

WHICH
FLAVOUR
WILL HYDRATE
YOU TODAY?

ZUCCARI



SALES FOLDER
MATERIAL EXCLUSIVELY
FOR INTERNAL USE



Why WaterFirst?

The key concepts are all in the name

COHERENT

Drinking water is the source of life at the foundation of our health.

You are the point of reference for health-related matters: here is a project consistent with what you recommend.

INCLUSIVE

It is aimed at both those who drink too little and those who drink enough but would like to do it with more taste.

EFFECTIVE

The scientific solidity of the pH balance within the body, with the advantage of daily habits.

CLEAR

The preparation process is imperative: first the water (and then the product).

AWARE

The project aims both to encourage people to drink more and better, and to promote the importance of water.

What is WaterFirst?

Exquisite blends of exclusively natural flavors with a pH rebalancing action without sugar, sweeteners, preservatives and colouring agents.

Drinking water is good for you and everyone knows it, but not everyone drinks enough.

There are those who drink water because they know it's good for them, but get bored with the taste and those who only drink when they're thirsty.

The fastest growing trend in the last two years: water flavouring.

People have learned (finally!) the importance of drinking more to hydrate and drain toxins, but the way they drink has changed.

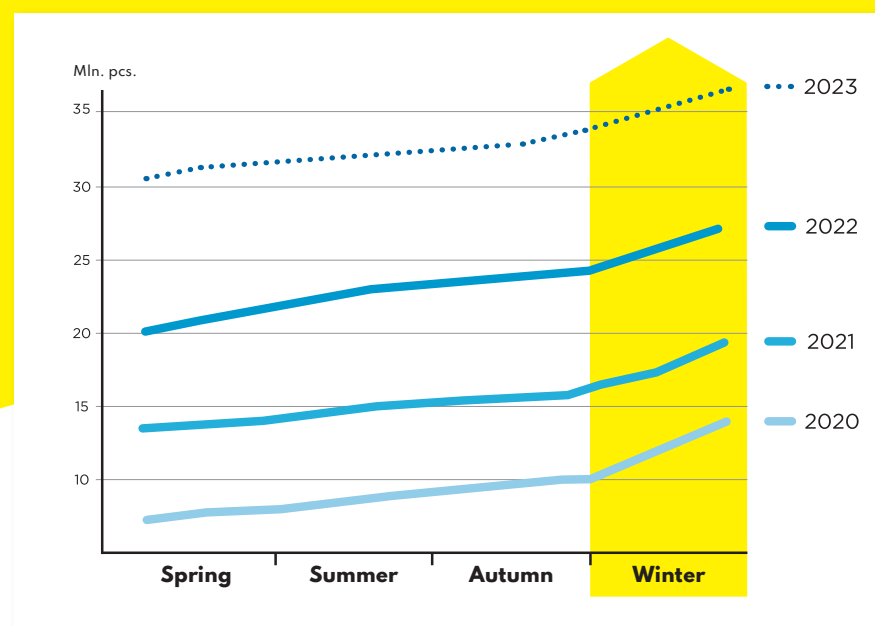
KEY TIPS
ON HYDRATION
HYDRATION IN WINTER

European Hydration Institute
FOR HEALTHCARE PROFESSIONAL
DISTRIBUTION ONLY



The winter paradox

We have discovered that **IN WINTER THE CONSUMPTION** of water aromatizers **INCREASES BY 27%.**



We asked ourselves why **the consumption of water aromatizers increases in winter** and we discovered the reason: while drinking is easier in summer, in **winter** there is **-45% of perceived thirst.**

In winter, when you are less thirsty and therefore drinking becomes more difficult, **water aromatizers are a perfect ally.**



When it comes to adding “something” to water, what are consumers looking for?*



Natural flavors



Range of flavors to avoid “boredom”



Strictly without the addition of anything else



92% absence of sugars



88% absence of sweeteners



67% absence of coloring agents



69% absence of preservatives

New habits

More and more consumers belonging to different age groups choose to drink from their own bottle.

