

Higher Profits

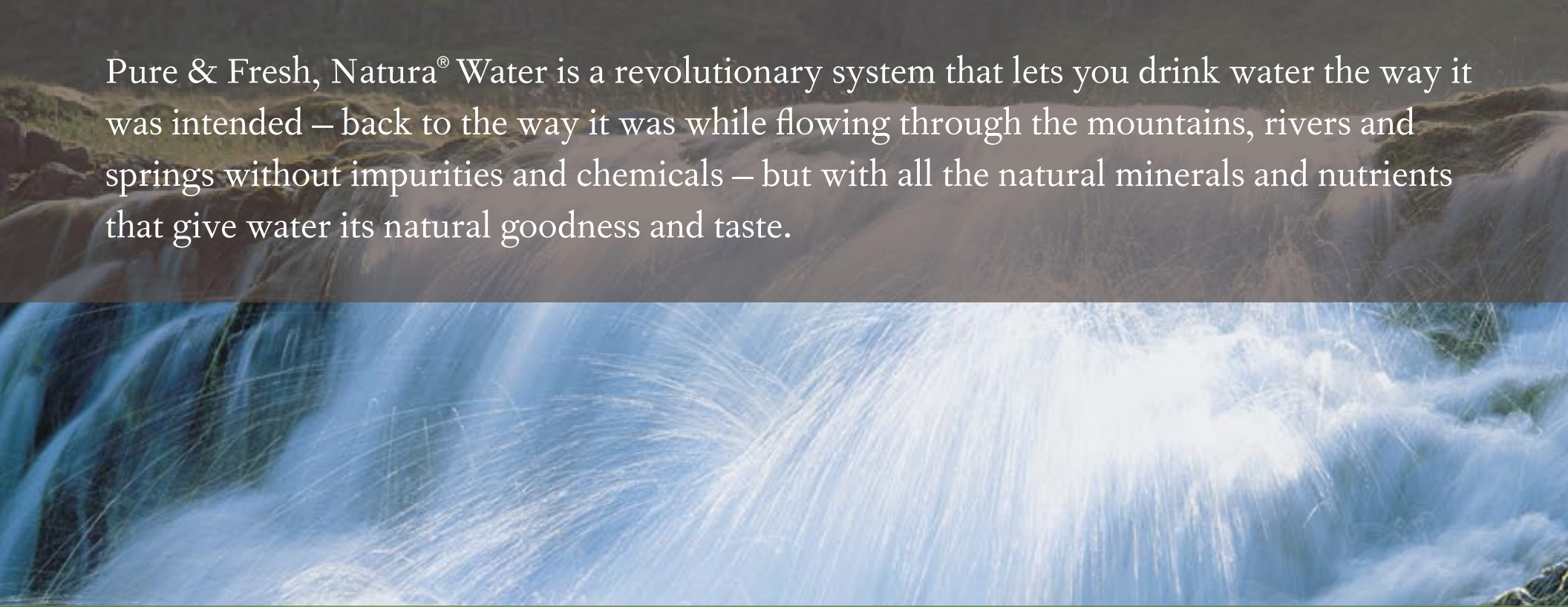
*Eco-Friendly
Solution*

Pure & Fresh



natura[®]

water the way nature intended[™]



Pure & Fresh, Natura® Water is a revolutionary system that lets you drink water the way it was intended – back to the way it was while flowing through the mountains, rivers and springs without impurities and chemicals – but with all the natural minerals and nutrients that give water its natural goodness and taste.

DEVELOPED IN ITALY, NATURA® WATER IS THE ONLY WATER PURIFICATION SYSTEM OF ITS KIND THAT TRANSFORMS YOUR LOCAL WATER SOURCE INTO HIGH QUALITY CHILLED SPARKLING AND STILL WATER. GUARANTEED TO PLEASE EVEN THE MOST DISCERNING PALATE, NATURA'S PROPRIETARY THREE-STEP PURIFICATION SYSTEM ENSURES THE QUALITY AND TASTE OF THE WATER BY ELIMINATING IMPURITIES WHILE RETAINING HEALTHY, THIRST-QUENCHING MINERALS.

