

Scientifically balanced
drink supplement
specially designed for
antioxidative activity

Live life right...
The Naturally Plus Way!

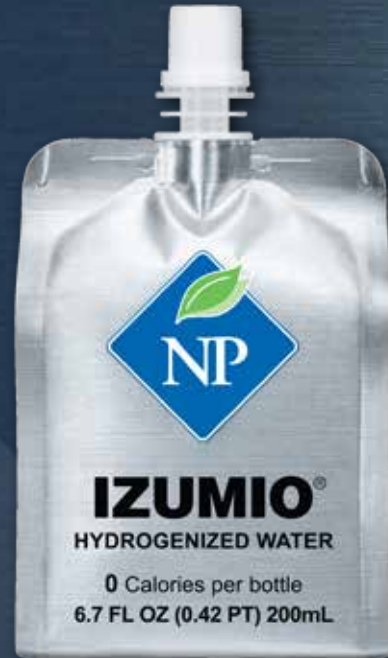
IZUMIO

LIVE WITH INTEGRITY – NATURALLY PLUS



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Using cutting-edge Japanese manufacturing technologies that made the product a reality and the continual demand since its introduction, IZUMIO has steadfastly held the position of the No.1 selling hydrogenized water in Japan since 2008.

It's specially designed as an anti-aging beverage based on the concept of antioxidation and it helps to slow the aging process by suppressing oxidative activity. Izumio is extremely popular in every market entered to date.

Hydrogenized Water Goes Global

No. 1 selling Hydrogenized Water in Japan since 2008*

* Total sales volume compared to similar beverages containing hydrogen in the domestic market of Japan.
(Research conducted by Naturally Plus)

The reports of health benefits from mineral water date back to the mid-1800s. This is where inexplicable healing attributes for the “miracle water” from the Fontaine of Lourdes, a spring near the village of Lourdes, France, were noted in literature by clergymen.

Currently, tens of thousands of people make annual pilgrimages to locations such as the Fontaine of Lourdes, the wells of Tlacote, Mexico and the Wunderwasser of the Nordenau Caverns in Germany for the purpose of drinking and bathing in the miracle waters. Why? They believe the waters have special healing powers with miraculous properties capable of improving health.

Studies of the waters flowing from these and other renowned locations have revealed a most interesting commonality. It appears that the hydrogen content contained in the water is higher than usual. Intrigued by these people and their stories, a research boom on hydrogen broke out in Japan, and today the country leads the world in research on hydrogenized water.

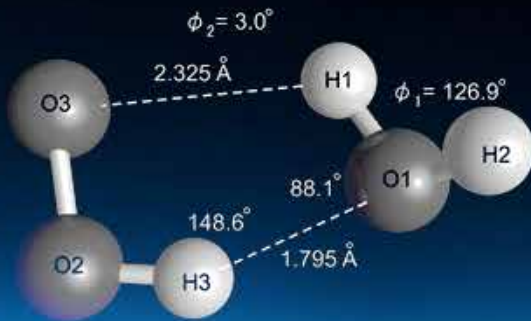
Reputed “Miracle Waters” Triggered the Hydrogenized Water Research Boom

Most Abundant Element in the Universe

The origin of the word “hydrogen” is Grecian: hydro meaning “water” and generos meaning “genesis,” thus “water creator.” Its atomic number, 1, signifies the nuclear structure of only one proton and one electron, but also represents that it’s the most abundant element in the universe. Since the majority of hydrogen found on Earth is in the form of water or organic matter, most people are unaware of its existence in daily life. In fact, however, it plays an essential role.

The fuel of life

Albert Szent-Györgyi, the winner of the 1937 Nobel Prize in Physiology, is credited for discoveries connected to the biological combustion processes. He is also the man who discovered L-ascorbic acid (i.e., ascorbic acid or Vitamin C) and dedicated his whole life to research on how to remove free radicals from living organisms. Deeply understanding the importance of hydrogen and its relation to the functions of the human body, he once commented that hydrogen, not oxygen, is the fuel of life.



Albert's biological research on hydrogen has revealed the following:

- When free radicals increase, the body is easily subject to chronic fatigue and quality of life decreases.
- Free radicals are found in abundance in organs such as the liver and intestines, where large volumes of hydrogen exist as well. The fact that large volumes of hydrogen are found there proved that hydrogen plays a role in neutralizing the free radicals.

