



# Water, Hydration and Health

A Toolkit for  
Registered Dietitians



The Healthy Hydration Company™

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# Introducing The Healthy Hydration Toolkit

March 2015

As registered dietitians, we partnered with Nestlé Waters North America, the nation's largest branded bottled water company, to create Water, Hydration and Health: A Toolkit for Registered Dietitians.

Water is the most essential nutrient for life, but the government's dietary guidelines focus primarily on what to eat, not what to drink.<sup>1</sup> As a result, many people drink too many sugar-sweetened beverages and not enough water. In fact, the most recent national nutrition surveillance data reveal that about 20 percent of our daily calories—and nearly half of all added sugars—come from beverages.<sup>2</sup>

This toolkit features the latest information about healthy hydration in a “ready-to-use” format for consumer communications. We hope the contents of this toolkit can help you educate your customers about the importance of healthy hydration.

We look forward to being a resource for all of your healthy hydration needs.

*Katherine Brooking, MS, RD & Julie Upton, MS, RD*  
Co-founders of Appetite for Health

## A message from Jane Lazgin, Director, Corporate Communications Nestlé Waters North America

People are finding their way to water, and bottled water helps them do it. Remarkably against the odds, in 2014, bottled water volume sales in U.S. supermarkets, surpassed that of carbonated soft drinks.<sup>3</sup>

Nestlé Waters North America takes pride in pioneering this revolution in beverage choices, helping to reverse decades of growth of carbonated soft drinks. Nearly 40 years ago our company gave Americans a new way to think about water with the little green Perrier® bottle as a chic and lively alternative to alcohol and soft drinks. As Americans rediscovered the simple refreshment of water, we got busy meeting consumer requests for different brands and varieties of sparkling, still and purified waters in sizes from portable to case-packs and five-gallons.

We salute those who are making healthy choices and forming new beverage habits like drinking more water — both bottled and tap.

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## What You'll Find In This Toolkit:

- ◆ Nestlé Waters North America Brand Portfolio
- ◆ Water Can Be a Dieter's Friend
- ◆ Hydration Help for Kids
- ◆ Six Steps to Sipping Well
- ◆ Water and Dietary Guidelines
- ◆ 10 Surprising Facts About Bottled Water
- ◆ Social Media Thought Starters
- ◆ References

You can also access the toolkit online at [www.healthyhydrationtoolkit.com](http://www.healthyhydrationtoolkit.com).

### References:

<sup>1</sup> U.S. Departments of Agriculture and Health and Human Services. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: Available at: [http://www.cnpp.usda.gov/sites/default/files/dietary\\_guidelines\\_for\\_americans/PolicyDoc.pdf](http://www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/PolicyDoc.pdf).

<sup>2</sup> Ng SW, Slining MM, Popkin BM. Turning point for US diets? Recessionary effects or behavioral shifts in foods purchased and consumed. *Am J Clin Nutr*. 2014 Mar;99(3):609-16.

<sup>3</sup> Beverage Marketing Corporation, Bottled Water Industry Briefing #73, December 2014.





# Water Can Be A Dieter's Friend

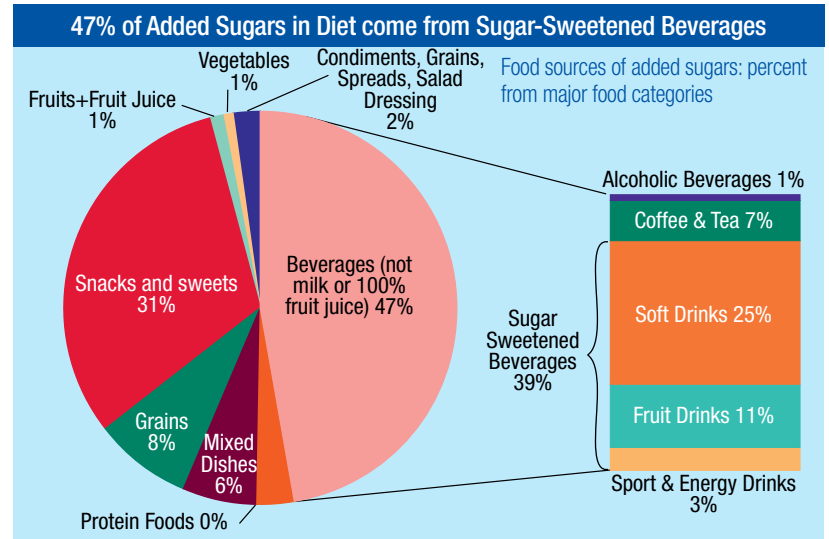
When it comes to shedding pounds, most dieters focus on what they eat—not what they drink. Now, experts recommend that, as part of a healthy diet and active lifestyle, you **rethink your drink** to help you win at losing.

