

# re:renewal<sup>TM</sup>

natural spring water



# re:invention

allow us to say  
hello.

we're re:newal, and we're hoping to change not just the way you drink bottled water, but the way you choose to improve life for yourself and those around you. of course we want you to drink water that's good for you, but beyond that, re:newal lets you do something good for your planet at the same time.



re:newal™

# re:think

**when we found our  
pure source of natural  
spring water, we knew  
it was something  
we wanted to share.**

most of the bottled water  
on store shelves uses images  
of mountains or streams that  
would have you believe that's  
what you're drinking from.



truthfully, a spigot would be more accurate. if it says "purified drinking water" somewhere in small type, your water has come a lot farther than that babbling brook or snow-capped mountain peak on the label. in other words, you're drinking tap water. high in minerals, dissolved metals and sediment.

it's your body and re:newal won't tell you what you can put in it. but when companies a, b and c are selling you on a bottle of tap water with a well-designed label, we don't think it's wrong of us to point out the irony.

re:newal™

# re:sourceful

**it would be one thing if the “water” part was the only problem with bottled water.**

despite the industry’s urging to “please recycle” printed on every label, those convenient plastic bottles are thrown out more than they are recycled. so it should come as an unsettling fact that over 22 billion of these plastic water bottles wound up in landfills last year.

every last one of those plastic water bottles is made from a petroleum polymer. you might have noticed that petroleum comes at quite a premium lately. you may have also heard that it’s not exactly the best resource to continue using with such uninformed abandon. thankfully, there is a viable alternative to this fossil fuel-dependent cycle.



re:newal™

# re:plenish

PLA – “Polylactic Acid” - is a polymer derived from plant starches that, in ninety days time, has almost completely returned to its original state, an easily reabsorbed corn-syrup. this wonderful invention’s actually been around for almost a century, but we’re just now figuring out how to utilize this incredible material to help our global eco-crunch.

**better late than never.  
every bottle of re:newal as well  
as the bottle’s label and ink are  
made from renewable plant-  
based PLA polymers.**

Our bottle’s reduced carbon footprint allows us to concentrate on things like a greener cap. We’re working on that as we speak.



re:newal™

# re:newal™

**take pure natural  
spring water and bottle  
right from the source.  
make it available in an  
eco-conscious package  
at a competitive price.**



it may seem too simple to make sense, but that's just what we've done to bring you re:newal. it's more than good water, it's good thinking and smart living for those people who know the path to making a difference is made in many small steps. we aren't setting out to change the world – just giving people a smart choice in how they re:plenish themselves, re:new our resources and, most importantly, re:think the possibilities of the way we live.

re:newal™