Water, Hydration and Health
A Toolkit for Registered Dietitians
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, and for the first time, the 2015-2020 Dietary Guidelines for Americans focus not only what to eat, but also what to drink for overall health and the prevention of chronic diseases.¹ This new attention to beverage choices recognizes that many Americans don’t realize what they drink is an important part of their total eating pattern. As a result, many people drink too many sugar-sweetened beverages and not enough water or other calorie-free options. 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.¹

This Toolkit features the latest information about healthy hydration in a “ready-to-use” format. We hope its contents will be an informative resource to inspire healthy hydration for you, your family and community.

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

Introducing The Healthy Hydration Toolkit

March 2016

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, wherever they are. In 2015, bottled water volume sales across retail channels, such as supermarkets and club stores, surpassed that of carbonated soft drinks.²

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 and still, spring and purified waters in sizes from portable to case-packs and five-gallons.

We salute those who are making healthy choices, balancing their calories from beverages, and forming new beverage habits like drinking more water – both bottled and tap.

jane.lazgin@waters.nestle.com • 203-863-0240

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:
² Nielsen. Total U.S. bottled water and carbonated soft drink volume index. 52 Weeks and 1/2/2016.
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**
  - Sparkling Natural Mineral Water
  - www.perrier.com

- **S.Pellegrino**
  - Sparkling Natural Mineral Water
  - www.sanpellegrino.com

- **Acqua Panna**
  - Natural Spring Water
  - www.acquapanna.com/us

SPRING
100% natural spring water sourced from carefully selected springs. Also available in sparkling.

- **Arrowhead**
  - CA and Western states
  - www.arrowheadwater.com

- **Deer Park**
  - Mid-Atlantic, Southeast
  - www.deerparkwater.com

- **Ice Mountain**
  - Midwest
  - www.icemountainwater.com

- **Poland Spring**
  - Northeast
  - www.polandspring.com

- **Ozarka**
  - TX and surrounding states
  - www.ozarkawater.com

- **Zephyrhills**
  - Southeast
  - www.zephyrhillswater.com

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

- **Nestlé Pure Life**
  - www.nestlepurelife.us

- **Nestlé Pure Life Exotics**
  - www.nestle-purelife.us/products/exotics
Today, beverages account for 47 percent of added sugars in the American diet, not counting milk or 100 percent fruit juices. 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.

### What the Research Shows

A population-based study with more than 51,000 women reported in the *Journal of the American Medical Association* found that 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.

A population-based study from the National Heart, Lung, and Blood Institute with more than 1,000 middle-aged adults who were followed for six years reported a direct correlation between sugar-sweetened beverage consumption and increased visceral fat, a deep belly fat linked to type 2 diabetes and heart disease. 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.

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**Food Category Sources of Added Sugars in the U.S. Population Ages 2 Years & Older**

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Added Sugars as Percent of Total Added Sugars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages (not milk or 100% fruit juice)</td>
<td>47%</td>
</tr>
<tr>
<td>Sugar-Sweetened Beverages</td>
<td>39%</td>
</tr>
<tr>
<td>Fruit Drinks</td>
<td>11%</td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>25%</td>
</tr>
<tr>
<td>Sport &amp; Energy Drinks</td>
<td>3%</td>
</tr>
<tr>
<td>Coffee &amp; Tea</td>
<td>7%</td>
</tr>
<tr>
<td>Alcoholic Beverages</td>
<td>1%</td>
</tr>
<tr>
<td>Snacks and sweets</td>
<td>31%</td>
</tr>
<tr>
<td>Grains</td>
<td>8%</td>
</tr>
<tr>
<td>Mixed Dishes</td>
<td>6%</td>
</tr>
<tr>
<td>Dairy</td>
<td>4%</td>
</tr>
<tr>
<td>Condiments, Grains, Spreads, Salad Dressing</td>
<td>2%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>1%</td>
</tr>
<tr>
<td>Fruits + Fruit Juice</td>
<td>1%</td>
</tr>
</tbody>
</table>

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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.

Consider this: 54 percent of children aged 6 to 19 years old are dehydrated, according to a recent national survey published in the American Journal of Public Health. Another 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. Studies with school-aged kids from Los Angeles and New York City reported that 75 percent did not drink water before school.

While consumption of sugar-sweetened beverages has been declining, intakes are still high among some populations. 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.

Childhood Obesity Facts In the past 30 years, childhood obesity has more than doubled in children and quadrupled in adolescents. 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. Among 16- and 17-year olds, approximately 80 percent of obese boys and 92 percent of obese girls will become obese adults. 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. Making water more accessible is a smart step to get kids drinking more water. A recent study published in JAMA Pediatrics found that children in NYC schools with self-serve water dispensers in cafeterias drank more water and were 4 to 5 pounds lighter, compared to kids attending schools that didn’t have water machines in their cafeterias. As a calorie- and sugar-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:
1 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.

2 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.

3 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

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

5 100% fruit or vegetable juice should make up **no more than half** of your recommended fruit/vegetable servings.⁴

6 **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.

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Water and Dietary Guidelines

When it comes to health and weight loss, most people focus on what they eat but the 2015-2020 U.S. Dietary Guidelines for Americans highlight the fact that all foods and beverages matter and that one’s overall eating pattern is more important than any single food or nutrient to reduce the risk for obesity and chronic diseases.1

Water: An Important Nutrient For Life
Inincreasing 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.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 2015-2020 U.S. Dietary Guidelines for Americans.

What Are Health Authorities Recommending?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Beverage and Added Sugar Recommendations</th>
</tr>
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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>U.S. Department of Health and Human Services/USDA¹</td>
<td>All food and beverage choices matter. Choose nutrient-dense foods across and within all food groups in place of less healthy choices. Added sugars should be limited to less than 10 percent of total calories. The major source of added sugars in the U.S. diet is sugar-sweetened beverages. A small shift of replacing beverages with added sugars with no-sugar added beverages, like water, is recommended to reduce added sugars.</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, sugar 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>
</table>

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. 3

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. 3 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. 6

Federal regulations are stronger for bottled water than for tap water when it comes to key contaminants, including lead and coliform bacteria. 8

A Harris Poll shows that 86% of Americans are already buying bottled water. 7

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

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. 10

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

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


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.


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.”

How Much Added Sugar is Ok? According to the new Dietary Guidelines for Americans, added sugars should be limited to less than 10 percent of total calories. Current intake is around 13 percent for adult and up to 17 percent for teens. Since sugar-sweetened beverages are the number one source of added sugars in the diet, drink still or sparkling water in place of sugary drinks. http://ow.ly/JWcfN Note: See Water and Dietary Guidelines.

Find out the One-Step Solution to Slash Sugar. The new Dietary Guidelines recommend less than 10 percent of calories from added sugars. One of the easiest ways to slash sugar in your diet is to drink water in place of sugary beverages. Sugar-sweetened beverages account for some 47 percent of all added sugars in the typical U.S. diet. http://ow.ly/JWcfN Note: See Water and Dietary Guidelines.

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.”

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

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