## What the Research Shows

One study reported in the *Journal of the American Medical Association* found that in a population-based study following more than 51,000 women, those who increased their intake of caloric, sweetened soft drinks from less than one per week to more than one per day added 358 calories to their daily diet and gained about 10 pounds over the four-year study. In the same study, women who cut back on their caloric, sweetened soft drink consumption from more than one per day to less than one per week reduced their daily calories by about 319 per day and gained less weight over the course of the study.<sup>7</sup>

Another study of 48 overweight middle-aged and older adults indicates that those who drank about two cups of water before each of their meals while following a calorie-controlled diet lost about 5 pounds more during the 12-week study than dieters who didn't drink water before eating.<sup>8</sup>

**T**oday, beverages account for 47 percent of added sugars in the American diet, not counting milk or 100 percent fruit juices.<sup>1,2,3</sup> Soft drinks alone make up some 25 percent of all added sugars. One 12 ounce sugar-sweetened beverage contains about 10 teaspoons of sugar. Another strike against sugary beverages: the calories in liquids don't trigger fullness like the same number of calories from food.<sup>4</sup>



Neuhouser M et al. Dietary Guidelines Advisory Committee Science Base Chapter: Food and Nutrient Intakes, and Health: Current Status and Trends, Subcommittee 1. 2014. Available at: <http://www.health.gov/dietaryguidelines/2015-BINDER/meeting7/docs/DGAC-Meeting-7-SC-1.pdf>.

## Too many empty-calorie beverages may be adding to your bottom line.

What should you sip instead? Water or other zero-calorie beverages! Unsweetened, sparkling, flavored waters also add variety to your beverage list. Replacing one 12-oz (140-calorie) sugar-sweetened beverage with water each day would cut some 50,000 calories from the diet and more than 65 cups of sugar in a year!

## Bottled water is a convenient, calorie-free choice that fits our on-the-go lifestyles.

More than 60 percent surveyed in a Gallup poll are interested in reducing the amount of soda they drink.<sup>5</sup> As Americans continue to drink more water, bottled water is on track to become the number one consumed beverage in America.<sup>6</sup>

## As part of a healthful diet and active lifestyle, drinking water is an effective strategy for keeping calories in check.

### References:

- 1 Ng SW, Slining MM, Popkin BM. Turning point for US diets? Recessionary effects or behavioral shifts in foods purchased and consumed. *Am J Clin Nutr*. 2014 Mar;99(3):609-16.
- 2 Duffey KJ, Popkin BM. Shifts in patterns and consumption of beverages between 1965 and 2002. *Obesity*. 2007; 15: 2739-2747.
- 3 Mesirow MS, Welsh JA. Changing beverage consumption patterns have resulted in fewer liquid calories in the diets of US Children: National Health and Nutrition Examination Survey 2001-2010. *J Acad Nutr Diet*. 2014 Nov 7.
- 4 Hu FB. Resolved: there is sufficient scientific evidence that decreasing sugar-sweetened beverage consumption will reduce the prevalence of obesity and obesity-related diseases. *Obes Rev*. 2013 Aug;14(8):606-19.
- 5 Joanna Fantozzi, Good News: Americans Are Drinking Less Soda Than Ever Before, Available at: <http://www.thedailymeal.com/news/good-news-americans-are-drinking-less-soda-ever/073114>.
- 6 Beverage Marketing Corporation, Bottled Water Industry Briefing #73, December 2014.
- 7 Schulze MB, Manson JE, Ludwig DS, et al. Sugar-sweetened beverages, weight gain, and incidence of type 2 diabetes in young and middle-aged women. *JAMA* 2004; 292: 927-934.
- 8 Dennis EA, Dengo AL, Comber DL, et al. Water consumption increases weight loss during a hypocaloric diet intervention in middle-aged and older adults. *Obesity*. 2010;18(2):300-307.