NATURA® IS ENDORSED AND USED BY SOME OF THE WORLD'S MOST PRESTIGIOUS CHEFS, RESTAURATEURS, 5-STAR HOTELS AND FORTUNE 500 CORPORATIONS. NATURA® WATER HAS SATISFIED MANY CUSTOMERS FOR THE TASTE AND QUALITY OF THE NUMEROUS GREEN AND ECONOMICAL BENEFITS OF THE NATURA® WATER SYSTEM.

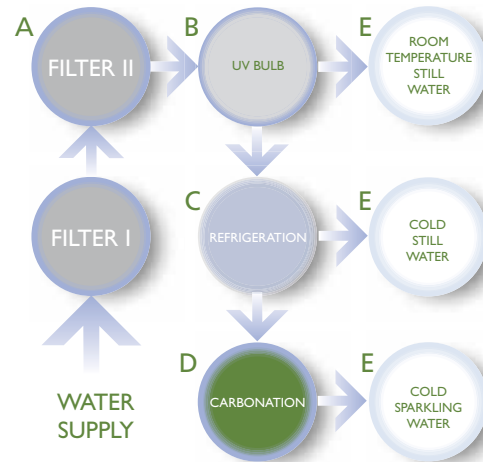
Pure & Fresh Water

Natura® Purification Systems are installed to your existing plumbing by a Natura® service specialist.

Each system comes with a filtration unit. The filtration unit purifies the tap water through two different high tech Natura® filters and then sterilizes the water through a prolonged exposure to UV light in the UV chamber.

The water is then chilled and carbonated, if desired, through a special chiller/ carbonation unit, specifically designed for this purpose.

Only several seconds are needed to fill a one liter bottle of pure and tasty Natura® Water.



Natura's proprietary 3-step purification system

- A. Carbon filter: Eliminates chlorine, heavy metals, and particles in suspension.
- B. Disinfection System via UV bulb.
- C. Refrigeration System with ice in reserve. Allows the unit to dispense volumes of water at a constant temperature.
- D. Carbonation System (mixing CO₂ & water) is pressurized with sensor controls.
- E. Industrial taps for dispensing of Natura® Water.



Eco-Friendly Solutions



Being eco-conscious and encouraging others to be so is part of our culture and way of life at Natura.[®] With the world on the cusp of a green revolution, our goal is to contribute to this era of change by introducing a greener concept to common forms of water consumption; most notably bottled water.

Bottled water takes a terrible toll on our environment accounting for over 35 million empty bottles dumped daily into U.S. landfills, requiring millennia to decompose. Not only is this a hazard, bottled water also comes with a high carbon footprint taking in millions of barrels worth of crude oil to manufacture, produce, store, transport and refrigerate.

The Natura[®] Water system provides a viable alternative to bottled water. It eliminates the use of disposable glass or plastic bottles and also significantly lowers your carbon footprint since there is no storage, transportation or processing costs involved with the water.

Natura[®] is the greenest water on the planet – and we are a proud member of the Green Restaurant Association.



Higher Profits

These days all restaurants, hotels and corporations are looking to reduce operating costs as well as generate more revenue and profit. Natura® Water systems are the simple profit-enhancing solution.

With ordinary bottled water come expenses – delivery, storage, disposal and refrigeration – all costs that deplete your bottom line and drain profits. With Natura® all the above are eliminated.

Switching to Natura® at restaurants and in hotels increases profit by itself – bottling fresh, pure Natura® right at the source.

Many hotel and restaurants even see their unit sales increase by patrons that want to support the business efforts to Go Green and support initiatives to make our planet a cleaner environment.

Higher Profits

Natura® reduces customers operating costs and dramatically improves profits.

