

Promoting Health and Hydration

This section details research on:

- The health benefits of water
- Our products

Today's consumers are seeking healthier products that can fit into their on-the-go lifestyles. We believe that bottled water is an important part of the solution, and that the benefits of water go beyond hydration. We produce a variety of healthful beverage products and are supporting research to better understand the health benefits of water.

Percentage of water in the human body at different ages

Water is a vital element in the human body—it helps metabolism, nourishes cells, carries food throughout the body, eliminates waste, regulates body temperature, lubricates joints and provides other benefits. In fact, the body is comprised of between 50% and 75% water, depending on an individual's age and gender.

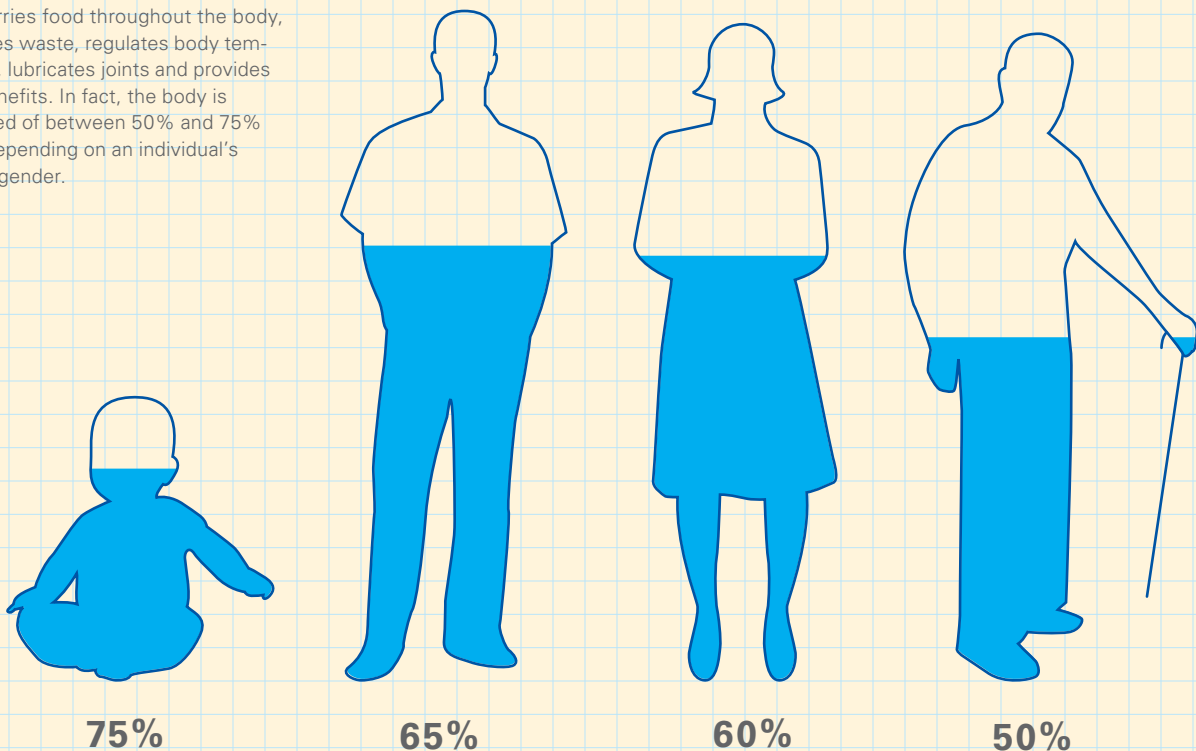


Image courtesy of Project WET



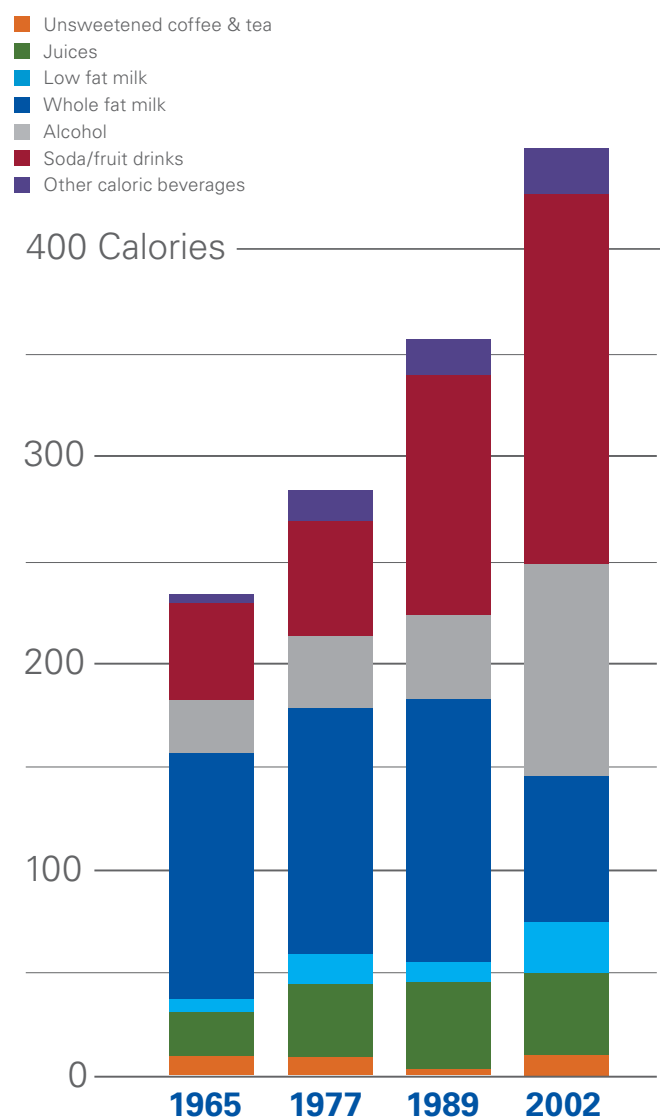
Water's Role as Part of a Healthy Lifestyle

While water is integral to proper bodily function, over the last 30 years, beverage choices have shifted to include less water and more sweetened beverages. This has caused a rapid increase in the number of calories Americans consume each day. Between 1965 and 2002, average caloric intake from beverages almost doubled, rising from 236 to 458 calories per day [Duffey and Popkin (November 2007), *Obesity 15-11*: 2739–2746]. Similarly, calories from sweetened beverages tripled—from 50 calories per day in 1977 to 144 calories per day in 2001 [Popkin et al (2006), *American Journal of Clinical Nutrition* 83: 529–542].