# Hydration Help for Kids

Water is the most essential nutrient for life, but sodas, sports drinks and other sugary beverages are crowding calorie-free water out of kids' diets.

Today, children and teens should be reaching for the calorie-free sip of water.

## **C**onsider this: only 15 percent of middle school students are drinking enough H<sub>2</sub>O, according to a 2012 study.<sup>1</sup>

A study with more than 4,500 children aged 4 to 13 found that one-quarter reported not drinking any water on two consecutive days and water accounted for less than 30 percent of their total beverage intake.<sup>2</sup> Another study found that among school aged children from Los Angeles and New York City, 75 percent did not drink water before school.<sup>3</sup>

## **While consumption of sugar-sweetened beverages has been declining, intakes are still high among some populations.<sup>2</sup>**

The issue to consider is what are *children* drinking. Kids who reach for sugar-sweetened drinks instead of water to satisfy their thirsts are introducing added sugars and calories from beverages into their diets.

In the past 30 years, childhood obesity has more than doubled in children and quadrupled in adolescents.<sup>4,5</sup> Nearly one-third of children and teens are currently obese or overweight, and

childhood obesity is a major predictor of obesity and other chronic conditions in adulthood.<sup>6</sup> Among 16- and 17- year olds, approximately 80 percent of obese boys and 92 percent of obese girls will become obese adults.<sup>7</sup> The health consequences of obesity, if left unchecked, will be devastating.

## **Replacing a single 12-ounce, 140-calorie sugar-sweetened beverage with water each day for a year can cut more than 50,000 calories per year from one's diet.**

And it's a simple swap to make, thanks to convenient and portable sources of water, like bottled water. Every day, Americans purchase about one billion beverage servings in a can, bottle or cup; and studies show that if bottled water isn't available, 63 percent will choose soda or another sweetened beverage.<sup>8</sup> As a calorie-free beverage, water is an integral part of a healthy diet and may be a step toward helping to curb the obesity epidemic.

## **The bottom line: make it easier for kids to reach for water by making sure water is always available.**

### **References:**

<sup>1</sup> Patel AI, Chandran K, Hampton KE et al. Observations of drinking water access in school food service areas before implementation of federal and state school water policy, California 2011. *Prev Chronic Dis.* 2012;9:E121.

<sup>2</sup> Drewnowski A, Rehm CD, Constant F. Water and beverage consumption among children age 4-13y in the United States: Analyses of 2005-2010 NHANES data. *Nutrition Journal.* 2013; 12(1): 1-9.

<sup>3</sup> Stookey JD, Brass B, Holliday A, Arief A. What is the cell hydration status of healthy children in the USA? Preliminary data on urine osmolality and water intake. *Public Health Nutrition.* 2011;15(11): 2148-2156.

<sup>4</sup> Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of childhood and adult obesity in the United States, 2011-2012. *Journal of the American Medical Association* 2014;311(8):806-814.

<sup>5</sup> National Center for Health Statistics. Health, United States, 2011: with special features on socioeconomic status and health. U.S. Department of Health and Human Services. 2012.

<sup>6</sup> Li C, Ford ES, Zhao G, Mokdad AH. Prevalence of pre-diabetes and its association with clustering of cardiometabolic risk factors and hyperinsulinemia among US adolescents: NHANES 2005-2006. *Diabetes Care.* 2009; 32:342-347.

<sup>7</sup> Freedman DS, Kettel L, Serdula MK, Dietz WH, Srinivasan SR, Berenson GS. The relation of childhood BMI to adult adiposity: the Bogalusa Heart Study. *Pediatrics.* 2005;115:22-27.

<sup>8</sup> FRC Bottled Water Tracker: Q4 2010 Presentation.



NORTH AMERICA presents

# Six Steps to Sipping Well

Beverages take a bigger bite out of your daily calorie budget than you might think. **Choose water for calorie-free refreshment** and other beverages based on nutrient and calorie content.

**Enjoying water for at least half of your total beverage servings** every day can help you limit your calories from beverages. Sparkling water can be a change of pace from sweetened caloric drinks.