According to a survey* conducted by the Zuccari Research Institute, this choice is made in order to:

96% Remembering to drink more

83% Expressing one's personality

75% Ecological reasons

70% Personalising what one drinks

36% Convenience

*Survey conducted online by the ZUCCARI Research Institute on 378 participants. October 2022 report.

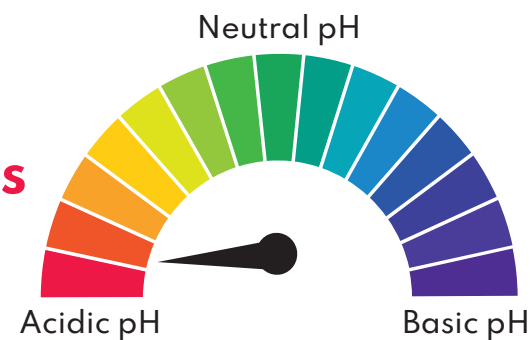


In modern civilization, the **tendency towards acidification** is increasingly widespread.

Our habits have changed faster than our genetics, which has not had time to adapt.

The main cause: an unbalanced **diet that leans towards acid-forming foods**

such as processed, packaged, animal-derived products versus seasonal fruit and vegetables (alkalising).



Lesser known causes of **acidification**:

- Stress
- Rhythms not compatible with biological ones
- Lack of sleep
- Poor oxygenation
- Intense movement
- Sedentarity

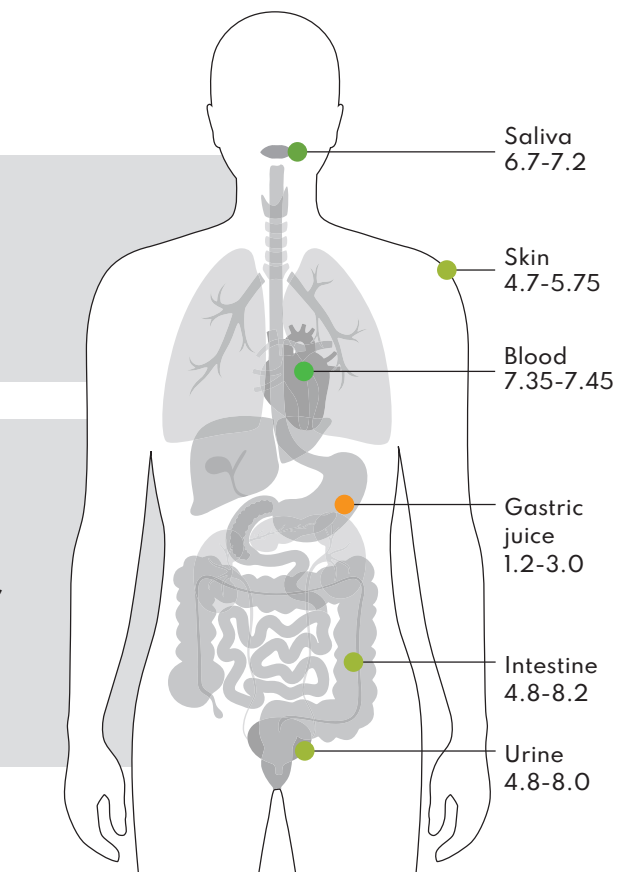


Buffer systems: organism automatic defense mechanisms



For survival, the **blood pH** must **be in the 7.35-7.45 range**

When the **organism is acidified**, it rebalances the excessive presence of acids by making use of so-called **buffer systems, withdrawing alkalising salts** from other areas of the body.