Why is hydrogen so important?

Simply stated, hydrogen is both the fuel of life and a healer, the preeminent antioxidant. Consumed as an element of water, it reaches every organ and cell in the body where the hydrogen-rich content works to neutralize and evacuate free radicals. This antioxidative activity can be linked to slowing down the aging process.



Prof. Dr. Albert Szent-Györgyi
Photo: Marine Biological Laboratory,
U.S. National Library of Medicine

The human body ages in two ways.

One is intrinsic, or the natural aging processes that progress inside the body. The other is extrinsic, which happens outside the body and includes factors such as the sun, smoke, smog and other forms of pollution that cause aging. You've probably seen the rust on a piece of metal left sitting outside for a long time, right? That rust is the result of oxidation.

Oxidation occurs inside the body too!

Research has proven that many problems people have today are caused by oxidation. Our bodies are literally rusting inside! The reason, they lack a sufficient level of antioxidants to prevent the oxygen absorbed from attacking healthy cells.



Aging



Oxidation and Reduction – Two sides of the same coin

What is oxidation?

Oxidation is the chemical reaction process when a substance combines with oxygen. When it comes to hydrogen transfer, oxidation is alternatively the loss of hydrogen and the gain of oxygen. This is the opposite of reduction, which is the chemical reaction process when a substance loses oxygen when combining with hydrogen. Two examples of oxidation are charcoal burning and steel rusting. An example of reduction is the removal of oxygen from oxidized iron (iron ore) at a steelworks.

The interlinking relationship: Reactions occurring at the same time

The simultaneous occurrence of reduction and oxidation is called “redox.” One example is while Vitamin C is working to decrease the oxidative state of targeted cells, it’s being oxidized at the same time. But more importantly are the processes of using oxygen obtained through breathing to burn the carbohydrates ingested from foods, creating energy through oxidation, while simultaneously using energy to perform reduction.

04 | ANTI-AGING & OXIDATION/REDUCTION

The oxidation-reduction potential, commonly referred to as ORP or redox potential, is the unit of measurement used to express the oxidation-reduction value. The higher the positive value for a substance, the stronger the oxidation activity, and the lower the negative value for a substance, the stronger the reduction activity.

The ORP of the human body gradually rises with age as oxidation tends to increase. However, reduction is possible, even if the ORP tends to be positive. It's vital to understand that the greater the load on the body, such as exposure to the sun, toxins, stress, etc... the higher the level of oxidation activity. It's important to keep the ORP as low as possible in order to maintain good health. One solution deemed effective for this, is the ingestion of foods and supplements known to be high in negative ORPs.



What is the
oxidation-reduction
potential?

Ever-changing environments & lifestyles

Sources of oxidation can be found virtually everywhere. Examples like ultraviolet rays, synthetic medicines, air pollution, chemical substances, tobacco use, exhaust gases, electromagnetic waves, agricultural pesticides, additives and preservatives, surfactants, and X-rays are all known to cause oxidation within our bodies.

Modern-day medical studies have made clear that free radicals are the source of 90% of illnesses and the aging process. Containing a high concentration of hydrogen, hydrogenized water is an effective means for replenishing hydrogen levels in the body and responding to the oxidative activity.

04 | ANTI-AGING & OXIDATION/REDUCTION

There will never be a medicine developed that is capable of stopping the body from aging, a process resulting from oxidation. However, our bodies are presently being subjected to various kinds of extrinsic factors like air pollution and physiological stress. These additional loads can expedite the rusting process, thereby leading to premature aging and trigger the onset of many diseases.

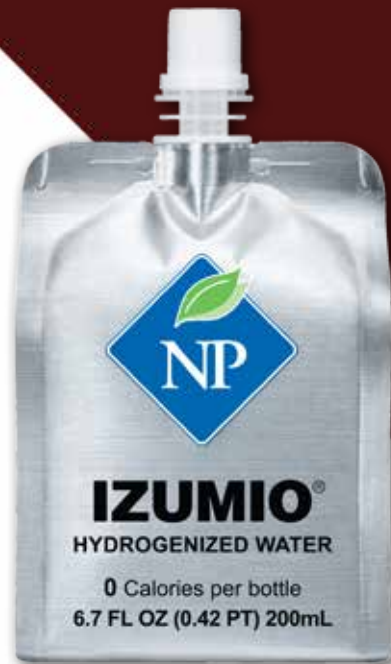
According to the traditional oriental science, it's important to carry out protective measures on a daily basis. While the aging process cannot be stopped, it can be slowed down using a naturally high reduction activity of an ideal antioxidant like hydrogen.