The increase in higher calorie consumption correlates with the rise in obesity rates in the U.S. Between 1976 and 1999, the obesity rate in America doubled from 15.1% to 30.5%, in large part due to higher calorie intake. Studies show that almost half of the increase is attributable to the consumption of higher-calorie packaged beverages [Nielsen et al (2002), *Obesity Research* 10: 370–378]. Today, Americans consume nearly 21% of their daily calories from packaged beverages compared to 10% in 1965 [Duffey and Popkin (November 2007), *Obesity 15-11*: 2739–2746]. As more than 75% of what people drink comes from a package, bottled water provides an important and helpful alternative to sugared and caloric drinks [Beverage Marketing Corporation, 2007].

To help people better understand the impacts of their beverage choices, the Beverage Guidance Panel, an expert panel of academics specializing in nutrition, obesity and epidemiology developed guidelines for appropriate beverage consumption. The Panel recommends that only 10% to 15% of an individual's daily caloric intake come from beverages, the equivalent of about 200 to 300 calories (www.beverageguidancepanel.org). Using this guideline, no more than 20 ounces an individual's daily beverage intake should come from sweetened beverages, such as fruit juice, sports drinks, alcohol or soda. The remainder should come from water, reduced-fat milk, unsweetened and other low-calorie beverages.

Daily Calorie Intake from Beverages, by Adults in the USA, 1965-2002.