The long-term effects

Over time, this deprivation can lead to disturbances and problems related to:

- Bones, joints and connective tissues (osteoporosis)
- Metabolic imbalances (hypertension, hyperuricemia)
- Muscles
- Kidneys

ZUCCARI'S answer: WaterFirst

Exquisite blends of **exclusively natural flavors** with
a **pH rebalancing action without sugar, sweeteners,
preservatives and colouring agents.**

A

Only natural flavors

WaterFirst contains
only natural flavours
because the idea
is to **improve the
taste of** the water,
**not to alter its
characteristics.**

B

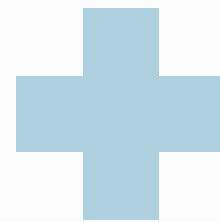
12 sophisticated blends

12 blends to **satisfy
everyone's tastes.**
Each blend consists
of 3 natural flavours
selected and combined
by professional
flavourists.

C

Strictly without the addition of anything else

Many consumers would
like to approach the world
of flavoured waters, but don't
do it because they don't
want to or can't include other
sugars in their diet. Despite
being a valid alternative,
sweeteners are a disincentive
to the consumption
of products intended for
extensive and continuous
daily use. Naturalists who
do not compromise will also
be reassured and convinced
by the absence of **colouring
agents** and **preservatives**
in these formulations.



acid-base metabolism

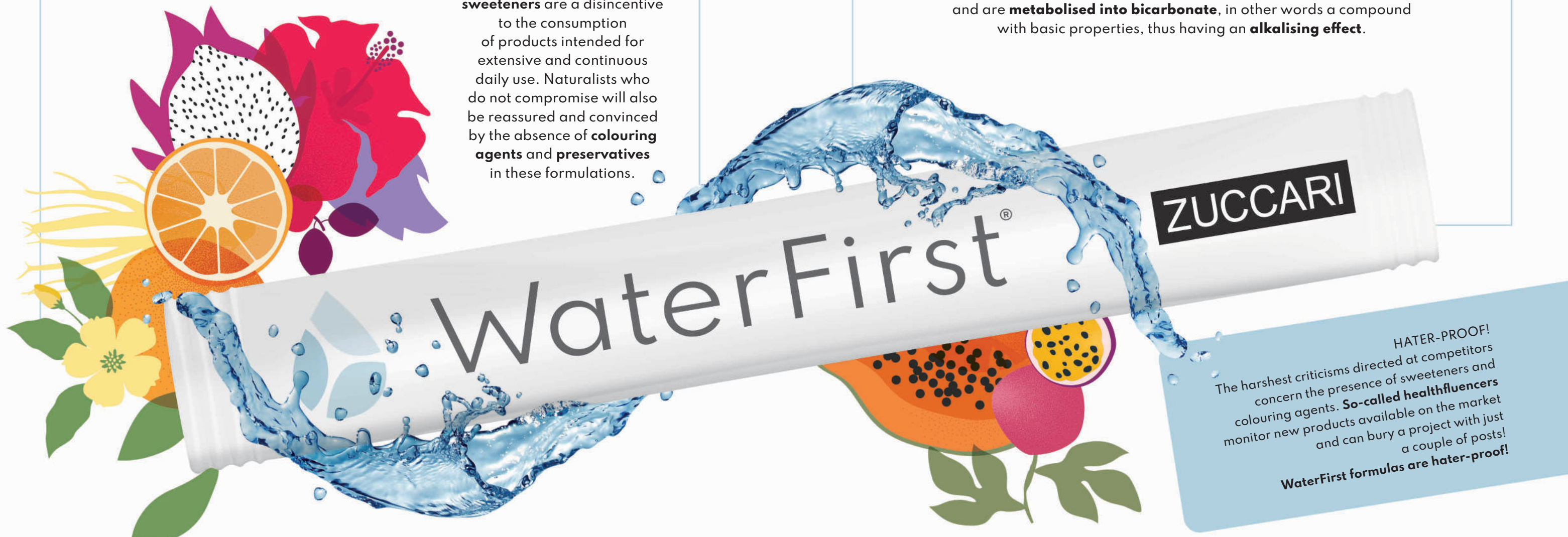
Alkacitrates®

Fundamentally, each product in the line has the same formulation to guarantee
the same action at the acid-base metabolism level.

