



# Hydration Guide

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# Welcome to Jovē

At Jovē, we believe in the transformative power of hydration and we are thrilled that you're interested in learning more about it, too.

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Do you ever feel sluggish, irritable, and experience poor sleep? If yes, you may be experiencing effects of dehydration, surprising right?

We all know that drinking water is vital to our health, but do you know why it is so important and that not all water is the same?

Staying hydrated has to do with the quantity of water we intake, true. But it has just as much to do with the *quality* of water we intake. And although studies show that people are choosing water over sugary drinks now more than ever before, most of us aren't getting all we can out of our water choice. To experience optimized hydration and reap the real benefits of water

that lead to improved health, there are factors beyond water purity, safety, and taste that make water truly hydrating.

At Jovē, we have invested in amazing water technology and science to produce a new kind of alkaline water that is not only smooth and easy to drink, but also supports real hydration.

This guide has been prepared to show our very real passion for very real hydration, and since we can't all be scientists, we'll explain what real hydration is in the simplest of terms.

Warmly,  
*Jovē and the team*



# What is Real Hydration?

Up to three out of four Americans are chronically dehydrated. And did you know that 2/3 of hydration is cellular hydration?

**Real hydration occurs when our body and cells receive the fluid needed to perform their vital functions.**

Pure water (H<sub>2</sub>O only) is a neutral substance that has a pH of seven at room temperature. Water that is truly hydrating contains a source of available energy, which comes in the form of electrons and can effectively pass into the cells, providing cellular hydration.

In some parts of the world, drinking water from the tap is better than any of the bottled water on the market today. Denmark's tap water is standard in their cafes, Iceland's tap water comes directly from springs and never meets

a pollutant, Greenland's tap water is iceberg sourced. Why is this water so good? They all have a unique composition that provides real hydration and offers no harmful contaminants.

We don't know about you, but we can't make it to a Denmark café today and while visiting a Greenland iceberg is on our bucket list, it's not happening any time soon. And that is why Jovē is here, to help us all experience the benefits of water that provides real, deep cell hydration.





# Hydration & Wellbeing



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Did you know that the human body is 60% water, and our blood is 90% water?

## Let's chat a bit more about how water is necessary to support our immune system.

Our immune system has the very important role of protecting us from harmful substances, germs, and cell changes that have potential to harm us, making us ill.

It is made up of organs, cells, and proteins. When it's working as it should, we take no notice of our immune system, it's when it's not working as it should that we pay close attention.

Our immunity is directly related to the nutrients found in our blood. As you now know, our blood is 90% water, this means that if we have low amounts of water in our body, our body can't adequately push the nutrients found in our blood to the organ systems that need it which will lead to declining health.

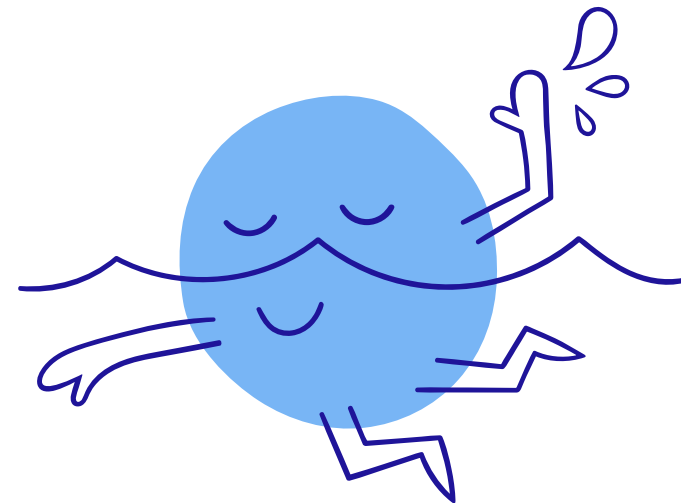
Cellular hydration is vital to detoxification, as well. It will contribute to lymphatic draining, the removal of foreign entities, and eradicate other significant waste products that will harm the body internally if not eliminated.

When the body's organs are receiving the nutrients they need and when our body can get rid of waste products it doesn't need, our immune system benefits. Which means our body benefits.