Limit total calories from beverages to **10-15% of daily caloric intake**. This equals no more than 200-300 beverage calories for an adult 2,000-calorie reference diet.<sup>2</sup>

Diet beverages (with zero calorie sweeteners) **can be enjoyed in moderation** as a substitute for sugar-sweetened beverages.<sup>3</sup>

100% fruit or vegetable juice should make up **no more than half** of your recommended fruit/vegetable servings.<sup>4</sup>

**\*\*Milk is part of the dairy food group. One cup milk equals one dairy serving.** Other equivalent dairy servings are 1 cup yogurt, 1 oz. natural cheese or 2 oz. processed cheese.<sup>4</sup>

**References:**

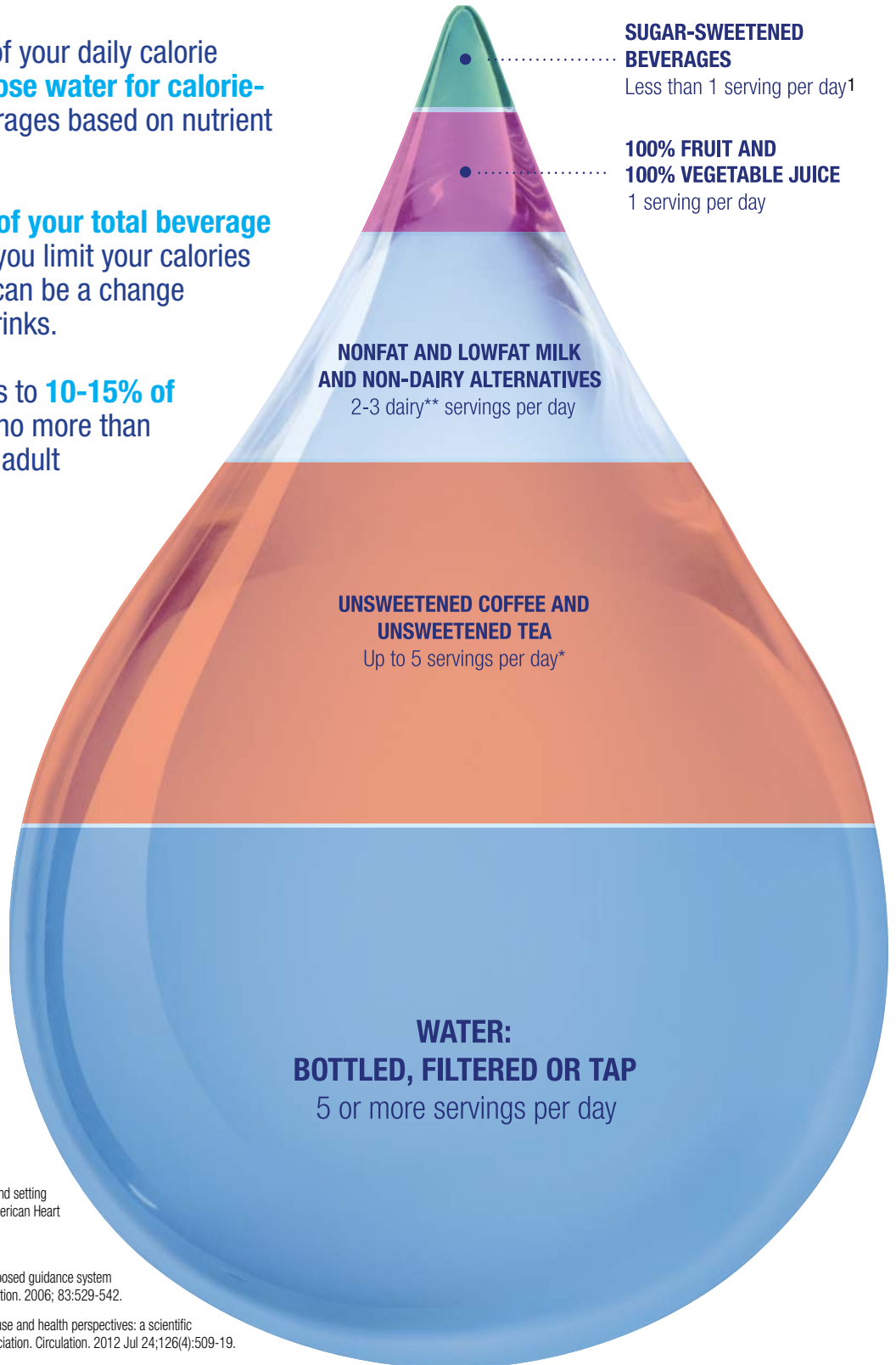
<sup>1</sup> Lloyd-Jones DM, Hong Y, Labarthe D, Mozaffarian D, Appel LJ, et al. Defining and setting national goals for cardiovascular health promotion and disease reduction: the American Heart Association's strategic Impact Goal through 2020 and beyond. *Circulation*. 2010 Feb 2;121(4):586-613.

