

Japan's  
**No.1**<sup>\*</sup>  
Best Seller



Hydrogen  
dissolution ratio

**3.3**  
ppm<sup>†</sup>

The Preferred Choice.

**IZUMIO**

イズミオ

\* Hydrogenated water market in Japan (excluding generation equipment and supplement): No. 1 Brand By Sales Amount, 2010–2020. Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2021.

† Average reading at point of filling, i.e. the point in the manufacturing process when the IZUMIO aluminium pouches are being filled.

# With IZUMIO, you'll always be a step ahead.

Now with more hydrogen than before, IZUMIO gives you more.



A product of improved manufacturing ( “hydrogen dissolution” ) technology, IZUMIO now boasts an even higher hydrogen dissolution ratio of 3.3ppm<sup>†</sup> that puts it at the top of the industry. With more than 300 million units sold to date, IZUMIO is the brand you can trust.

1

Japan's  
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2

Hydrogen  
dissolution ratio  
**3.3** ppm<sup>†</sup>

3

Redox potential  
between  
**-570~  
-700mV**  
(at point of shipping)

<sup>†</sup> Average reading at point of filling, i.e. the point in the manufacturing process when the IZUMIO aluminium pouches are being filled.

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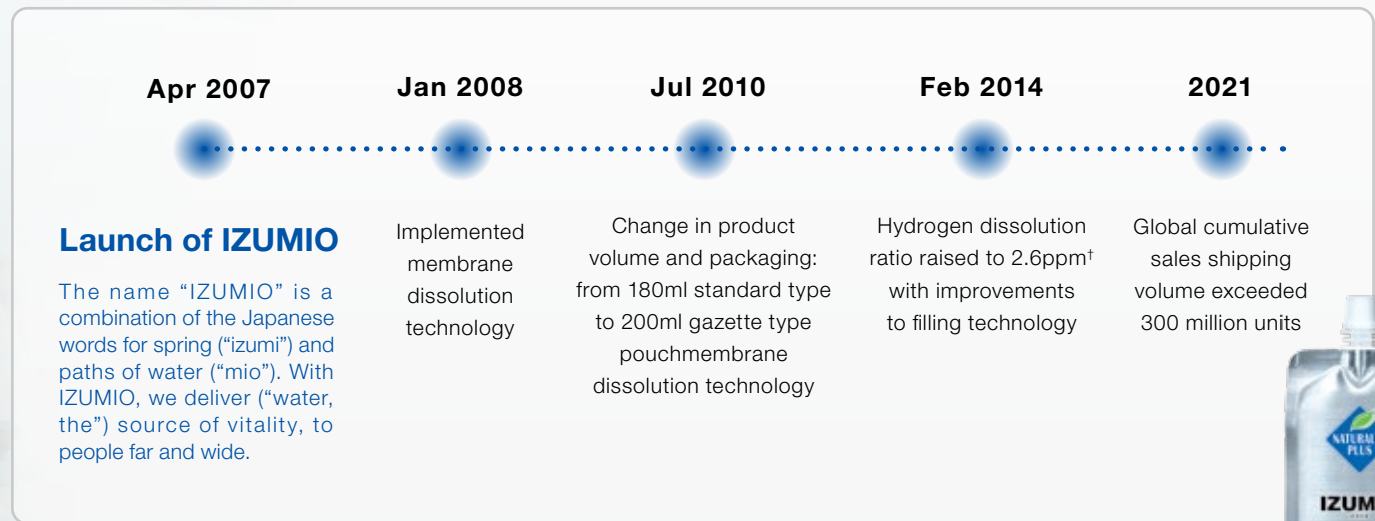
## More than 300 million units of IZUMIO have been distributed since its launch in 2007. IZUMIO is the brand you can trust.

Japan's **No.1** \*  
Best Seller



### The bestselling hydrogenized water product in Japan today

There has been a growing awareness of hydrogenized water in the past few years. With the proliferation of hydrogenized water products, Naturally Plus hears the plight of would-be consumers who struggle to make a choice. Hesitate no more. Naturally Plus is an industry pioneer—we have been dedicated to the development of IZUMIO even before the hydrogenized water boom. To achieve even greater customer satisfaction, we continuously find ways to improve our production method and packaging. In 2021, the cumulative shipping volume of IZUMIO exceeded 300 million units, attesting to its worldwide popularity.



