

The Water Opportunity Show™
Residential • Commercial • Industrial



Health & Wellness: Water and Nutritional Supplements

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The Water Professional's Goals

- Make our customers' lives better
- Create and maintain a lifetime business relationship with every customer
- Generate & Sustain a reasonable profit



Our Industry



- Dedicated professionals
- Established Methods
- Cautious of emerging technologies
- We care about our customers

**Our industry is changing,
are you going to keep up?**



Our Customers

- Homeowners
- Disposable Income
- Aging Population

Thinking, Talking and Learning about Health, Wellness, and Longevity



The Water They Want

- “Clean” Water
- “Pure” Water
- Convenience
- Flavor
- Health



The Water We Give Them

- Equipment that we sell
- Equipment that we maintain
- Technology we understand
- Technology we believe in
- Nothing more



Shifting the Paradigm

It is NOT All or Nothing

If our customer wants something we need to be able to provide it to them

Water & Health matters are well within the domain of a true
WATER SPECIALIST

Pure water is just the beginning...

Nutritional Supplements

- Multi-Billion Dollar Industry
- Highly Fragmented
- Unregulated
- Competing technologies
- Science & Pseudoscience

“A pill for every problem”



Nutritional Myths

Eating healthy gives me all the nutrients I need.

40% of Americans do not get enough calcium in their daily diet.

68% do not get the recommended daily allowance of magnesium.

20% do not even get half the recommended amount.

Source: Overfed, Undernourished, The Washington Post, September 21, 2004

Nutritional Myths

“Organic food solves the problem of good nutrition”.

- According to a USDA study, organically grown food contains one-third fewer pesticide residues than conventionally grown foods. Numerous studies over the last 50 years have shown that organic foods have no significant improvement in vitamins and minerals over conventionally grown foods.
- According to a US Senate investigation: Today, a person must eat twice as many tomatoes to get the same amount of calcium as they would have in 1948 - They would have to eat 60 servings of spinach to get the recommended daily amount of iron.

Nutritional Myths

Vitamins replace what my body doesn't have.

- The vast majority of vitamin supplements are synthetic and contain inorganic compounds, fillers, and binders. These artificial substances usually cannot be broken down, so they pass through the body.
- According to the Physician's Desk Reference, only 10-20% of the nutrients in solid vitamin supplements are even absorbed by the body

Nutritional Myths

All vitamin & mineral supplements are the same.

- Not all mineral preparations are absorbed equally.
- Mineral Supplements are often manufactured in tablet form that do not readily dissolve, providing little benefit to your health.
- Even “complete” multivitamins rarely have the required daily value for necessary minerals such as calcium, magnesium, or potassium.
- Minerals are the building blocks of the body and without them other vitamins and supplements will not be absorbed properly.

Aquaceuticals

- Water is the transporter of advanced nutrition
- Scientific Water Additives
 - Raise Alkalinity
 - Vitamins & Minerals
- Hard Water minerals can interfere with absorption
- Chlorine damages sensitive nutritional compounds

Purified water is only the beginning...

Strategies for Success

- Work with a reputable supplier
- Research what you're selling
- Understand what you're selling
- Talk to your customers
- Listen to your customers
- Incorporate online purchase options
- Create a recurring revenue stream

**Can you explain it to a
12-year old?**

Controlling Liability

- Work with a reputable supplier
- Review sales literature and presentations for compliance with your sales policies and code of ethics
- Will this make your customers' lives better?

Would you sell it to your mother?

Presentation Notes, and Collateral Material:

gregknowswater.com