### Some benefits of cellular hydration:

- Maintains kidney function
- Promotes cardiovascular health
- Helps with the proper function of joints and muscles, maximizing physical performance and energy levels that will contribute to healthy weight
- Keeps skin healthy and supple
- Works to cleanse the body from the inside out, flushing waste and supporting the digestive system
- Delivers oxygen through the body
- Supports the brain and spinal cord
- Allows minerals and nutrients to find their way through the body
- Maintains blood pressure
- Regulates body temperature through the benefit of sweat
- Helps with muscle tension, and contributes to serotonin production
- Promotes a healthy immune system
- And, oh so much more

# The Digital Age EMFs And Hydration



**Exposure to environmental toxins can impact how we feel and our overall wellbeing.**

While some of us grew up without iPads, cell phones, and had to actually read books made from paper, we live in a world where full-grown adults never saw that time. (And if you didn't feel old before...)

What does this mean? It means some of us have been surrounded by the effects of electronics and digital devices since birth, constantly enveloped by electromagnetic fields, otherwise called EMFs.

Don't worry, we won't get too science-y here, and quite frankly we are still learning about how EMFs affect our body. What we do know is exposure to environmental toxins can impact how we feel and our overall wellbeing.

Sound serious? It can be, but believe it or not, drinking high-quality water that supports overall wellbeing and cellular hydration is very supportive to our bodies detoxification processes.

With 5G just around the corner (in some places it's already here), we wanted to create a water that would give the body proper cellular hydration found in the very simple task of drinking water.



# What Are the Best Times to Drink Water?

According to (more) medical experts, the best time to drink water is, well... all day long. Women generally need about nine cups of water per day and men need 13. That said, if you're a woman and wake up and drink your nine cups first thing, it won't sustain you throughout the day. Your body will get rid of any extra fluid that it can't support if you drink too much at once. This is no help to your hydration process.

Space out your water intake. Start first thing in the morning so you can snag some replenishing fluids after your long night of rest, and then keep it up. This may be new to you, but if you're thirsty,

you're already dehydrated. Try not to let it go that far by being cognizant of drinking water and how often you urinate (every two to three hours is ideal).

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*Note that there are other factors to determine when you should hydrate, such as being sick, working out, excessive sweating, and eating food.*

If you enjoy beverages that are dehydrating, it's a great idea to drink a glass of water along with it. Before having your morning "Joe", have your morning Jovē.





# What Are the Signs of Dehydration?

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Cranky, sluggish, dry skin?

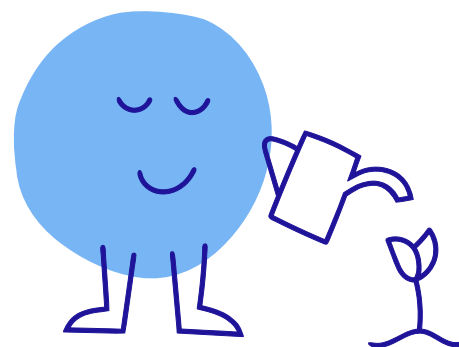
According to medical experts, when the human body experiences dehydration, the following can occur:

Thirst, less frequent urination (contributing to excess waste within the body), fatigue, irritability, dry skin, poor sleep, dizziness, and confusion.

Conversely, staying hydrated supports physical and mental performance and overall wellbeing.



## What Else Does Dehydration Affect?



To be frank- the color and odor of our urine.

Please excuse our literal potty talk for a moment, but in general, the color of your urine will indicate whether you are drinking enough hydrating water. If your urine is very light yellow (like lemonade) and has little odor, you're well hydrated. The darker and more aromatic your urine, the more likely you're dehydrated.



# Minerals, Electrolytes, & Water



## Minerals are necessary for body wellbeing and obtained in a well-balanced diet.

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Essential minerals are classified as such because our bodies need them to survive and to function properly. And this next thing is big: if your body isn't properly functioning, don't count on your mind, soul or spirit to function properly either. The most commonly known essential minerals are calcium, potassium, magnesium, sodium, iron, chloride, and zinc. Some minerals are required by our body in relatively large amounts and those are called "macro-minerals". Other essential minerals include chromium, copper, iodine, manganese, molybdenum, phosphorus, selenium, silica, and sulfur.