\* Hydrogenated water market in Japan (excluding generation equipment and supplement): No. 1 Brand By Sales Amount, 2010–2020. Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2021.

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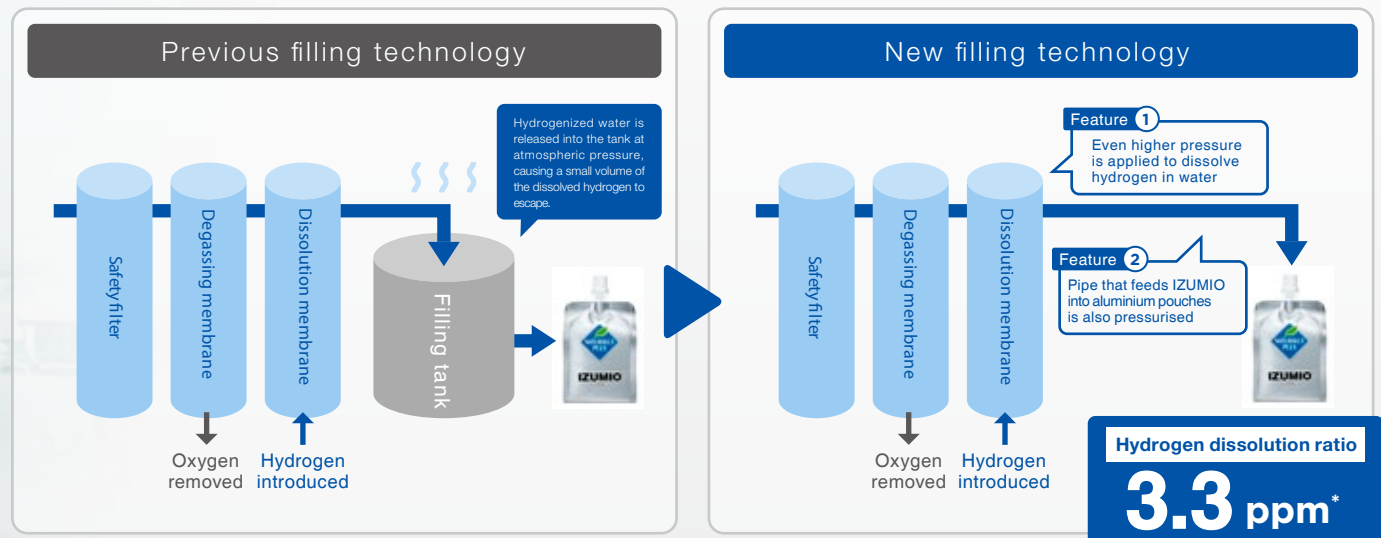
IZUMIO now gives you more hydrogen than before. With improved filling technology, the hydrogen dissolution ratio of IZUMIO is now among the highest in the industry.

What is “hydrogen dissolution ratio”?  
Hydrogen dissolution ratio refers to the concentration of hydrogen dissolved in water. The bigger the value, the more hydrogen is dissolved in the water.

IZUMIO gives you **3.3 ppm\*** of dissolved hydrogen

## 2014: A new breakthrough “Improvements to filling technology raises hydrogen dissolution ratio”

IZUMIO hydrogenized water used to be stored temporarily in a filling tank before being filled into aluminium pouches. But with the implementation of an improved method, by which hydrogenized water is packaged immediately under high pressure without first passing through the filling tank, even the slightest escape of hydrogen gas can be prevented. This new method has made it possible to raise IZUMIO’s hydrogen dissolution ratio even higher.



\* Average reading at point of filling, i.e. the point in the manufacturing process when the IZUMIO aluminium pouches are being filled.

As the hydrogen dissolution ratio decreases over time, you are advised to consume IZUMIO as soon as possible

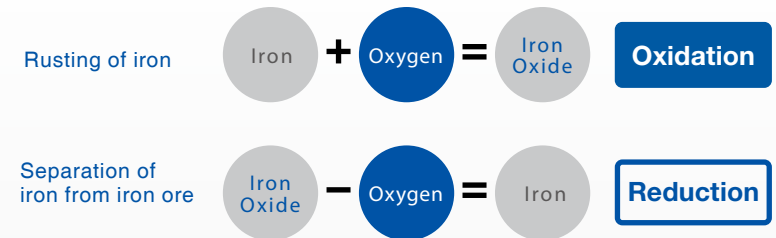
Reduction and oxidation are two sides of the same coin. The redox potential of IZUMIO is negative, which means that IZUMIO has reducing power.