WATER COMPARISON CHART (monthly consumption)	HOTEL		RESTAURANT/BOUTIQUE HOTEL	
	NATURA® WATER	ORDINARY BOTTLED WATER	NATURA® WATER	ORDINARY BOTTLED WATER
Bottles Sold Per Month	9,000	9,000	3,000	3,000
Sales Price Per Bottle	\$5.00	\$5.00	\$5.00	\$5.00
TOTAL SALES	\$45,000.00	\$45,000.00	\$15,000.00	\$15,000.00
Product Cost Per Bottle	\$0.00	\$1.25	\$0.00	\$1.25
Product Cost Per Month	\$550.00	\$11,250.00	\$375.00	\$3,750.00
Monthly Misc Cost (storage, handling, waste)	\$0.00	\$1,275.00	\$0.00	\$1,000.00
TOTAL COSTS	\$550.00	\$12,525.00	\$375.00	\$4,750.00
TOTAL PROFIT	\$44,450.00	\$32,475.00	\$14,625.00	\$10,250.00
COMPARISON SUMMARY				
Natura® Reduces Costs By	96%	n/a	92%	n/a
Natura® Grows Profits By	37%	n/a	43%	n/a
Natura® Improves Profits By	\$11,975	n/a	\$4,375	n/a

Higher Profits

*Eco-Friendly
Solution*

Pure & Fresh

Natura® installs and services its Natura® Water Purification Systems.



www.naturawater.com

NATURA® PURIFICATION SYSTEMS ARE RENTED OR SOLD TO CUSTOMERS THROUGH A MULTI-AGREEMENT THAT INCLUDES:

- REGULAR SERVICE AND MAINTENANCE, CHANGING OR CLEANING FILTERS, AND REPLACEMENT OF THE UV LIGHT.
- EMERGENCY REPAIRS WITH A TOLL-FREE NUMBER ACTIVE 24/7: 1.877.302.8638
- EACH AGREEMENT ALSO INCLUDES AN ARRAY OF LUXURY GLASS NATURA® BOTTLES, FREE OF CHARGE WITH RENTAL OR PURCHASE

Satisfied Customers

Restaurants

LUCQUES



Hotels

THE PENINSULA



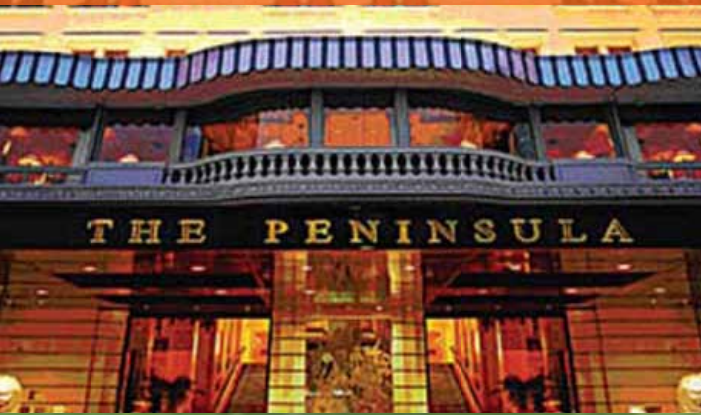
FOUR SEASONS HOTEL



The Ritz-Carlton®



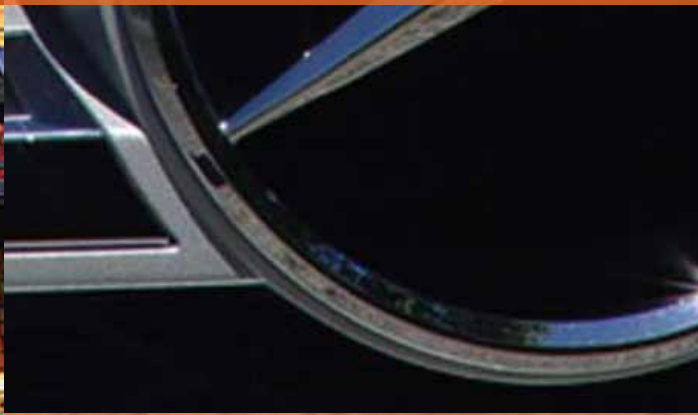
Hospitality



“We want to ensure an ultimate guest experience in every component. Choosing Natura as our water ensures a healthier better-tasting product – and one in tune with our environmental objectives.”

THE PENINSULA

Corporate



“In our drive toward a greener future, supplying Natura Water for our customers and workforce is a significant – and very refreshing move.”

 Mercedes-Benz

Restaurants



“After tasting the water and seeing the benefit in Italy, I installed Natura. It saves kitchen space, storage and provides a superior, healthier product than bottled water.”

Tony May

Proprietor

 SANDOMENICO