<sup>2</sup> Popkin BM, Armstrong LE, Bray GM, Caballero B, Frei B, Willett WC. A new proposed guidance system for beverage consumption in the United States. *American Journal of Clinical Nutrition*. 2006; 83:529-542.

<sup>3</sup> Gardner C, Wylie-Rosett J, Gidding SS, et al. Nonnutritive sweeteners: current use and health perspectives: a scientific statement from the American Heart Association and the American Diabetes Association. *Circulation*. 2012 Jul 24;126(4):509-19.

<sup>4</sup> U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2010*. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010. Available at: [http://www.cnpp.usda.gov/sites/default/files/dietary\\_guidelines\\_for\\_americans/PolicyDoc.pdf](http://www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/PolicyDoc.pdf).

\*Those with questions about caffeine consumption should consult their health care professional.



**1 Serving equals 8 ounces**  
\*Based on a 2,000-calorie reference diet.



# Water and Dietary Guidelines

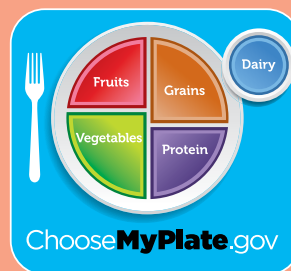
When it comes to health and weight loss, most people focus on what they eat. Likewise, the government's recommendations for healthy eating—called the *U.S. Dietary Guidelines for Americans*—focus primarily on foods.<sup>1</sup>

## Water: An Important Nutrient For Life

Increasing evidence shows that what you drink is as important as what you eat. With little guidance on what to sip, it's no surprise that many children and adults are choosing high-calorie beverages that increase added sugars in their diet.

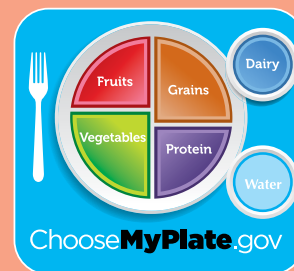
Take a look at these startling statistics: half of all children and adults drink at least one sugar-sweetened beverage per day and those beverages are the leading source of added sugars in the diet.<sup>2</sup> What's more, about 20 percent of our total daily energy intake is from beverages alone.<sup>3,4,5</sup>

Meanwhile, many individuals—especially older adults—don't get enough water or total fluids.<sup>6</sup> One study found that adults



### Current

USDA does not endorse any products, services or organizations.



### Suggested

Some health professionals are recommending adding a glass of water to My Plate. This would clearly communicate the importance of making water part of a daily diet and a component of healthy choices.<sup>10</sup>

drank, on average, just over 1 liter or about four, 8-ounce glasses of water (bottled and tap) per day. And, the total fluid intake from all beverages failed to meet the Institute of Medicine's recommendations for water among 95 percent of men and 83 percent of women over 70 years old.<sup>6</sup> The Institute of Medicine recommends about 2 Liters and 3 Liters of water (from all beverages) for women and men respectively. (2L = 68 oz. and 3L = 101 oz.)<sup>7</sup>

Two out of three American adults and one out of three children are overweight or obese.<sup>8,9</sup> Urging people to drink more zero-calorie beverages, like water and unsweetened sparkling water, in place of sugar-sweetened beverages may be a key strategy to help people meet the recommendations outlined in the *U.S. Dietary Guidelines for Americans*.

