

**Sent:** Wednesday, March 03, 2004 2:38 PM

**Subject:** COKE'S BOTTLED WATER IS TAP WATER ACCORDING TO LONDON NEWSPAPERS

*Dear Aquathin Dealer OnLine;*

*The quick read below in essence, describes how Coca-Cola's marketing department did not do a good job in the labeling and story telling of their bottled water.*

*And below the quick read article is a Splash NewsBulletin sent to you a year ago, recommending how Aquathin Dealers who bottle water, should consider building their labels. Your Customer is interested in 2 parts hydrogen 1 part oxygen and no parts anything else. Our new Sweetwater by Aquathin sites are equipped with in-line conductivity monitoring (on and off site...more to be announced) so that the Customers (and newspapers) "clearly" understand the difference in purified and tap....ultimately resulting in only positive PR !*

*Now here's something you all will really find absolutely incredible. The English know their tap water is sordid because they are bombarded almost daily with articles concerning the pollution and infrastructure (you have also received Splash NewsBulletins about their plight). That is why Aquathin UK, The Pure H2O Company has delivered purified bottled water to the offices of the municipal water plant operations !*

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

**FOR THE BEST TASTE IN LIFE &**

**25 Years Pure Excellence**

*Think Aquathin...AquathinK !!*

*( visit the allnew [www.aquathin.com](http://www.aquathin.com) )*

*"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.***

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**Coke taps the water market**

Tue Mar 2, 5:14 AM ET

LONDON (Reuters) - The recipe for Coca-Cola is a jealously guarded secret but the main ingredient for Coke's newest drink couldn't be more transparent -- London tap water.



[Reuters Photo](#)

Coca-Cola Company spokeswoman Judith Snyder said on Tuesday that Dasani, Coke's attempt to tap into Britain's one billion-pound-a-year bottled water market, took its raw material from the water mains in Sidcup, South-East London.

But she insisted the water then went through a complex purification process using three filters, including a "state-of-the art" process known as reverse osmosis, before various minerals were added back in to improve taste.

"We put the water through the finest purification processes available, so what ends up in the bottle does not resemble tap water at all. It is as far away as you can get," she said.

But newspapers greeted Dasani with derision. The Daily Mail fumed at "How Coca-Cola is selling water from the tap at 95 pence a bottle," while the Times said archly: "It's the real thing...Coke's tap water from Sidcup".

Newspapers contrasted the 95 pence cost of a half-litre bottle of Dasani with that of mains supplier Thames Water, which charges customers 0.03 pence for same amount.

----- Original Message -----

**From:** [AQUATHIN SALES & MARKETING](#)

**To:** [info@Aquathin.Com](mailto:info@Aquathin.Com)

**Sent:** Wednesday, January 22, 2003 2:06 PM

**Subject:** PROPER BOTTLED WATER LABELS

*Dear Aquathin Dealer OnLine;*

*More Dealers are entering the bottled water arena by dispensing pure Aquathin water...hooking the Customer on taste. One of our newest Authorized Dealers, and a new friend, for Trinidad Tobago, asked that I provide language for labels. Please review my comments and sample below. Labels are as important to the marketing as is the taste. We have a large window of opportunity for having the Customer read and understand (and tell his friends) what makes the contents of this bottle the very best he can get, and why ...."No One Does It Better !"*

*End of first quarter or first half of this year, you will receive details regarding a mini satellite bottled water plant (1200 - 5000 gpd) the size of my office conference table, built on a compact rolling skid...complete and including modem monitoring !*

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

*Celebrating our 23rd Birthday in 2003 !!!*

(visit the allnew <http://www.aquathin.com>)

"Alfie"

Alfred J. Lipshultz, President

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There are several sets of information you should have on the label as follows:

**Contents: Pure H2O !**

**Nutrition Facts:**

Serving Size (xxx ml) Servings (x) per Container

Amount per Serving

Calories 0

Fat Cal. 0

% Daily Value\*

Total Fat 0 grams 0%

Sodium 0 mg 0%

Potassium 0 mg 0%

Calcium 0 mg 0%

Iron 0 mg 0%

Total Carb. 0 g 0%

Protein 0 g 0%

\* % Daily Values (DV) are based on 2000 calorie diet.

**The Aquathin Water Purification Process includes Carbon Filtration, AquaShield, Ion Exchange, Patented Reverse Osmosis Deionization, Ultraviolet Light, Ozonated. It is the purest source of water...and No One Does It Better [www.aquathin.com](http://www.aquathin.com) . E.P.A. Establishment No. 52531-FL-01. Certified Kosher by the Orthodox Union (insert OU logo). Member Water Quality Association (insert logo).**

**Aquathin taste is supreme! Aquathin is salt free & free of heavy metals, chemicals, pesticides, nitrates and disease causing waterborne microorganisms. Most beneficial for infant formulas, and an important component in your exercise regimen. To Your Health !**