

thirsty work this summer business....

ah summer. the sun, the sand, the sea, the season to be grateful we are living in sunny africa. on this side of the equator, we all know that when heading down to the shores or even popping outdoors, it's always important to wear a hat, a pair of sunnies a liberal amount of factor. so that's the outside of you taken care of, looking too cool for school, but what about inside?

all this lounging around, finding ways to pass the sunny days can be thirsty work – so what can you drink that is not only hot-to-trot, but also cool-by-the-pool?

well look no further maboos and magirls, glacéau **vitaminwater** will come to your rescue. not only will it responsibly hydrate you and crew, but it will be the hottest thing you experience this season. (well apart from the sun...)

each variant of glacéau **vitaminwater** not only has a unique combination of nutrients, but because it comes in one of six fashionable colours, making it the only responsible accessory you have this summer. even if you're not that responsible yourself.

each variant offers specific benefits to help you through those “what have i done to deserve this” moments; those mind numbingly boring conference calls; a bad case of monday morningitus; a gut-busting gym workout; or one of those “i'm never drinking again” morning afters. the six varieties are: glacéau **vitaminwater** power-c (dragonfruit), glacéau **vitaminwater** essential (orange-orange), glacéau **vitaminwater** energy (tropical) glacéau **vitaminwater** super-v (lemon), glacéau **vitaminwater** xxx (acai-blueberry-pomegranate) and glacéau **vitaminwater** revive (fruit punch).

in march 2009, south africa joined australia, mexico, canada, new zealand and great britain in being one of the first countries outside of the usa to drink new york's drink of choice – glacéau **vitaminwater**, and everyone is loving it.

available at selected outlets in joburg, cape town and durban in 500ml bottles.

ends.

about glacéau vitaminwater

glacéau **vitaminwater** started way back in 1996. you remember 1996, right? eish man, who doesn't? that was the year penny heyens brought back two glinting gold olympic medals; the year archbishop tutu sat down to chair the truth and reconciliation commission; and also the year south africans danced like crazy when our team held up the victory trophy at the african cup of nations.

it was also during this time, in new york city, that an adventurer, gadabout, and humble genius named j. darius bikoff was feeling the double blow of raging thirst and low energy. en route to a yoga class, bikoff gobbled a vitamin c wafer and chased it with a swig of water. the combination of flavour and nourishment inspired bikoff to develop glacéau vitaminwater, a great tasting active lifestyle beverage that's packed with nutrients, and has no artificial flavours or colours.

bikoff's unique vision transformed the beverage industry, as he first created the enhanced water category and then went on to build glacéau **vitaminwater** into the leader of the active lifestyle category in the u.s. to cut a long story short, while most beverages are just about flavour and refreshment, glacéau **vitaminwater** is about so much more...simply put, it's a great complement to our often less than perfect diet.



GLACÉAU
vitaminwater
try it™