## What Are Health Authorities Recommending?

Organization	Beverage and Added Sugar Recommendations
American Heart Association*	Sugar-sweetened beverages: ≤ 450 kcal (36 oz.) per week for a 2,000-kcal diet. *Lloyd-Jones DM et al. Defining and setting national goals for cardiovascular health promotion and disease reduction: the American Heart Association's strategic Impact Goal through 2020 and beyond. <i>Circulation</i> . 2010 Feb 2;121(4):586-613.
American Diabetes Association**	Avoid sugary drinks like regular soda, fruit punch, fruit drinks, energy drinks, sweet tea, and other sugary drinks. These will raise blood glucose and can provide several hundred calories in just one serving. **American Diabetes Association. What can I drink? 2014; Available at: <a href="http://www.diabetes.org/food-and-fitness/food/what-can-i-eat/making-healthy-food-choices/what-can-i-drink.html">http://www.diabetes.org/food-and-fitness/food/what-can-i-eat/making-healthy-food-choices/what-can-i-drink.html</a> .
American Academy of Pediatrics***	Water, not sports or energy drinks, should be the principal source of hydration for children and adolescents. 100% fruit juice should be limited to 4 to 6 oz. per day for children 1 to 6 years old and 8 to 12 oz. for 7 to 18 years old. ***Committee on Nutrition and the Council on Sports Medicine and Fitness. Sports drinks and energy drinks for children and adolescents: are they appropriate? <i>Pediatrics</i> . 2011 Jun;127(6):1182-9.
World Health Organization****	Limiting intake of free sugars to less than 10% of total energy is part of a healthy diet. A further reduction to less than 5% of total energy is suggested for additional health benefits. Sugar intake can be reduced by limiting the consumption of foods and drinks containing high amounts of sugars (i.e. sugar-sweetened beverages, sugary snacks and candies) ****World Health Organization. Healthy diet fact sheet. January, 2015. Available at: <a href="http://www.who.int/mediacentre/factsheets/fs394/en/">http://www.who.int/mediacentre/factsheets/fs394/en/</a> .

### References:

1 U.S. Departments of Agriculture and Health and Human Services. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: Available at: [http://www.cnpp.usda.gov/sites/default/files/dietary\\_guidelines\\_for\\_americans/PolicyDoc.pdf](http://www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/PolicyDoc.pdf).

2 Ogden CL, Kit BK, Carroll MD, Park S. Consumption of sugar drinks in the United States, 2005–2008. *NCHS data brief*, no 71. Hyattsville, MD: National Center for Health Statistics. 2011.

3 Mesirov MS, Welsh JA. Changing Beverage Consumption patterns have resulted in fewer liquid calories in the diets of US children: National Health and Nutrition Examination Survey 2001–2010. *J Acad Nutr Diet*. 2014 Nov 7.

4 Ng SW1, Slining MM, Popkin BM. Turning point for US diets? Recessionary effects or behavioral shifts in foods purchased and consumed. *Am J Clin Nutr*. 2014 Mar;99(3):609–16.

5 Duffey KJ, Popkin BM. Shifts in patterns and consumption of beverages between 1965 and 2002. *Obesity*. 2007;15:2739–2747.

6 Drewnowski A1, Rehm CD, Constant F. Water and beverage consumption among adults in the United States: cross-sectional study using data from NHANES 2005–2010. *BMC Public Health*. 2013 Nov 12;13:1068.

7 Institute of Medicine: Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate. Washington, D.C.: National Academies Press; 2004.

8 Flegal KM, Carroll MD, Kit BK, Ogden CL. Prevalence of obesity and trends in the distribution of body mass index among US adults, 1999–2010. *JAMA*. 2012;307(5):491–497.

9 Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of obesity and trends in body mass index among US children and adolescents, 1999–2010. *JAMA*. 2012;307(5):483–490.

10 Warnert, Jennifer E. "Scientists Ask USDA to Add Water to MyPlate." *Food News from the UC Division of Agriculture and Natural Resources*. University of California, 7 Jan. 2015. Web. 03 Mar. 2015





Water contributes about 30% of total daily beverage consumption—and **about half of all water consumed by Americans is bottled water**<sup>1</sup>

<sup>1</sup> Beverage Marketing Corporation. Multiple beverage marketplace in the U.S. May 2014; Available at: <http://shop.beveragemarketing.com/The-Multiple-Beverage-Marketplace-in-the-US-2014.aspx>.



Bottled water uses **less than 0.02%** of total groundwater used in the U.S.

