

**Brand story for website:** 115 – 130 words

***Go dark side!***

***iKuro black water is your deepest darkest secret to better hydration, nutrition and pH balance.***

Going 'dark side' on your health and hydration has never been more delicious. *iKuro* black water is nutrient-rich and highly alkaline, helping your body stay in perfect balance. Say goodbye to pesky acidity and nutrient loss that are unwelcome by-products of eating modern mass-produced food.

*iKuro* is the new best friend to your cells. As a heavy hitter in detox and pH balance stakes, *iKuro* is an express shuttle of vital nutrients to your cells. In short: *iKuro* helps you receive, absorb and mobilise key nutrients at hyper-speed.

What *iKuro* doesn't contain is as important as what it does. Despite being nutrient, mineral and amino acid-rich, *iKuro* contains:

- No fluoride
- No chlorine
- No sugar
- No calories
- No carbs
- No caffeine.

**Brand story for Bottle:** 65 – 75 words (condensed version of web brand story)

*Black water is the new black.* Give the green light to drinking *iKuro* black water and meet your detox, nutrient and pH balance hit in a bottle. Modern mass-produced foods may be convenient. But they rob your body of key nutrients and often leave you with unwelcome acidity too. *iKuro* returns the mother load of vital nutrients, electrolytes and amino acids direct to your body. Supercharged toxin removal and high alkalinity to balance your body pH to perfection are all part of the package.

## **BENEFITS**

### **Excel on an electrolyte high**

Smashed your workout but feeling depleted? Whenever you work up a sweat, you strip down your electrolyte store. These essential 'electric minerals' stimulate your nerves and muscles while keeping your body fluids balanced. So running lean on electrolytes can affect your cellular function, blood pressure and hydration levels. Luckily *iKuro* black water repays your electrolyte bank in full and then some. *iKuro* hands you an enhanced electrolyte dose of sodium, potassium, calcium, magnesium

and phosphate – everything you need for balanced body fluids and healthy hydration. *iKuro* is your number one post-workout pal in a bottle.

### **Detox to the max**

Give nasties their marching orders from your body with *iKuro* black water. *iKuro* has no tolerance for heavy metals, chemicals and toxins. So why not handle these unwelcome guests with some hard-hitting black water brilliance? *iKuro* black water removes toxins 20 times more effectively than your garden variety drinking water – with the refreshing neutral taste of pure Australian spring water free of harmful pathogens thanks to a smart double filtration process. If detoxing to the max isn't enough to win you over to *iKuro*, perhaps a metabolic kick-start will attract you. Thanks to being fully loaded with dissolved oxygen, *iKuro* black water fires up your metabolism furnace too.

### **Move in those mega minerals**

What is better than a nutrient hit? A nutrient booster! *iKuro* black water brings you a fix of fulvic and humic minerals all the way from deep within the earth's surface. Get set to have your cells using key nutrients like never before. Antioxidants, essential fatty acids, probiotics and other warriors for good health will support your body on turbo boost.

Drinking *iKuro* mineral-rich black water helps you:

- Slow aging
- Boost brain function
- Fight free radical damage
- Improve your digestive health
- Combat chronic disease.

Black water gives you a mineral fix so marvellous we simply had to bottle it for you. Look and feel great *iKuro* style.

### **Amen to alkaline-rich water**

Adios acidity!

Acidity is an agitator that can wreak havoc when it gains the lion's share in your stomach and gastrointestinal tract. Unfortunately, processed foods and soft drinks tend to have high acidity. So indulging in these treats can earn anything from acid reflux to a weakened immune system. But a smart answer to acidity woes lies at the bottom of a bottle. A bottle of *iKuro* black water, that is. *iKuro* is amazingly alkaline-rich. So this bottle of brilliance brings balance to your body's pH, letting you enjoy better well-being and comfort – while helping you hit greater hydration levels than normal drinking water can deliver. Say yes to alkaline-rich water. Say yes to *iKuro*.