

PRESS KIT 2018

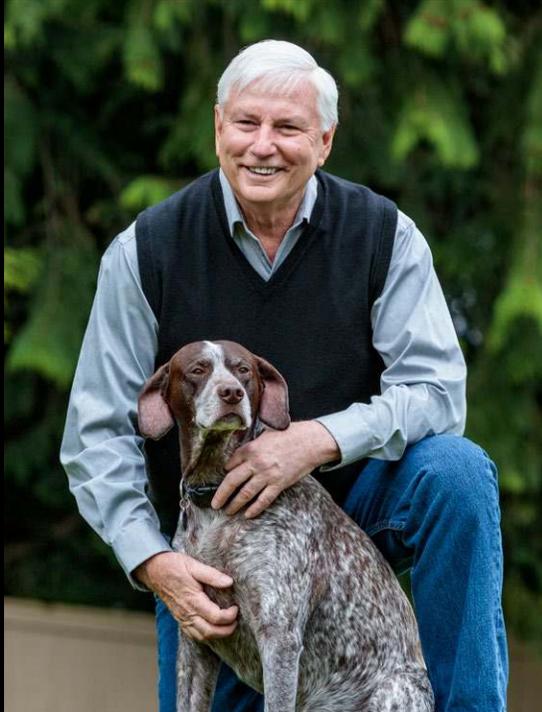
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KEN'S STORY



Ken Uptain
CEO & Founder, Essentia Water

We all start somewhere. At one point I was a construction worker who drank water right out of a garden hose. But years later, after leaving construction, working in real estate and becoming semi-retired, I discovered that not all water is created equal.

One day, a friend brought me a sample of ionized water. At the time, it was only for investment purposes, but I quickly realized that drinking it made me feel better. So much so that I retired from being semi-retired and started learning everything I could about ionization.

I met with experts locally and globally, including Dr. Hanaoka in Japan **who discussed with me his research and thoughts on the rehydration potential of ionized water.** I also worked with different companies to ensure that our process could be used on any water source, anywhere around the world.

Finally, I was ready to bring Essentia Water (and my own proprietary ionization process) to the mainstream, never compromising my commitment to quality or my desire to help people feel their best.

Today, I'm proud to say that Essentia Water is available in grocery and convenience stores throughout the country. **And while we all start somewhere, with Essentia, there's no limit to where we can go.**



OUR MANIFESTO

We're here to put a flag in the ground and tell the world that a better you starts with a better water. Supercharged ionized alkaline water, Essentia delivers peak rehydration performance. It's about drinking up more of life and doing all the things that make you extraordinary. **#EssentiaNation**

COMPANY HIGHLIGHTS

Company Overview

The first ionized alkaline bottled water offered in the United States, Essentia's philosophy is that a better you starts with a better water. Essentia is known for its unique ionization process which results in an alkaline water that is better at rehydrating.¹ Headquartered in Bothell, WA, Essentia Water, LLC pioneered ionized alkaline water in 1998 and the brand is now distributed widely across the United States. It's the #1 ionized alkaline water brand and the #1 selling bottled water brand in the natural channel.² [To learn more about Essentia, please visit essentiawater.com or connect with Essentia on Facebook, Twitter, or Instagram.]

Headquarters

22833 Bothell Everett Hwy., Suite 220
Bothell, WA 98021
425.402.9555 | 877.293.2239

Company Growth

Essentia has approximately 105 employees, and is growing every day.

Sales Growth

Since 2012, revenue has increased at a compound rate of 67% per year.

Website

EssentiaWater.com

Social Media

 [EssentiaWater](#)  [EssentiapHWater](#)
 [EssentiaWater](#)  [EssentiaWater](#)
 [EssentiaWater](#)

Hashtags

#EssentiaNation #Overachiever

Tagline

Overachieving H₂O®

Descriptor

Supercharged ionized alkaline water that's better at rehydrating.¹

Mission

Essentia Water exists to help achievers go farther for longer through better hydration. We make the most hydrating bottled water available anywhere from any source and distribute it everywhere.

Brand Promise

We're improving people's lives through better hydration.¹

Where Essentia is made

CA (Riviera), TX (Eventide)
NJ (Union), WI (Black Bear Bottling)

Leadership

Ken Uptain, *Founder & CEO*
Greg Buscher, *Chief Financial Officer*
Karyn Abrahamson, *VP of Marketing & Brand Innovation*
Mike Sharman, *Vice President of Sales – East*
Doug Kistler, *Vice President of Sales – West & National Accounts*
Neil Kimberley, *Chief Strategy Officer*
Jim Konsmo, *Vice President of Operations*

Products

Single-serve bottles: 20oz, 700mL (sports cap), 1.0 liter, 1.5 liter
Multi-packs: 12oz (12 pack), 1.0 liter (6 pack)

Nationwide Distribution

Essentia Water is available nationwide in over 60,000 U.S. retailers and can be found in the main water or natural beverage section of most major grocery stores as well as in most health or natural food stores, drugstores, and convenience stores.

To find a retailer near you, go to www.essentiawater.com.

Essentia is also available for purchase on Amazon or through the Amazon Dash Button.

¹Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

²Measured Retail Sales (SPINS/IRI/Whole Foods)

FREQUENTLY ASKED QUESTIONS

Q: Why is Essentia more rehydrating?