IZUMIO has a redox potential between

**-570 ~ -700mV\***

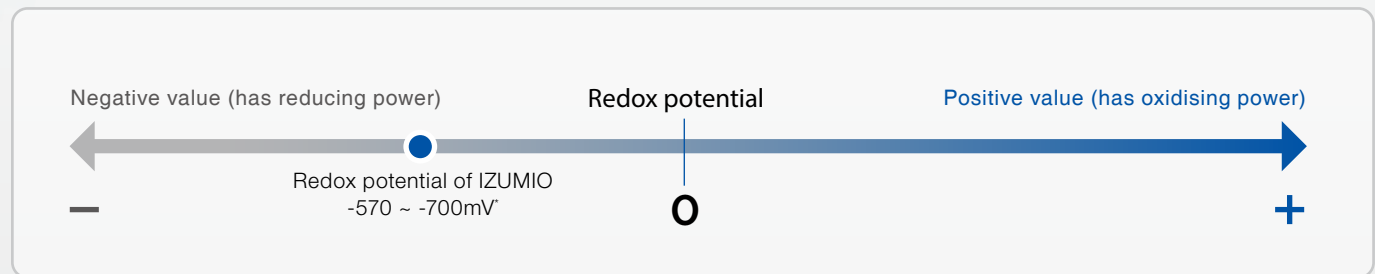
## Oxidation and reduction

Iron rusts when it combines with oxygen and undergoes oxidation. Naturally-occurring iron ore is the result of oxidation that occurs when iron is exposed to air. At the iron mill, oxygen is separated from the iron ore to obtain iron, through a process called “reduction”.



## The reducing power of hydrogen

Any given substance has the power to oxidise or reduce another substance. The measure of the power of a substance to oxidise or reduce is its redox potential. A positive redox potential implies oxidising power, and a negative one implies reducing power. The redox potential of IZUMIO is a negative value—it has reducing power. IZUMIO’s redox potential is -570 to -700mV (at time of shipping).



\* At point of shipping

**IZUMIO**  
gives you more.



## Dissolving hydrogen in water with membrane dissolution technology

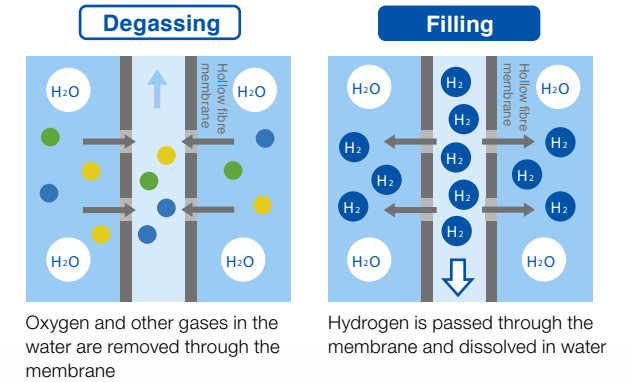
The IZUMIO manufacturing process employs a technology that makes use of a special membrane that is permeable by gases but not liquids. Through this membrane, air dissolved in water is removed from the water (through a process called "degassing"), and subsequently hydrogen is dissolved in the water.

## High hydrogen dissolution ratio maintained with aluminium pouch and packaging method

IZUMIO is packaged in a four-layer aluminium pouch that offers high shielding protection. Testings have been carried out to ensure that the cap on the aluminium pouch is leak-proof even when IZUMIO packs are laid upside down in cartons, and that the high hydrogen dissolution ratio of the product can be maintained even for long periods of storage.

