

PRODUCT GUIDE

**Smart
Mineral
LOW
SODIUM**



**Clear Mountain
Water**



www.clearmountainwater.au

ABN 68 643 853 703

Clear Mountain Water



The smarter
way to hydrate

Premium bioavailable **HEALTH** drink

Clear Mountain Water **Smart Mineral LOW SODIUM** drink is a fortified mineral and vitamin drink made and packaged in Australia. Pure, Australian water is infused with additional essential nutrients to promote vibrant health. The proprietary blend is a class-leading formulation consisting of abundant bioavailable minerals and zero sugar.

Smart Mineral LOW SODIUM drink contains over 1200mg per litre of correctly balanced levels of minerals, electrolytes, trace minerals, vitamins, and nutrients at a neutral-alkaline pH + 7. These elements can support the body at times of poor dietary habits, illness, and daily stresses, promoting good health outcomes. They include:

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

The name “**Smart Mineral LOW SODIUM**” crystallises the product’s properties and benefits.

- **Smart.** The product is ‘Smart’ because it goes beyond what many would know as a purified or enhanced drink. It contains a balanced and comprehensive composition of beneficial components at ratios to optimise bioavailability. The consumer is making a SMART choice incorporating it in their daily routine.
- **Mineral.** This refers to the 23 essential minerals, electrolytes, trace minerals, vitamins, and nutrients we infuse in our proprietary blend.
- **HEALTH.** Describes the drink’s benefits as a supplement helping to fortify an existing healthy lifestyle or assist in returning to good health.

The bioavailable elements in **Smart Mineral LOW SODIUM** drink are designed to fortify a balanced diet and exercise regime.

Embrace the opportunity to become a market leader in trending fortified health drinks

Clear Mountain Water supplies **Smart Mineral LOW SODIUM** and other fortified health drinks to the international market in bulk 24,500 litre containers.

This format provides customers with the opportunity to purchase our high-quality fortified mineral and vitamin drinks at a **fraction of the cost of conventional packaging choices.**

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

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 products for distribution.

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

As the fortified mineral and vitamin drinks market grows, it makes sense to [act now](#) to become a select seller of our class-leading formulation **Smart Mineral LOW SODIUM in your region.**

Fortified Mineral and Vitamin Drinks

Fortified Health Drinks by their very nature are not categorised as water and distinguish themselves by offering more than just hydration. They provide a rich content of essential minerals, trace minerals, electrolytes, vitamins, and nutrients which can contribute to meaningful well-being outcomes when consumed regularly. The concept of a "health drink plus" goes beyond the basic function of quenching thirst and is positioned as a versatile solution catering to various consumer needs. It introduces a premium experience not found in other beverages, including plain water. Attracting consumers with promises of not only clean and pure hydration essential for the body, but health benefits that align with contemporary preferences. Therefore, fortified health drinks offer a holistic approach to hydration which sets them apart from plain water and positions them as a premium choice for consumers seeking a comprehensive and nourishing beverage.

Your supplier

Clear Mountain Water is at the forefront of the exciting and booming fortified mineral and vitamin drinks 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 health drink formulas to ensure they go beyond the hype, to provide real value to the consumer through maximum bioavailability of elements. Rather than pre-bottle, we chose to research alternative ways to supply this drink to customers across the globe. The rest, as they say, is history.

Today, we bring Australian fortified health drinks of the highest quality to our customers in 24,500 litre food grade bladder containers. Allowing you to purchase premium functional mineral and vitamin drinks 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 LOW SODIUM** drink delivers, at standard branded bottled drink 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 LOW SODIUM drink.

PARTNER WITH US

Three great reasons consumers love Smart Mineral **LOW SODIUM** Drink.

1. It tastes good.

Clear Mountain Water **Smart Mineral LOW SODIUM** 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 LOW SODIUM** drink mean you can consume this supplement continuously throughout the day. Great news for health and hydration.

2. It's good for you.

Clear Mountain Water **Smart Mineral LOW SODIUM** 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 +1,200mg/litre. These minerals are known to assist in:

Supporting bone and digestive health

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

Review the expanded version to gain more insight into the benefits of consuming **Smart Mineral LOW SODIUM** drink.

Smart Mineral LOW SODIUM drink 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 drinks.

3. The formula is market-leading in its mineral composition.

Smart Mineral LOW SODIUM drink boasts a unique composition formulated to ensure maximum bioavailability (uptake) of nutrients. This includes correct ratios of essential macro minerals and electrolytes, and a powerful broad spectrum well-balanced source of trace minerals, vitamins, and nutrient. Clear Mountain Water has conducted extensive online investigations into the many thousands of fortified health drink compositions available globally. None meet all the above macro – trace mineral, electrolyte, vitamin and nutrient levels or bioavailability that Clear Mountain Water **Smart Mineral LOW SODIUM** does.