All of these minerals should be found within the body to some extent. We're born with many of them and we lose them through time due to age, diet, and environmental factors.

Some minerals happen to be electrolytes also. Electrolytes are macro-minerals such as calcium, sodium, potassium, and magnesium that carry an electrical charge. All of which can be found in specific types of water- great news! This electrical charge carries impulses between human cells, producing a balance between the fluids found in and around the cells, which helps hydration and our blood's pH levels.

Not interested in the technical stuff? We get it. Here we go: minerals and electrolytes are essential for the ideal function of mind, body, and soul.



# What Are the Differences in the Types of Water?

There are five types of water we want to go over with you.

**Mineral water:** This is natural water taken from underground reservoirs and mineral springs and offers more mineral content than tap water, including: calcium, magnesium, potassium, sodium, bicarbonate, iron, and zinc.

**Spring water:** Although this water is generally assumed to be better than tap water, it often contains similar impurities picked up from running over surfaces in nature, so in order to achieve the pureness, it undergoes a filtration process, but may still contain nitrates, metals, and other unwanted substances even after the filtration process is complete.

**Alkaline water:** This type of water offers a higher pH than regular tap water. Typically, it offers more calcium, potassium, magnesium, and bicarbonate than mineral water and studies have shown that alkaline water may have positive benefits for our wellbeing.

**Distilled water:** This type of water is achieved by boiling H<sub>2</sub>O out of its contaminants, these contaminants are usually inorganic minerals and metals. Once that process is complete, additional purification treatments are necessary to achieve clean water, making water that is solely distilled, a less desirable drinking water than other types.

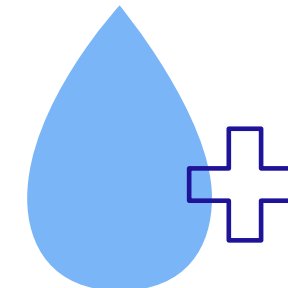
**Sparkling water:** This is the fizzy water (carbonated water) that often has an essence of fruit in it. It has a lower pH than regular water which makes it more acidic which can cause harm to teeth enamel.

Jovē water is a new kind of alkaline water produced through a patent pending manufacturing process which includes three steps:



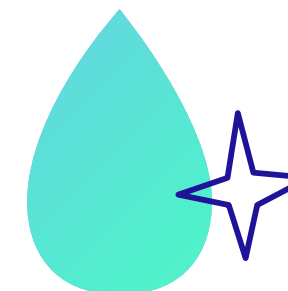
## Purity

Our nine-step Reverse Osmosis process purifies the water to a super clean state, free of contaminants.



## Alkalinity

We infuse our water with a patented liquid silica\*, an essential mineral that increases alkalinity.



## Spark of Life

We then charge the infused water with an abundance of electrons, a primary source of energy. We call them the Spark of Life™.

\*Silica is an essential mineral and important for our bone health as well as the creation and maintenance of connective tissue.



# Water in Your Food

Drinking liquids isn't the only way to stay hydrated. You typically get about 20% of your water each day from food. Who knew?

You can get even more if you eat certain healthy foods, such as leafy greens, watermelon, tomatoes, and yogurt.

When your body gets hydrated in this manner, it absorbs the water from the food and offers it nutrients throughout the process.

## What Foods Contain Lots of Water?

- Cucumbers
- Grapefruit
- Cauliflower
- Tomatoes
- Watermelon
- Broccoli
- Lettuce
- Strawberries
- Carrots

# How Much Water Should I Drink?

The amount of water one should drink depends on several factors such as gender, height, weight, and activity level. In addition, it depends on one's level of cellular hydration.

When you first start drinking Jovē, you may notice "nature calling" a bit more than usual and this is a sign that it's working! Your body will normalize when optimal hydration is achieved. The adjustment in hydration usually takes place within the first one to two weeks of regular use.



# Happy Cells. Happy Body.™

Jovē is water created with intent. It will contribute to cellular hydration, which is *true* hydration. We are a team of collaborators that have used science, health practices, mindfulness, and overall wellbeing to create a product that promotes a holistic approach to natural body function in an evolving, technological climate. It also happens to taste fantastic. Like we always say, Happy Cells. Happy Body.™