While bottled water is a very visible use of water, it takes less water to produce than any other packaged beverage. Annual bottled water production accounts for **less than 2/100 of 1 percent (0.02%) of total groundwater used in the U.S.**<sup>5</sup>

<sup>5</sup> Eshelman, KN. Bottled water production in the United States: how much groundwater is actually being used? 2007; Available at: [http://www.lulu.com/items/volume\\_62/957000/957317/9/print/957317.pdf](http://www.lulu.com/items/volume_62/957000/957317/9/print/957317.pdf).

**REPLACING ONE EVERY DAY**  
Sugar-sweetened beverage **WITH WATER**



**SLASHES SOME 50,000 CALORIES PER YEAR** from one's diet<sup>2</sup>

<sup>2</sup> Calculation based on sugar-sweetened beverages having 140 calories per 12 ounce serving based on publicly available information.

# 10 SURPRISING FACTS ABOUT BOTTLED WATER

Bottled water is on track to become the **#1 selling packaged beverage in America**.<sup>6</sup>

<sup>6</sup> Nestlé Waters North America calculation based in part on data reported by Nielsen through its Scantrack Service for shelf stable beverage categories for the 52-week period ending 1/17/15, for the Expanded All Outlet Combined channel. Copyright © 2015, The Nielsen Company.

A Harris Poll shows that **86% of Americans are already buying bottled water**.<sup>7</sup>

<sup>7</sup> Harris Interactive Inc. National omnibus survey for the International Bottled Water Association. November 2014; Available at: <http://www.bottledwater.org/recent-survey-results-find-americans-should-drink-more-water-and-they-want-bottled-water-readily>.



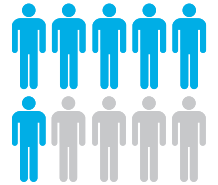
**Bottled water sales have helped reverse decades of soft drink growth.** As compared to 2003, Americans are drinking 11 gallons less per person of carbonated soft drinks annually.<sup>3</sup> Whether spring, mineral, sparkling or purified, **bottled water has saved Americans billions of calories.**

CARBONATED SOFT DRINKS

**11**  
GALLONS  
Less Per Person

<sup>3</sup> Beverage Marketing Corporation, Bottled Water Industry Briefing #73. December 2014.

**63%**



Research shows that if bottled water isn't available, **63 percent of people will choose soda or another sweetened packaged beverage**.<sup>8</sup>

<sup>8</sup> FRC Bottled Water Tracker: Q4 2010 Presentation.



Single-use bottled water containers **made from PET plastic are recyclable.**<sup>4</sup>

<sup>4</sup> "PET Basics: Features, Benefits & Information Resources." PET Basics (n.d.); National Association for PET Container Resources. Web. 3 Mar. 2015.

\*Excluding cap and label

Americans drink about 1 billion beverage servings in a can, bottle or cup every day.<sup>9</sup>

**1,000,000,000**



<sup>9</sup> Multiple Beverage Marketplace. 2014 Edition Market Report. May 2014; Available at: <http://shop.beveragemarketing.com/The-Multiple-Beverage-Marketplace-in-the-US-2014.aspx>

Americans are on the go. **70%** of what we drink today comes in a can or bottle. Bottled water has **the lightest environmental footprint of any packaged beverage**<sup>10</sup>

<sup>10</sup> Nestlé Waters North America and Quantis International. Environmental life cycle assessment of drinking water alternatives and consumer beverage consumption in North America. 2010; Available at: [http://www.nestle-watersna.com/asset-library/documents/nwna\\_ica\\_report\\_020410.pdf](http://www.nestle-watersna.com/asset-library/documents/nwna_ica_report_020410.pdf).



# Social Media Thought Starters

## FACEBOOK

**Don't pour on the pounds.** Enjoy water in place of just one 140-calorie sugar-sweetened drink per day and you'll slash some 50,000 calories and the equivalent of more than 65 cups of added sugars from your diet in a year's time! <http://ow.ly/JWcfN> Note: See "Water Can Be A Dieter's Friend."

**Re-think Your Drink.** What you drink is as important as what you eat to manage your waistline. Find out how much water—and other beverages—you should be drinking every day and the recommended limits on sugary sips. <http://ow.ly/JWcfN> Note: See "Six Steps to Sipping Well."

**Need a Guide to Gulps?** Half of all Americans drink at least one sugar-sweetened beverage every day—and most adolescents drink even more. Here's how to make better beverage choices. <http://ow.ly/JWcfN> Note: See "Six Steps to Sipping Well."