Contact us about bringing this innovative product to your region.

The smart difference

Why our fortified mineral and vitamin drink is a smart choice for the consumer.

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 drink, 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 Mineral LOW SODIUM** provides significantly higher balanced ratios of essential trace elements than tap water and typical bottled water. Making it a class leading mineral and vitamin drink, not a water product.

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 fortified mineral and vitamin drinks do not contain all 7 essential electrolytes required for optimal function of the human body.

Clear Mountain Water **Smart Mineral LOW SODIUM** contains all 7 essential electrolytes:

✓ Sodium

✓ Magnesium

✓ Bicarbonates

✓ Potassium

✓ Calcium

✓ Chloride

✓ Phosphate

Correctly balanced for maximum bioavailability.

Clear Mountain Water **Smart Mineral LOW SODIUM** contains *balanced* amounts of essential minerals, electrolytes, trace minerals, vitamins, and nutrient. This fine balance ensures maximum bioavailability for uptake in the human body. **Our balanced mineral and electrolyte count is typically +1500mg/lit.**

Why balanced ratios matter

While there are fortified health drinks 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 drink. For instance, Bicarbonate or Calcium. Drinks 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 drink 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 drink should be at least pH 7 or slightly greater. Drinks 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 LOW SODIUM** is pH +7

Free from sugars

Clear Mountain Water **Smart Mineral LOW SODIUM** is also measurably completely free of sugars, trans fats, saturated fats, carbohydrates, and calories. Clear Mountain Water products are also free from chlorine, and fluoride.

Smart and sustainable production

Clear Mountain Water sources water used in our functional mineral and vitamin drinks from municipality/tap water. This process is in line with the three top selling waters globally. Aquafina, Dasani, and Nestle Pure Life (in no particular order). 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, 600ml PET bottles and as a ready to mix powered pre-mix for those with bottling plants with mixing/blending tanks

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 LOW SODIUM** drink in your region and take advantage of an unparalleled opportunity. A chance to be at the forefront of the booming fortified health drinks market, supplying premium, bioavailable mineral and vitamin drinks to your customers at maximum profitability.

BECOME A SELECT SELLER

Nutritional facts

Macro, trace minerals, and electrolytes composition

Element	RDI (Recommended daily intake)	Indicative test results mg/L. Clear Mountain Water Smart Mineral LOW SODIUM	%RDI
Calcium	1,300mg	180	13.8
Magnesium	420mg	43	10.23
Potassium	4,700mg	810	17.23
Sodium	2,300mg	<8	.35
Bicarbonate	5,000mg	770	15.4
Silica	90mg	18	20
Sulphur	850mg	<10	1.18
Sulphate	250mg	<10	4
Chloride	800mg	<10	1.25

Trace minerals, vitamins, and nutrient composition

Element	RDI (Recommended daily intake)	Indicative test results mg/L. Clear Mountain Water Smart Mineral LOW SODIUM	%RDI
Zinc	11mg	.54mg	4.9
Copper	0.9mg	.01mg	11.11
Iron	8mg	.61mg	7.5
Manganese	2.3mg	.03mg	4.6
Selenium	55mcg	6.15mcg	1.3
Iodine	150mcg	5.7mcg	3.8
B3	16mg	1.9mg	11.9
B6	1.7mg	.2mg	11.8
B9	400mcg	48mcg	12
B12	2.4mcg	.26mcg	10.8
Vitamin C	90mg	9.0mg	10
Chromium	35mcg	1.19mcg	3.4
Choline (CPD)	550mg	21mg	3.8

Indicative test results

Recommended daily intake is based upon a 19 – 50-year-old 80kg healthy male.

%RDI represents percentage of daily recommended intake

Recommended daily intake data available online at such sights as FDA, Webmed, NIH, WHO, NCID Variations 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 LOW SODIUM** drink 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 fortified health drink market?

Are you looking to become a market leader in premium fortified mineral and vitamin drink?

Demand for fortified health drinks are 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 health drinks 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 fortified health drinks phenomenon in your region.

An innovative bulk delivery method brings our market-leading Australian fortified health drink products to your region at the most economical price-point possible. Plus, **Smart Mineral LOW SODIUM** drink's class-leading formulation provides your customer with a product of the highest quality and maximum bioavailability. 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 LOW SODIUM** drink to your region.

TALK TO US at

www.clearmountainwater.au