as specified, delivered on time.

Watch sales volumes soar with our premium product.

Clear Mountain Water has tested and perfected our formulation to bring you the highest quality product using the most economical supply methods possible.

Partner with Clear Mountain Water to supply **Smart Alkaline PLUS** water in your region and take advantage of an unparalleled opportunity. A chance to be at the forefront of the booming functional water market, supplying premium, bioavailable functional water to your customers at maximum profitability.

BECOME A SELECT SELLER

The many benefits of alkaline water.

Drinking the great tasting Clear Mountain Water **Smart Alkaline PLUS** with enhanced minerals, electrolytes, and trace minerals may have several benefits for your wellbeing. Many different organisations have carried out studies where overwhelmingly, results indicate that alkaline water has many benefits for the human body, especially today.

Inhibits oxidation

Smart Alkaline PLUS water is heavily loaded with antioxidants which are essential in maintaining healthy cells because proper oxygenation helps in optimum cleansing and detoxification. Excessive fermentation is inhibited in the digestive tract, resulting in a cleaner stool within days of consuming alkaline water regularly. Alkaline water assists in preventing free radicals from forming in the blood, flushing cells of toxins, and preventing toxins from accumulating and maintains normal pH of the blood. Studies have observed reduction in blood glucose levels, cholesterol and triglyceride and improvement of metabolic function in patients with metabolic disorder through suppression of free radical production. (Ignacio *et.al*, 2012, p.2).

Hydration

Alkaline water rehydrates the body significantly faster because it penetrates cells more readily due to the smaller clusters of water molecules.

Wellbeing and disease prevention

Many diseases thrive in an acidic body. So, if you alkaline your body, and raise your pH to the correct level, disease finds it more difficult to persist. When you consume an acidic diet and drink water which is not alkaline the body has to balance blood pH by leaking important mineral such as magnesium, Potassium and Calcium from tissues, bones, and teeth. This contributes to bone loss, tooth decay and cellular ageing.

Nutritional uptake

If you use alkaline water when cooking, acidic foods become more alkaline, it can also improve the nutritional value and taste of the food.

Increased blood flow

Blood may flow more efficiently with alkaline water, representing an increase in oxygen delivery throughout the body. A recent study that included 100 people, (Weldman *et al*, 2016, p. 18) found a significant difference in whole blood viscosity after consuming high-pH water compared to regular water after a strenuous workout. Viscosity is the direct measurement of how efficiently blood flows through the vessels. The study found those who consumed high-pH water reduced viscosity by 6.3 percent compared to 3.36 percent for those who consumed standard purified water. This reflected a 93% improvement in blood viscosity when drinking alkaline water. Alkaline water may not only improve performance and recovery of those consuming it, but could benefit those with high blood pressure, diabetes, and high cholesterol.

Nutritional facts

Minerals and electrolytes composition

These electrolytes, trace micro-minerals, vitamins and nutrient are present in living tissues in small amounts in the body. They are known to be nutritionally essential, functioning primarily as catalysts in the enzyme system. Deficiency can be brought about by poor dietary habits, illness, stress, lack of physical activity, and poor mineral depleted soils from which foods are sourced. Clear Mountain Water products are to be seen as supplemental, to fortify not to replace a balanced diet and regular exercise regime.

Element	RDI (Recommended daily intake)	Indicative test results mg/L. Clear Mountain Water Smart Alkaline PLUS	%RDI
Calcium	1,300mg	148	9.9
Magnesium	420mg	35	8.3
Potassium	4,700mg	723	15.0
Sodium	2,300mg	245	10.7
Bicarbonate	5,000mg	791	15.8
Silica	90mg	19	21.1
Phosphorous	2,000mg	46	2.3
Sulphur	500mg	10	1.8
Sulphate	250mg	10	4.0
Chloride	800mg	10	1.3
Zinc	11mg	1.46	13.3
Copper	0.9mg	.09	9.8
Manganese	2.3mg	.33	14.4
Iron	8mg	1.99	24.8
Selenium	55mcg	2.15	3.9
Iodine	150mcg	5.7	3.8
B12	2.4mcg	13	5.6
Chromium	35mcg	1.19	3.4
Choline (CPD)	550mg	7.7	1.4

Average product test results V

Typically Recommended Daily Intake (RDI) is based upon 19 – 50-year-old 80kg healthy male.

%RDI represents percentage of daily recommended intake

Recommended daily intake data available online at such sites as FDA, Webmed, NIH, WHO, NCID
Variations (“slight changes”) occur because of changes to the characteristics of the inflow water.

* Clear Mountain Water reserves the right to update the above tables

References

Further evidence-based reading on the positive effects that may come from regularly consuming the minerals and electrolytes as found in **Smart Alkaline PLUS**.

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Although Clear Mountain Water **Smart Alkaline PLUS** may sound like the best thing ever, this document does not constitute medical advice. Always seek advice from a trusted medical professional before switching to any supplement.

How can we be at the forefront of the booming functional water market?

Are you looking to become a market leader in premium functional water products? **Demand for functional water is growing year on year, and now is the time to be at the forefront of this boom.** Clear Mountain Water partners with select sellers to supply our class-leading functional water to the international market. Collaborating NOW makes good business sense to:

- ✓ capture market share with a premium formulation that customers love.
- ✓ Increase your profitability through cost-effective supply.
- ✓ position at the forefront of the booming functional water phenomenon in your region.

An innovative bulk delivery method brings our market-leading Australian water products to your region at the most economical price-point possible. Plus, **Smart Alkaline PLUS** water's class-leading formulation provides your customer with a product of the highest quality and maximum bioavailability of nutrients. By collaborating with us as a select seller, you can boost your profitability, while offering your customer a smart choice at an affordable price. A win for you and a win for your customer.

With an exceptional product in a booming market at such a cost-effective price point, this is an opportunity that you do not want to miss. In fact, indecision could cost you money.



Want to be a preferred seller?

Talk to your local Clear Mountain Water representative to bring **Smart Alkaline PLUS** water to your region.

TALK TO US