

Water, water every

With the glorious summer weather we are hoping to experience, and the threat of hosepipe bans and droughts, don't forget that Forever's own Cheddar Natural Spring Water is an ideal product to promote in the summer months.

If you are attending festivals, summer fayres, school fêtes or fairs this summer, don't forget to take Forever Water with you. We've all seen the queues at food outlets when the weather is good, as people queue up to buy bottles of water to keep hydrated. You need to ensure they buy it from you! Not only will you make a sale if you have Forever Water on display, but also this gives you an ideal opening when someone comes over to purchase water, to talk about Forever's amazing products and Business Opportunity, as well as informing your Customer why Forever Water may be better than some of the others on the market today.

The water is extracted from a spring at the source within an intricate cave network beneath the hills of Cheddar, Somerset.

Forever's Water is crystal clear, with a neutral pH and a refreshing natural taste. The neutral pH of Forever's Water is also an ideal complement to both the function of the epithelial cells lining the digestive system and the forming of skin.

Sourced deep in the caves under the Mendip Hills, it is naturally filtered through Soil Association certified organic land and enriched by the rocks through which it travels. No chemicals or fertilisers are used in the process.



where!



Mineral Content:

Your body requires the intake of minerals in order to remain healthy. Forever's Water is a source of natural minerals in colloidal solution for increased absorption. It contains one of the highest mineral contents of all UK waters at 403mg/l.

Two litres of Forever's Water can provide 33% of your daily requirement of calcium. It also contains many other essential minerals needed within our daily allowance.

Forever Water has a natural taste, with no chlorine after-taste which you can get with tap water, or any sulphur-like taste, which occurs with some bottled waters.

Typical Mineral Analysis:

Calcium	92 mg/1
Magnesium	7.8 mg/1
Potassium	2 mg/1
Sodium	8 mg/1
Bicarbonate	382 mg/1
Chloride	7.4 mg/1
Sulphate	16 mg/1
Dry residue at 180°C	403 mg/1
pH at source	7.4

How to market Forever Water

- Use to mix ARGI+ when promoting in gyms and sports centres.
- Have bottles on sale at fairs, table top sales, etc. throughout the summer.
- How many of you buy bottled water for the home, children's lunch boxes, picnics and in the car? Why wouldn't you purchase Forever Water, and increase your CC at the same time? Don't spend at the supermarket, become your own best water Customer.

Forever Water is:

- **Crystal clear** • **Neutral pH** • **Mineral-rich** • **Odourless**
- Crisp fresh natural taste with clean finish
- Sourced in caves deep under the Mendip Hills
- Naturally filtered through Soil Association certified organic land