Each stick-pack contains 515 mg of a specific mix of Alkacitrates®

Why Alkacitrates®?

We chose citrates because they are **easily absorbed** in the small intestine
and are **metabolised into bicarbonate**, in other words a compound
with basic properties, thus having an **alkalising effect**.



HATER-PROOF!
The harshest criticisms directed at competitors
concern the presence of sweeteners and
colouring agents. **So-called healthfluencers**
monitor new products available on the market
and can bury a project with just
a couple of posts!
WaterFirst formulas are hater-proof!



WaterFirst®


ADD BALANCE TO WHAT YOU DRINK

Which flavour will hydrate you today?



12 stick-packs
x 1,5g

HOW TO USE:
dilute 1 stick-pack
in 500 ml or
1 litre of water.



AMBER-COLOURED • ENVELOPING • FLAVOURFUL

Karkadè is obtained from hibiscus flowers and carries with it the amber hues of a tea sipped in a tent as evening falls on the desert. Dragon fruit becomes the envoy of the calm delicacy of oriental balance, while the acidity of acerola completes the blend, giving it a round and enveloping character.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF KARKADÈ 32,6%; NATURAL FLAVOR OF DRAGON FRUIT 21,1%; NATURAL FLAVOR OF ACEROLA 13%.

Karkadè, Dragon fruit and Acerola

Art. 73011



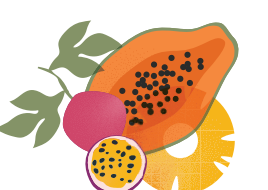

EXOTIC • BRIGHT • DELICIOUS

The intense notes typical of a cocktail sipped on the beach. All the relaxing congeniality of a tropical summer, enhanced by a triumph of fruity freshness to regenerate you with a holiday that never ends.

INGREDIENTS: NATURAL FLAVOR OF PINEAPPLE 33,3%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF PAPAYA 16,7%; NATURAL FLAVOR OF PASSION FRUIT 16,7%.

Pineapple, Papaya and Passion fruit

Art. 73002




UNEXPECTED • EXUBERANT • PUNGENT

A symphony of fresh and intense aromas in an unexpected combination. The unmistakable citrusy note of pink grapefruit combines the soft succulence of watermelon, while juniper adds its more balsamic and deep accent with hints of wood.

INGREDIENTS: NATURAL FLAVOR OF GRAPEFRUIT 40,1%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF WATERMELON 13,3%; NATURAL FLAVOR OF JUNIPER 13,3%.

Pink Grapefruit, Watermelon and Juniper

Art. 73006




BRIGHT • VITAL • INDEPENDENT

A strongly aromatic kiwi that melts on the palate, a bergamot with an independent soul, the exoticism of the caressing guava. This blend is the hidden treasure of an oasis, igniting with vital energy.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF KIWI 29,7%; NATURAL FLAVOR OF BERGAMOT 29,6%; NATURAL FLAVOR OF GUAVA 7,4%.

Kiwi, Bergamot and Guava

Art. 73010





VIGOROUS • MYSTERIOUS • DEEP

The enigmatic anise, the digestive and mildly spicy fennel, the mysterious and persuasive liquorice. An intense blend that never tires.

INGREDIENTS: NATURAL FLAVOR OF ANISE 40,1%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF FENNEL 13,3%; NATURAL FLAVOR OF LIQUORICE 13,3%.

Anise, Fennel and Liquorice

Art. 73008

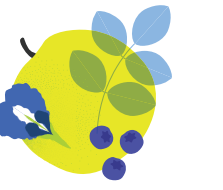
ENIGMATIC • THOUGHTFUL • RELAXING

The most introverted indulgence, for when you feel the need to shut out the world. Savour the quiet serenity of wild berries and of a patiently grown apple. Clitoria flowers paint the night blue like the most restorative sleep. This blend is your quiet corner.