Source: K Duffey and B.M Popkin (2007). Shifts in patterns and consumption of beverages between 1965 and 2002, Chapel Hill, NC



“When we think of the value of water, we need to realize that over several hundred thousand years of our evolution, humans have consumed mostly water once they pass childhood. We are therefore very well adapted to consuming water as our primary form of hydration. Reduced-fat milk is highly nutritious, providing us with proteins, minerals and vitamins. But otherwise, water—be it from a tap or a bottle—is the preferred beverage at all times.

Barry Popkin

Director, UNC Interdisciplinary Obesity Program, The Carla Smith Chamblee Distinguished Professor of Global Nutrition, School of Public Health, UNC at Chapel Hill, North Carolina

Nestlé Waters believes that increased focus on this recommendation will help Americans choose more healthful beverages. For example, in 2007, research showed bottled water sales in the grocery market sector grew 10.8% with almost half of this growth coming from consumers who switched from sweetened soft drinks to water [Nielsen Scantrack Data, Grocery, 12/07; Nielsen Homescan Data, Category Shifting Analysis, 2/07]. We are proud that our products have played a key role in this dietary change.

Recommended Daily Calorie Consumption from Beverages

Calories Per Day	200 to 300
% of Total Daily Caloric Intake	10% to 15%

Source: The Beverage Guidance Panel (beverageguidancepanel.org)

Supporting Research on the Health Benefits of Water

We are funding research to further our understanding of the health benefits of water. In 2006, Nestlé SA engaged Dr. Barry Popkin, professor of global nutrition at the School of Public Health, University of North Carolina, to study the link between water consumption and weight loss. Based on his previous research, Popkin found that people with higher water consumption had healthier diets [Popkin et al (December 2005), *Obesity Research* 13-12: 2146–2152]. A second 2006 study showed that individuals who drank water while dieting were more likely to lose weight compared to people who drank other beverages [Popkin et al (2006), *American Journal of Clinical Nutrition* 83: 529–542]. Moving forward, we will continue to fund research on the health benefits of drinking water for weight management and disease prevention.



Go-Play!

To encourage kids to be more active and learn healthy habits, such as drinking water, Nestlé Pure Life™ created *Go-Play!*, a program in which consumers collect Nestlé Pure Life labels to earn points that can be redeemed toward fitness and sports gear or toward transportation costs for educational field trips at their children’s schools. Any accredited school in the U.S. serving students between kindergarten and eighth grade is eligible. In 2007, Nestlé Waters contributed \$286,000 to children’s fitness programming as part of *Go-Play!*.

Providing Healthful Beverage Product Choices

Most people like to have variation in their beverage choices, and Nestlé Waters strives to provide great-tasting, low-calorie beverages to strike a balance between taste and health. Nestlé Waters products include spring, purified, sparkling, drinking, mineral, distilled, natural fruit flavored and sparkling juice beverages. We also introduced Aquapod®, an 11-ounce spring water product, packaged in round bottles that appeal to children and encourage them to choose water over higher-calorie, sugared beverages.



In addition to these products, we provide two waters with extra benefits:

- Our Contrex® Natural Mineral Water helps to replenish the body with calcium—one liter contains half the recommended daily intake for calcium.
- Our fluoridated waters, including Poland Spring® Brand Natural Spring Water with Added Fluoride, Ozarka® Brand Natural Spring Water with Added Fluoride, Ice Mountain® Brand Natural Spring Water with Added Fluoride and Arrowhead® Brand Mountain Spring Water with Natural Fluoride, all help reduce the risk of tooth decay.

2009

In 2009, we will help consumers better manage their caloric intake by supporting the Beverage Guidance Panel's recommendations.

2010

In 2010, we will conduct additional research on the health benefits of drinking water for weight management and disease prevention.

2018

By 2018, we will collaborate with partners to reduce average caloric intake by both children and adults to levels recommended by the Beverage Guidance Panel.

Bottled water provides an important and healthful alternative to sugared and caloric drinks.