A: Our proprietary ionization process removes bitter-tasting acidic ions, producing an ionized 9.5pH or higher alkaline water that is better at rehydrating.*

Q: How is Essentia different than other alkaline waters?

A: It's what we take out, not what we put in. Essentia achieves alkalinity through its ionization process by removing acidic ions. Most alkaline waters achieve alkalinity by adding minerals. These alkaline minerals were either added by nature or as part of the bottling process.

Q: What is the Essentia Process?

A: Essentia starts with a three-part purification process involving micro-filtration which filters out heavy metals and contaminants followed by reverse osmosis which filters everything remaining and lastly, UV sanitation which destroys microorganisms and bacteria. There is no chlorine, fluoride, metals, contaminants, or minerals in the water following the purification process. The water is 99.9% pure. The purified water is then infused with the perfect blend of pure alkaline electrolytes (for taste) like calcium, potassium, magnesium, and sodium bicarbonate in trace amounts. Finally, our proprietary ionization process supercharges the water, removing bitter-tasting acidic ions and producing an ionized 9.5pH or higher alkaline water with a clean and smooth taste.

Q: Why don't pH strips work on Essentia?

A: The pH strips (or Litmus Paper) which are commonly used to test the pH of urine or saliva cannot test accurately on waters as pure as Essentia. In order to accurately test the pH level of any purified water, a calibrated pH meter must be used. Furthermore, many paper test kits require a Total Dissolved Solid (TDS) of at least 150ppm for an accurate reading. Essentia has less than 70ppm due in part to our process of removing acidic ions.

Q: Does Essentia contain fluoride or chlorine?

A: There is no fluoride or chlorine in Essentia. It is actually filtered out as part of our purification process.

Q: How does Essentia compare to in-home water treatment systems, such as filters or ionizers?

A: Essentia provides superior water quality through our process of microfiltration, reverse osmosis and ultraviolet light exposure which results in our clean and smooth-tasting water that is 99.9% pure. We ensure uniform content and quality through our sophisticated and proprietary manufacturing process, which means every bottle has exactly the same composition – from the electrolyte mixture to the pH level.

Q: Are Essentia Water bottles recyclable?

A: Absolutely, we support the recycling of our bottles. As a PET-1 bottle, Essentia bottles can be recycled at virtually any recycling facility in the United States. For more information, visit www.petresin.org. Also, PET is BPA (bisphenol A) and phthalate FREE.

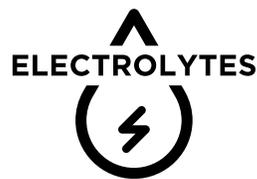
*Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

HOW WE GET TO BETTER

Our Ionization Process



Microfiltration, reverse osmosis & ultraviolet exposure makes Essentia 99.9% pure.



Trace amounts of electrolytes for taste complement the body's natural mix.

WHAT MAKES ESSENTIA BETTER?



Removal of the bitter-tasting acidic ions creates a high pH water.

Overachieving H2O®

Supercharged ionized alkaline water that's better at rehydrating.*

*Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

THE HYDRATION STUDY



Objective

Determine Essentia's rehydration effectiveness compared to a leading bottled water.



Clinically Significant Dehydration Marker

Blood viscosity (thickness of the blood).



Process

Randomized, double-blind study, 100 healthy adults, 50 male/50 female, ages 25-49 were mildly dehydrated by aerobic exercise by 2% body weight, rehydrated, and observed for two hours.



Published Date

December 2016 in the Journal of the International Society of Sports Nutrition (JISSN).



Result

Rehydrating with Essentia supercharged ionized alkaline water was significantly more effective than rehydrating with a leading bottled water.*

*Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

WATER TERMINOLOGY



Source Water

Water in its natural state from a spring or other natural sources (rivers/lakes/glaciers) prior to any treatment for drinking. Naturally contains minerals.



Purified Water

Water that is mechanically filtered or cleaned for consumption. Processes include reverse osmosis, distilled, deionized, carbon filtration, micro filtration, ultra-filtration and ultraviolet oxidation. Some have added minerals.



Enhanced Water (Functional Water)

Purified or source water that promotes added functionality or benefits. Electrolyzed/restructured water which contains added ingredients: minerals, electrolytes, vitamins, and/or flavors.



Alkaline water

Purified or source water that has a higher pH (above 8.0) either from ionization/electrolysis and/or added natural alkaline minerals. Some enhanced waters are also alkaline waters.



Essentia Supercharged Ionized Alkaline Water

Essentia fits into three of the four categories: purified, enhanced and alkaline. Essentia's key differentiator is its ionization process that results in better rehydration.*

*Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

ESSENTIA PRODUCT LINE



12 oz Bottle*
*Available in 12 Packs
Brown bag it



20 oz Bottle
SRP: \$1.49
Quench your thirst



700 mL Bottle
SRP: \$1.89
Get sporty



1 L Bottle
SRP: \$2.19
Work trip or day trip



1.5 L Bottle
SRP: \$2.49
Fuel for the family



12 oz 12 Pack
SRP: \$12.99



1 L 6 Pack
SRP: \$11.99



700 mL Case



1 L Case



1.5 L Case

THANK YOU