INGREDIENTS: NATURAL FLAVOR OF BLUEBERRY 40%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF APPLE 20%; NATURAL FLAVOUR OF CLITORIA FLOWERS 6,7%.

Blueberry, Apple and Clitoria Flowers

Art. 73003






SOAVE • INEBRIATING • SOPHISTICATED

The Mediterranean soul, the succulent potency and the warmth that ripens oranges meet the oriental wisdom of ginseng. As intoxicating as a summer stroll in a lush Southern garden.

INGREDIENTS: NATURAL FLAVOR OF ORANGE 33,3%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF GINSENG 16,7%; NATURAL FLAVOR OF JASMINE 16,7%.

Orange, Ginseng and Mediterranean Flowers

Art. 73001

8 026380 730018




CREAMY • CITRUSY • ETHEREAL

The creaminess of the ripest melon, the lime with its citrusy tartness that awakens the senses and evokes exotic landscapes, the reassuring lemon balm that envelops and soothes give this ethereal blend a caressing nuance.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF MELON 29,6%; NATURAL FLAVOR OF LIME 29,6%; NATURAL FLAVOR OF MELISSA 7,4%.

Melon, Lime and Melissa

Art. 73007

8 026380 730070




ENERGETIC • LUSH • WISE

For you who crave carefree creativity, if you have goals to achieve and want to feel a vitamin-driven inspiration. Silky peach, sumptuous mango, awakening ginger. This is the blend of performance.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF PEACH 26,7%; NATURAL FLAVOR OF MANGO 26,7%; NATURAL FLAVOR OF GINGER 13,3%.

Peach, Mango and Ginger

Art. 73004

8 026380 730049




REFRESHING • DYNAMIC • ELUSIVE

Cucumber can be a fresh and thirst-quenching refuge even during the hottest summer. Cedar has a bold, invigorating aroma, while dandelion contributes unmistakable notes of purifying nature.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF CUCUMBER 29,7%; NATURAL FLAVOR OF CITRON 29,6%; NATURAL FLAVOR OF DANDELION 7,4%.

Cucumber, Citron and Dandelion

Art. 73009

8 026380 730094




SPRINGLIKE • ELEGANT • JOYFUL


A gentle breeze stirs the leaves in the garden. A delicate spring day opens its doors to the invigorating and flowery taste of this blend, which brings with it the pleasantness of a cloudless sky.

INGREDIENTS: NATURAL FLAVOR OF LEMON 40%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF MINT 20%; NATURAL FLAVOR OF ELDERFLOWER 6,7%.

Lemon, Mint and Elderflower

Art. 73000

8 026380 730001




CHARMING • FEMININE • SOPHISTICATED

A surprising bouquet of flavors that alternate to leave you with an exquisite taste. The delicacy of lychee, the self-aware femininity of pomegranate and the minute perfection of goji berries embrace you with intense and passionate notes.

INGREDIENTS: NATURAL FLAVOR OF POMEGRANATE 40%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF LYCHEE 20%; NATURAL FLAVOR OF GOJI BERRIES 6,7%.

Pomegranate, Lychee and Goji

Art. 73005

8 026380 730056

Why?

... 12 blends?

It is the ideal number to **offer variety** and **immediately create a category**.

... 3 ingredients per blend?

The “single-ingredient” is commonly used in the medical field and is monotonous (e.g. orange or strawberry). WaterFirst, instead, draws inspiration from gourmet combinations in which one flavour never prevails over the others.

With each sip, the different flavours emerge in different ways and at different times, for an ever-new taste experience.

... Alkacitrates®

The pH-balancing mix of each blend assumes the name of Alkacitrates® **to put the focus on citrates, the real protagonists of acid-base metabolism**. Alkacitrates® are a mix of Magnesium, Zinc, Calcium.

Customer undecided on which flavor to try?

Let the wheel help them!



A winning hook to attract the consumer's attention and invite them to interact with the display.