IZUMIO, high in hydrogen content, is a refreshing hydrogenized drink specially designed for those who wish to maintain their youth and health for years to come.

Having the highest hydrogen redox potential available, IZUMIO is now the No.1* selling hydrogenized water in Japan.

* as of 2008, research conducted by Naturally Plus

Hydrogen —
the ideal
antioxidant



6 special reasons why IZUMIO

Industry-leading Hydrogen Content

IZUMIO is a specially designed Japanese anti-aging beverage carefully conceived and produced by scientific artisans. It is a masterpiece in itself, prepared infusing the traditions of “monotsukuri” (i.e., craftsmanship) and “wa” (i.e., harmony). Ingested, the ingredients work harmoniously with the body to suppress oxidative activity, thereby slowing the aging process and contributing to overall wellbeing.

1 **High Hydrogen Content of 2.6mg/L** ^{1,2,3}

Benchmarking level of hydrogen content achieved through the utilization of a special hydrogen dissolution technology unique to Naturally Plus.

2 **Oxidation-Reduction Potential of -500mV to -700mV** ³

IZUMIO has an ORP higher than any other hydrogenized water in the market.⁴

3 **Deaerated Water**

To enable more hydrogen to be dissolved in the water, the water is first subjected to a deaeration process in which oxygen is removed.

4 **Manufactured using Membrane Dissolution Method**

Hydrogen is dissolved into the water using a membrane dissolution method applied only in the production of IZUMIO. First time used for manufacturing a beverage product.

5 **Delicious Hydrogen-rich Water**

With the new technologies adopted, no minerals are lost and the hydrogen content is higher, adding further supplemental value and improving taste.

6 **Impermeable Cheer Pack Prevents Hydrogen Leakage**

A four-layer aluminum cheer pack is used to tightly seal in the hydrogen and maintain freshness. An overflow injection process is used to ensure there is no air in the package.

¹ Highest concentration among currently available manufacturing technologies

² mg/L is the unit of measurement used to express the hydrogen dissolution rate, and has the same meaning as parts per million (ppm); indicating a concentration ratio of 1mg/L = 1ppm

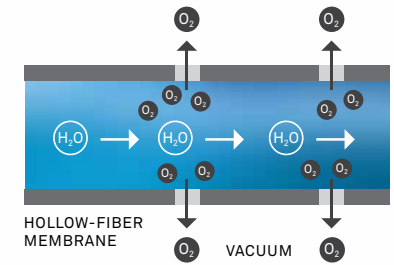
³ When filled

⁴ As of this writing

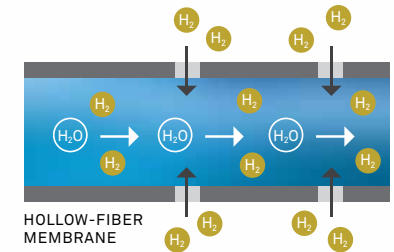
Manufacturing Process

IZUMIO is produced utilizing special manufacturing processes as well. Various patented technologies are applied to remove the oxygen, add the hydrogen and then inject and store the resulting hydrogen-rich water in protective packaging designed to keep the hydrogen in.

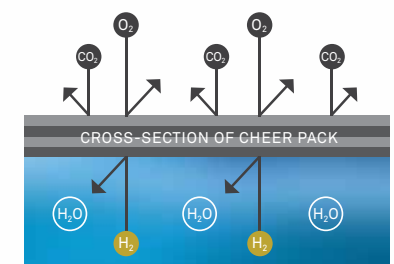
1 Deaeration Process (removing oxygen from water)



2 Dissolution Process (adding hydrogen to water)



3 Cheer Pack (hydrogen leakage prevention)



The hydrogen-rich content of IZUMIO makes it an ideal antioxidative drink.

High-level quality control

Naturally Plus has received
certification for conformity to
ISO9001 international quality
management system standards.



Premium Products with Added Value

Naturally Plus is committed to strict quality assurance at all stages of production. Our wellness products contribute to improving the lives and lifestyles of people around the world, and IZUMIO is specially designed to achieve that mission. Not only does it work to suppress oxidation processes in the body, its ONE-AND-ONLY characteristics create added value for the business by providing a product that is truly unique in the market.