## Health Supplement GMP-compliant, FSSC22000-certified factory

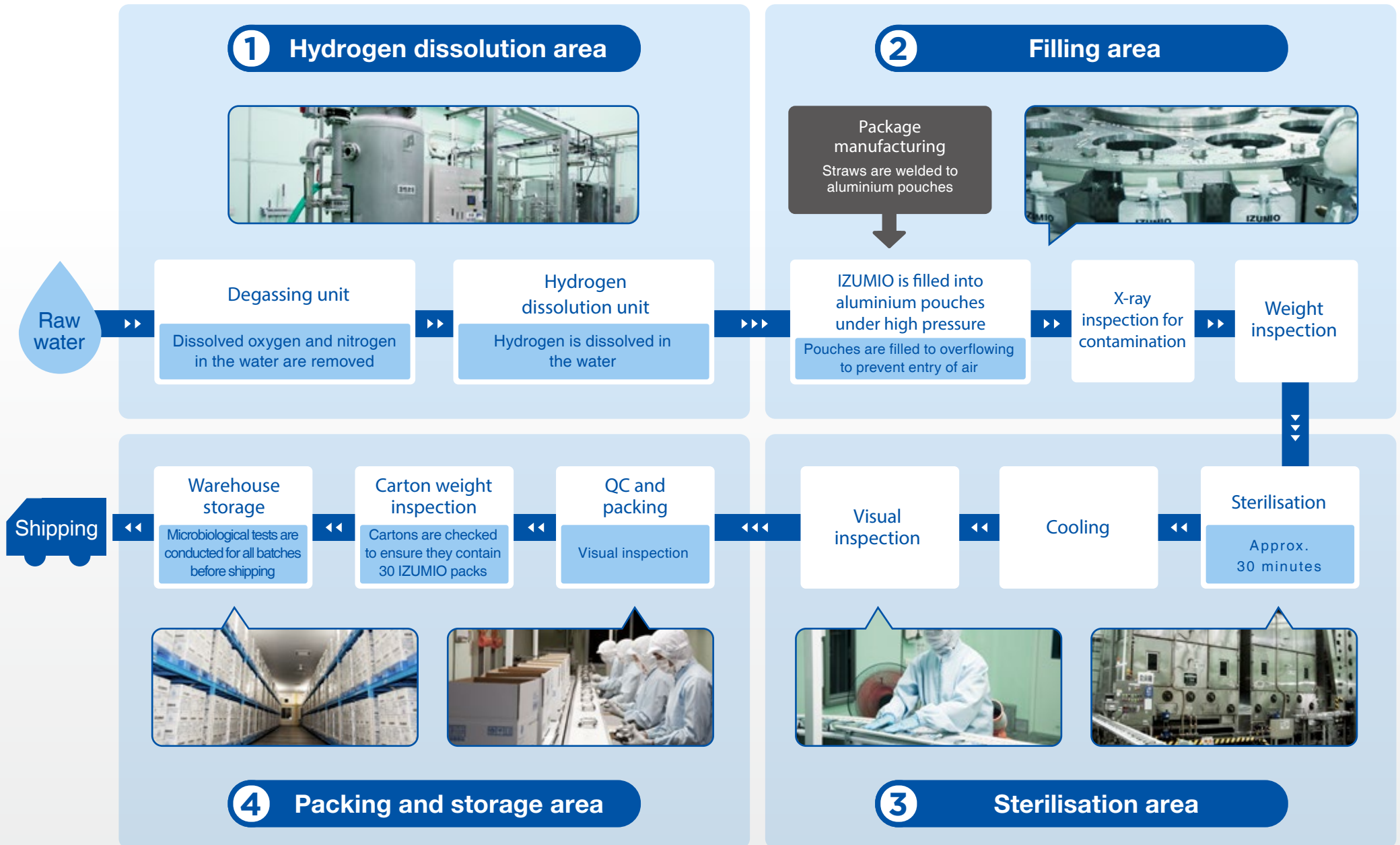
The designated manufacturer for IZUMIO is located in the mountains of Tochigi prefecture, where clean air and clear water abound. The factory employs state-of-the-art facilities and is Health Supplement GMP\*-compliant and FSSC22000†-certified. IZUMIO is manufactured in a clean and sanitary production environment.



\* Health Supplement GMP (Good Manufacturing Practice) refers to a standard that can be implemented on work processes and appropriate quality checks for the manufacture of quality products. (Kanuma factory & Kumamoto factory)

† FSSC22000 (Food Safety System Certification) is a framework developed to ensure food safety, and is based on existing ISO Standards. As we adhere to these strict standards during production, we ensure that our products are safe for consumption. (Kanuma factory)

# The Manufacturing Process



New to hydrogenized water?

