

From: AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]

Sent: Wednesday, December 03, 2008 11:05 AM

Subject: BAD BOY REPORT: NESTLE'S ADVERTISING

Dear Aquathin Dealer OnLine;

[GO AQUATHIN GREEN](#)

[GO GREEN POSTER](#)

You gotta raise an eyebrow at Nestle's testicular fortitude concerning "their research" and resulting advert (read below). It kindsorta reminds me when Kentucky Fried Chicken advertised that a regular diet of good ol' KFC will cause you to lose weight! The advert police pounded them too.

Theeeeeeeee "absolute most environmentally responsible consumer product in the world" is your Aquathin Patented RODI system. I've re-attached the Go Green Poster. Additionally, point out to your prospective Customers that these units are manufactured without "planned obsolescence" components, resulting in the superior warranty and the fact that in so many homes, the oldest appliance they own is their original Aquathin !!! 28 Years Pure Excellence !!!

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

FOR THE BEST TASTE IN LIFE &

28 Years Pure Excellence

...and another Quarter Century re-inventing the water industry !

Think Aquathin...AquathinK !

(visit the all new www.aquathin.com)

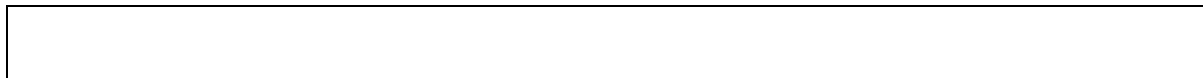
** AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) **

& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit www.aquathin.com/estar2008.pps)

"Alfie"

Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A" , "Allergic Reaction" , Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.



Nestlé bottled water ad target of Canadian complaint

12/2/2008 4:17:17 PM

TORONTO — An advertisement by Nestlé Waters North America reportedly saying that bottled water is “the most environmentally responsible consumer product in the world” has prompted Canadian environmental groups to file a misleading advertising complaint against Nestlé, according to a December 1 Reuters [report](#).

The complaint, filed by advocacy groups Friends of the Earth Canada, the Polaris Institute, the Council of Canadians, Wellington Water Watchers and Ecojustice, disputes claims made by Nestlé in a full-page ad in the Toronto newspaper *The Globe and Mail*.

The groups’ complaint, filed under the Canadian Code of Advertising Standards, states that Nestlé’s ad disregards national advertising standards “by making false and misleading statements regarding the environmental impacts of its product.”

According to the report, in the ad, Nestle states:

- “Most water bottles avoid landfill sites and are recycled.”
- “Bottled water is the most environmentally responsible consumer product in the world.”
- “Nestle Pure Life is a healthy, eco-friendly choice.”

Meera Karunanathan, a spokeswoman for the Council of Canadians, said the ad violates standards of honesty and accuracy, CBC News [reported](#) on December 1.

John Challinor, Nestlé Waters Canada director of corporate affairs, said in a December 1 *Globe and Mail* [story](#) about the complaint, “All the claims we make are supported by research that we’ve done. We welcome the opportunity to show that we have, in fact, been honest in our conversation with Canadians, with the media and with government of the environmental stewardship exercised by our industry.”

To read the full Reuters report, click [here](#).

For related information, click [here](#).