1 Production Facilities in Japan
IZUMIO is produced and packaged in serene countrysides of Japan; areas renowned for its refreshing clean air and water.

3 Hydrogen Dissolution
The dissolution process allows gas to pass through the membrane but not liquid, making it possible to inject hydrogen into the water.

5 X-ray Inspection
Prior to leaving the manufacturing facility, X-ray inspection ensures the highest level of quality for every IZUMIO pack.

7 Visual Inspection
A final eye inspection is conducted by experts who check for miniscule flaws in the cheer packs.

2 Deaeration
Oxygen is removed from the water to promote hydrogen dissolution in the next process.

4 Filling
A special overflow filling and capping process is used to ensure that no air is sealed inside when filling the cheer pack. A four-layer package is used to prevent hydrogen leakage and reaction with outside air or light.

6 Sterilization
Only products that have passed all strict inspection processes are transferred to a sterilization room where they are then sterilized.

8 Packaging
A fully functional cardboard box packaging system is utilized to ensure delivery under the freshest possible conditions.

07 | FREQUENTLY ASKED QUESTIONS



QUESTION 1 What type of beverage is IZUMIO?

ANSWER 1 IZUMIO is “hydrogenized water,” which means that it is water that contains a higher content of hydrogen than found in regular water. It also contains various minerals that contribute to the water’s refreshing taste.

2 When is the best time to drink IZUMIO, and is there a minimum/maximum volume that I should drink?

IZUMIO is a thirst-quenching beverage. You can drink it anytime you like. The recommended intake is one pack per day. Please note that IZUMIO is not a nutritional supplement: drinking it in large quantities will not provide greater benefits. The most important thing is to drink it regularly, just like taking a daily vitamin.

3 What is the pH value* of IZUMIO?

IZUMIO is neutral, neither acidic nor alkaline, so your system can easily absorb it without causing any burden to the body.

*pH value is unit of measurement used to express the level of acidity or alkalinity of a liquid.

4 Is IZUMIO suitable for anyone to drink?

IZUMIO hydrogenized water is safe for anyone to drink, from the young to the elderly. For people who are supposed to limit their fluids intake under doctor’s prescription, please consult with your doctor.

5 After breaking the seal and opening the cheer pack, how many days does the water retain its hydrogen-rich level?

Once the pack has been opened, the hydrogen can be lost easily, so please drink the contents of each pack as soon as possible. Any leftover portion should be kept in the pack with the cap closed tight. In addition, to prevent hydrogen loss, please do not pour IZUMIO into a cup or glass; instead, drink it directly from the cheer pack.

6 Where should IZUMIO be stored?

Generally, IZUMIO can be stored anywhere at room temperature. But the best storage conditions are to keep it away from direct sunlight and high temperatures. Good storage places are a refrigerator, dark cabinet or closet, etc.

07 | FREQUENTLY ASKED QUESTIONS

QUESTION 7 What is the shelf-life of the product?

ANSWER 7 It is best that IZUMIO be consumed before the date printed on the cheer pack. The date printed is one year after the day it was packaged, but since hydrogen can be gradually lost over time, please drink it as soon as possible.

8 Can hydrogenized water be frozen or used to make ice cubes?

Although it is not advisable to store IZUMIO in the freezer, there is no harm in doing so. Please note, however, when frozen the cheer pack will break easily if dropped. So please be careful.

9 What is “ppm”?

“ppm” is the abbreviation for “parts per million,” which is a measurement used to express the concentration of an element in another substance. For IZUMO, ppm is used to express the hydrogen concentration. As 1.0mg/l is equivalent to 1.0ppm, the hydrogen concentration of IZUMIO is 2.6mg/l, or 2.6ppm upon fillup.

10 Can IZUMIO be used for cooking, or making coffee or tea?

Basically, yes. However, the hydrogen added to the water gradually dissipates when exposed to open air or heated. In order for the body to most effectively absorb the hydrogen and properly enjoy the benefits, direct consumption is best.

In addition, the cheer pack is made of aluminum. DO NOT put the pack into a microwave oven to heat the water.

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Notice:

The statements in this brochure have not been evaluated by the Food and Drug Administration. This product is not intended to treat, diagnose, cure or prevent any disease.