**Bottled Water is More Eco-Friendly Than You Think.** Bottled water uses less than 0.02% of all groundwater used in the U.S. and single-use PET water bottles are fully recyclable, excluding cap and label. <http://ow.ly/JWcfN> Note: See "10 Surprising Facts About Bottled Water." Americans are sipping more water – bottled and tap. Bottled water is on track to become the #1 selling packaged beverage in America. A trend to watch. <http://ow.ly/JWcfN> Note: See "10 Surprising Facts About Bottled Water."

**Drink More Water for a Healthy Lifestyle.** Water is a great beverage choice, according to leading health organizations like the American Heart Association, American Academy of Pediatrics and the World Health Organization. Find out more about how water can help you meet recommended dietary guidelines. <http://ow.ly/JWcfN> Note: See "Water and Dietary Guidelines."

**Make Water Your On-the-Go Beverage.** Every day, Americans purchase about 1 billion beverage servings from cans or bottles. Studies show that if bottled water isn't available, 63 percent will choose a sweetened, caloric beverage. <http://ow.ly/JWcfN> Note: See "Hydration Help for Kids."

**Hydration Help for Kids.** Did you know that more than one-quarter of school-aged kids reported not drinking any water on two consecutive days? You can make it easier for your child to reach for calorie-free hydration by making sure water is always available. <http://ow.ly/JWcfN> Note: See "Hydration Help for Kids."

**Grab a Special Sip for Every Occasion.** Nestlé Waters North

America offers more than 10 different varieties of spring, purified and mineral and sparkling water to suit every lifestyle and occasion. <http://ow.ly/JWcfN> Note: See "Nestlé Waters North America Brand Portfolio."

## SUGGESTED TWEETS

Find out how to make one simple daily swap to slash 50,000 calories and > 65 cups of sugar from your diet in a year! <http://ow.ly/JWcfN> Note: See "10 Surprising Facts About Bottled Water." **Hashtag: #healthyhydration**

Build a healthy diet with better beverage choices. Here's how: <http://ow.ly/JWcfN> Note: See "Six Steps to Sipping Well." **Hashtag: #healthyhydration**

Are you pouring on pounds? Beverages take a bigger bite out of your daily calorie budget than you think. <http://ow.ly/JWcfN> Note: See "Water Can Be A Dieter's Friend." **Hashtag: #healthyhydration**

How much water is enough? Use these beverage guidelines for healthy hydration <http://ow.ly/JWcfN> Note: See "Six Steps to Sipping Well." **Hashtag: #healthyhydration**

Want to help kids fight obesity? Check out how water can be part of a healthy diet. <http://ow.ly/JWcfN> Note: See "Hydration Help for Kids." **Hashtag: #healthyhydration**

Looking for calorie-free, refreshing drinks for your next party? Don't miss our top picks <http://ow.ly/JWcfN> Note: See "Nestlé Waters North America Brand Portfolio." **Hashtag: #healthyhydration**

Americans purchase about 1 billion beverage servings every day. Check out some sips for a healthy lifestyle here <http://ow.ly/JWcfN> Note: See "10 Surprising Facts About Bottled Water." **Hashtag: #healthyhydration**





# Nestlé Waters North America Brand Portfolio

We are proud to be the nation's bottled water leader in healthy hydration. Beginning with the U.S. introduction of Perrier® Sparkling Natural Mineral Water nearly 40 years ago, to recent additions including Nestlé® Pure Life® Exotics™ Sparkling Water, Nestlé Waters offers more than 10 different varieties of imported, spring and filtered water to suit Americans' lifestyles.

## IMPORTS

Elegant and refreshing imported waters for any occasion



Sparkling Natural Mineral Water

[www.perrier.com](http://www.perrier.com)



[www.sanpellegrino.com](http://www.sanpellegrino.com)



[www.acquapanna.com/us](http://www.acquapanna.com/us)

## SPRING

100% natural spring water sourced from carefully selected springs



[www.arrowheadwater.com](http://www.arrowheadwater.com)  
CA and Western states



[www.deerparkwater.com](http://www.deerparkwater.com)  
Mid-Atlantic, Southeast



[www.icemountainwater.com](http://www.icemountainwater.com)  
Midwest



[www.ozarkawater.com](http://www.ozarkawater.com)  
TX and surrounding states



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