

PRODUCT GUIDE

Smart
MINERAL

WATER

www.clearmountainwater.au

ABN 68 643 853 703

**Clear Mountain
Water**





The smarter way to hydrate

Premium functional water

Smart MINERAL Water is a functional water product made and packaged in Australia and supplied in bulk form. Clear Mountain Water's proprietary blend is a class-leading formulation of pure Australian water, infused with elements that offer extra nutritional value.

Rich in electrolytes with zero sugar.

Smart MINERAL Water contains over 1,500mg per litre of correctly balanced levels of electrolytes and other trace minerals at a neutral-alkaline pH of +7. These additional elements can support the body at times of poor dietary habits, illness, and daily stresses, promoting good health outcomes. Delicious and thirst-quenching, **Smart MINERAL Water** helps to replace important electrolytes that are often depleted in times of dehydration. Clear Mountain Water's proprietary formulation does not need the typical high sugar content found in sports drinks. In fact, **Smart MINERAL Water** contains no sugar.

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
- ✓ Magnesium
- ✓ Potassium
- ✓ Sodium

- ✓ Bicarbonate
- ✓ Silica
- ✓ Phosphorous
- ✓ Sulphate

- ✓ Chloride
- ✓ Sulphur

Smart MINERAL Water 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 MINERAL Water** 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, 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 MINERAL Water 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 MINERAL 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 MINERAL Water.

PARTNER WITH US

Three great reasons consumers love Smart MINERAL Water.

1. It tastes good.

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

2. It's good for you.

Smart MINERAL Water is a supplement for the health-conscious consumer. It contains higher balanced amounts of essential minerals, electrolytes, trace minerals, elements, and nutrients than tap water and has a balanced minerals and electrolyte count of typically over 1,500mg per litre. These minerals are known to assist in:

- Supporting bone and digestive health
- Lowering blood pressure
- Supporting heart health

Smart MINERAL 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.

3. A market-leading composition.

Smart MINERAL Water boasts a unique composition which is a powerful broad-spectrum, well-balanced source of trace minerals. It has been carefully formulated to ensure maximum bioavailability (uptake) of nutrients. This includes correct ratios of essential electrolytes and other minerals. 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 Clear Mountain Water **Smart MINERAL Water** does.

[Contact us](#) about bringing this innovative product to your region.

The smart difference

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

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 MINERAL Water** contains all 7 essential electrolytes:

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

Correctly balanced for maximum bioavailability.

Clear Mountain Water **Smart MINERAL Water** contains *balanced* amounts of minerals, electrolytes, and vital trace minerals. This fine balance ensures maximum bioavailability for uptake in the human body. **Our balanced mineral and electrolyte count is typically greater than 1,500mg 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 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

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 MINERAL Water** is pH +7

Free from sugars

Clear Mountain Water **Smart MINERAL Water** 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 MINERAL 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

Nutritional facts

Minerals and electrolytes composition

| Element | RDI (Recommended daily intake) | Indicative test results mg/L. | | %RDI |
|-------------|-----------------------------------|-------------------------------|---------------------|-------|
| | | Clear Mountain Water | Smart MINERAL Water | |
| Calcium | 1,300mg | 230 | | 17.9 |
| Magnesium | 420mg | 45 | | 10.71 |
| Potassium | 4,700mg | 410 | | 8.72 |
| Sodium | 2,300mg | 20 | | .87 |
| Bicarbonate | 5,000mg | 700 | | 14 |
| Silica | 90mg | >20 | | 22.2 |
| Phosphorous | 2,000mg | 120 | | 6 |
| Sulphur | 850mg | 10 | | 1.18 |
| Sulphate | 250mg | 10 | | 4 |
| Chloride | 800mg | 10 | | 1.25 |
| Zinc | 11mg | .45 | | 4.1 |
| Manganese | 2.3mg | .11 | | 4.78 |
| Iron | 8mg | .61 | | 7.63 |

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

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Although Clear Mountain Water **Smart MINERAL Water** 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, the class-leading formulation of **Smart MINERAL Water** 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 MINERAL Water** to your region.

TALK TO US