The WaterFirst wheel was conceived to encourage customers to discover the different blends by “playing” with structures that are usually stationary.



WINDOW SIGN

cod. 06565



COUNTER DISPLAY

cod. 06564

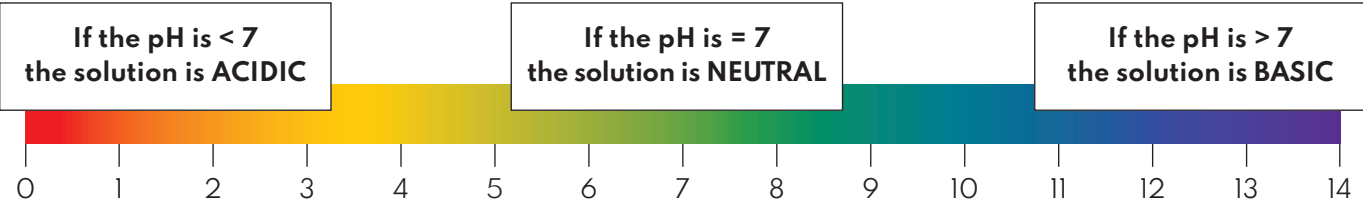


FLOOR DISPLAY

cod.06566

We know that...

pH (Hydrogen potential) is the parameter that indicates the acidity or basicity of an aqueous solution.



The acid-base balance

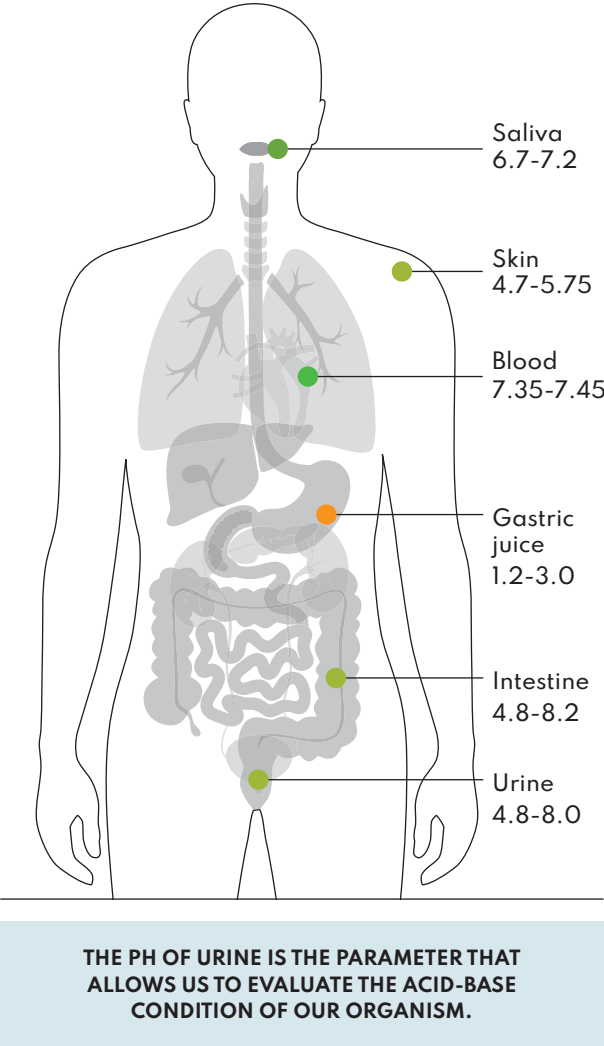
The expression acid-base balance refers to the set of physiological processes that our body puts in place to maintain internal pH levels compatible with the performance of metabolic functions. We are talking about pH levels, because each part of the body has its own. Blood, in particular, has a very narrow range within which it can fluctuate: 7.35-7.45. A pH outside this range would jeopardize our survival.

