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. 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.

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

Introducing The Healthy Hydration Toolkit

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.

References:


3 Beverage Marketing Corporation, Bottled Water Industry Briefing #73, December 2014.
Today, beverages account for 47 percent of added sugars in the American diet, not counting milk or 100 percent fruit juices.1,2,3

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.4

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.5 As Americans continue to drink more water, bottled water is on track to become the number one consumed beverage in America.6

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

References:
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.
6 Beverage Marketing Corporation, Bottled Water Industry Briefing #73, December 2014.
Consider this: only 15 percent of middle school students are drinking enough H₂O, according to a 2012 study.¹ 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.² Another study found that among school aged children from Los Angeles and New York City, 75 percent did not drink water before school.³

While consumption of sugar-sweetened beverages has been declining, intakes are still high among some populations.² 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.⁴,⁵ 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.⁶ Among 16- and 17-year olds, approximately 80 percent of obese boys and 92 percent of obese girls will become obese adults.⁷ 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.⁸ 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:
⁸ FRC Bottled Water Tracker: Q4 2010 Presentation.
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.²

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

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

**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.⁴

References:

*Those with questions about caffeine consumption should consult their health care professional.*
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.1

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.2 What’s more, about 20 percent of our total daily energy intake is from beverages alone.3,4,5

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.2 What’s more, about 20 percent of our total daily energy intake is from beverages alone.3,4,5

Meanwhile, many individuals—especially older adults—don’t get enough water or total fluids.6 One study found that adults 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.6 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.).7

Two out of three American adults and one out of three children are overweight or obese.8,9 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?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Beverage and Added Sugar Recommendations</th>
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<tbody>
<tr>
<td>American Diabetes Association**</td>
<td>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></td>
</tr>
<tr>
<td>American Academy of Pediatrics***</td>
<td>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? Pediatrics. 2011 Jun;127(6):1182-9.</td>
</tr>
<tr>
<td>World Health Organization****</td>
<td>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></td>
</tr>
</tbody>
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References:


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. Whether spring, mineral, sparkling or purified, bottled water has saved Americans billions of calories.

Bottled water is on track to become the #1 selling packaged beverage in America. A Harris Poll shows that 86% of Americans are already buying bottled water.

Research shows that if bottled water isn’t available, 63 percent of people will choose soda or another sweetened packaged beverage. Americans drink about 1 billion beverage servings in a can, bottle or cup every day.

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.

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2. Calculation based on sugar-sweetened beverages having 140 calories per 12 ounce serving based on publicly available information.
6. 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.
8. FRC Bottled Water Tracker: Q4 2010 Presentation.
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


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

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.”


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.”
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

![Perrier](www.perrier.com)
Sparkling Natural Mineral Water

![S.Pellegrino](www.sanpellegrino.com)
Natural Spring Water

![Acqua Panna](www.acquapanna.com/us)

SPRING
100% natural spring water sourced from carefully selected springs

![Arrowhead](www.arrowheadwater.com)
CA and Western states

![Deer Park](www.deerparkwater.com)
Mid-Atlantic, Southeast

![Ice Mountain](www.icemountainwater.com)
Midwest

![Ozarka](www.ozarkawater.com)
TX and surrounding states

![Poland Spring](www.polandspring.com)
Northeast

![Resource](www.resourcespringwater.com)
National

![Zephyrhills](www.zephyrhillswater.com)
Southeast

PURIFIED
Filtered using a 12-step process and enhanced with a unique mineral blend to provide great taste

![Nestlé Pure Life](www.nestlépurelife.us)

SPARKLING
Unsweetened. All natural flavors. Simply water, fizz and exotic fruit flavors in convenient cans.

![Nestlé Pure Life](www.nestle-purelife.us/products/exotics)
Introduction


3 Beverage Marketing Corporation, Bottled Water Industry Briefing #73, December 2014.


6 Beverage Marketing Corporation, Bottled Water Industry Briefing #73, December 2014.


8 FRC Bottled Water Tracker: Q4 2010 Presentation.


References

Water and Dietary Guidelines


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.


8 FRC Bottled Water Tracker: Q4 2010 Presentation.


Hydration Help for Kids


6 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.


8 NCR Bottled Water Tracker: Q4 2010 Presentation.


Six Steps to Sipping Well