The acid-base balance can be represented by the following formula



The acid-base balance is also closely related to the day/night cycle. During the day, the activities connected to the normal functioning of our body produce acidic substances: the muscles, for example, produce lactic acid, and the metabolic functions generate predominantly acidic waste products. The excess acids that gradually accumulate during the day are diverted into the interstitial fluid so as not to alter the pH of the blood. A kind of temporary warehouse which, however, is cleared up while we sleep. Based on the type of acids involved, our body implements different elimination systems:

- Through breath for weak acids
- Through the kidneys with urine and via the sweat glands with sweat for strong acids.



What can interfere with the acid-base balance?

There are several factors that can alter the acid-base balance:

- Diet rich in acidifying foods (meat, cheese, cold cuts) and low in alkalising nutrients (fruit, vegetables)
- Insufficient intake of liquids
- Intensive sports
- Sedentary lifestyle
- Stress
- Consumption of alcohol or smoking
- Pharmacological treatments

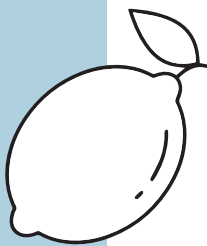
Due to these factors, the rate of endogenous formation of HCO_3^- ions from the metabolism of salts of

organic acids (citrates and malates), is not able to keep up with the formation of H^+ ions from mineral acids (sulphate, phosphate and chloride). To maintain a balance, the body implements additional control procedures known as "buffer systems". One of the most important ones uses the calcium contained in the bones to neutralise the excessive presence of H^+ in the body. It's as if our bones became a natural reserve of alkalising elements with consequent long-term damage (osteoporosis). But let's remember, this is just one of the "buffer systems" that the body uses.

FOCUS

Alkaline vs. alkalising

We tend to think that a basic or alkaline element has an alkalising power. That's not actually the case. Let's take lemon juice as an example: if we measure the pH of the juice, it has an acidic value. However, we must consider the pH of a substance at the end of the metabolic process which, in the case of lemon, is alkaline. Simply put, a lemon, despite its acidic nature, is an alkalising food thanks to the transformation that takes place in the digestive process.



Nutrition and acid-base balance

Once digested and metabolised, foods introduced into our system through our diet generate acid or alkaline waste which can influence the pH. The PRAL (Potential Renal Acid Load) is a measure of the potential for food to form acids or bases. PRAL values are based on the protein, phosphorus, potassium, magnesium and calcium contents of the respective foods. Positive PRAL values indicate that the food is acidifying; negative PRAL values, instead, are typical of alkalising foods. Meats, cheeses, cereals have a positive PRAL, while fruit and vegetables have a negative PRAL.

| Flour products | | Fruit | | Vegetables | |
|---------------------|-------|-----------------|-------|--------------|------|
| Wholemeal spaghetti | +7.3 | Avocado | -8.2 | Celery | -5.2 |
| Cornflakes | +6.0 | Bananas | -6.9 | Carrots | -4.9 |
| White rice | +4.6 | Kiwis | -5.6 | Zucchini | -4.6 |
| White bread | +3.7 | Cherries | -3.8 | Tomatoes | -3.1 |
| Meat and fish | | Peaches | -2.4 | Lettuce | -2.5 |
| Salami | +11.6 | Lemons | -2.3 | Cucumbers | -0.8 |
| Beef | +8.8 | Dairy products | | | |
| Chicken | +8.7 | Emmental cheese | +21.1 | Whole yogurt | +1.5 |
| Cod fish | +7.1 | Cream cheese | +13.2 | Whole milk | +1.1 |

Remer T., Manz F.: Potential renal acid load of foods and its influence on urine pH. J Am Diet Assoc. 1995 Jul;95(7):791-7.

But the blood pH regulates itself!

Detractors of alkalisation argue that it is impossible to alter the pH of the blood, as it regulates itself. This is entirely true, but we are looking at the end result and not at the process itself. Now we know it's true: the body regulates the pH of the blood itself, but we also know the price paid to force this long-term equilibrium mechanism (for example the withdrawal of calcium from the bones to buffer the acidity).

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