# “What’s all the hype about hydrogen?”

## Oxidation

As we age, our bodies’ redox potential increases and tends towards oxidation. The occurrence of oxidation puts stress on the body. More and more people are concerned about this phenomenon in recent years.

## Redox potentials of common liquids

The measure of the power of a substance to oxidise or reduce is its redox potential. The more positive the redox potential, the stronger the oxidising power; the more negative the redox potential, the stronger the reducing power of a substance. Tap water and most of our familiar beverages such as coffee have positive redox potentials. The redox potential of IZUMIO is negative.

## The hydrogen boom

Water containing large amounts of hydrogen is called hydrogenized water. Drinking hydrogenized water on a daily basis helps to replenish fluids and supports healthy ageing\*.

\* Ageing care





# Q&A

## Q.1 What sort of water is IZUMIO?

**A** IZUMIO is water containing dissolved hydrogen. Also, the original mineral content is preserved in the water, which makes it delicious for drinking.

## Q.2 When and how much IZUMIO should I drink?

**A** You can drink IZUMIO at any time of the day. You are recommended to drink one pack a day. IZUMIO is suitable for everyone, from the young to the elderly.

## Q.3 What is the pH value of IZUMIO?

**A** IZUMIO is pH neutral. It can be consumed without any burden to the body.

Note: The pH scale measures acidity or alkalinity.

## Q.4 For how long does hydrogen remain in the product after it has been opened?

**A** Hydrogen escapes easily once the pack has been opened. You are therefore advised to consume IZUMIO as soon as possible after opening the pack. Close the cap tightly to store the contents of an unfinished pack. To minimise the escape of hydrogen, you are advised to drink IZUMIO directly from the pack.

## Q.5 Where should I store IZUMIO?

**A** IZUMIO can be stored at normal room temperature. To preserve product quality, you are advised to store it in a refrigerator or a cool dark place away from direct sunlight and high temperature.

## Q.6 How long is the shelf life of IZUMIO?

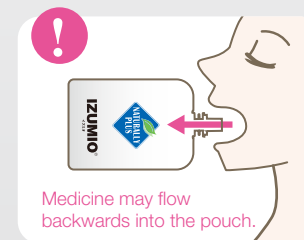
**A** The best before/expiry date is 15 months from the date of manufacture and is indicated on the carton. However, you are advised to consume IZUMIO as soon as possible as its hydrogen content gradually decreases over time.

## Q.7 Can I freeze IZUMIO?

**A** Freezing does not have an adverse effect on the hydrogen. However, you are not advised to store IZUMIO in the freezer. Frozen IZUMIO can easily break when dropped.

## Q.8 Can IZUMIO be consumed with medicine?

**A** There has been no report about drug interaction by consuming IZUMIO with medicine. However, we do not encourage to drink directly from the pouch when you take medicine and/or supplements as they may get stuck in the drinking straw.



## Q.9 What does "ppm" mean?

**A** "ppm" stands for "parts per million" and is a unit that expresses concentration or ratio. It is used here to indicate the concentration of hydrogen in IZUMIO.  
1.0mg/l = 1.0ppm.  
3.3mg/l, or 3.3ppm\*, is the ratio of dissolved hydrogen in IZUMIO.

Note: Percentage (%) = 1/100; ppm =1/1,000,000; ppb=1,000,000,000, ppt=1/1,000,000,000,000

\* Average reading at point of filling, i.e. the point in the manufacturing process when the IZUMIO aluminium pouches are being filled.

# IZUMIO

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Product name	IZUMIO Hydrogenized Water
Ingredients	Water, hydrogen
Volume	200ml/pack (30 packs per carton)
Nutritional Value (per 200ml)	Energy / 0 kcal Protein / 0 g Fat / 0 g Carbohydrate / 0 g Sodium / 0 mg
Shelf life	15 months from date of manufacture
Storage method	Keep away from direct sunlight and high temperature

## Join today and benefit from our members-exclusive privileges!

Naturally Plus products are sold exclusively to members through a membership-based direct selling system and are not available in stores. Please contact your local Naturally Plus office to register and immediately begin enjoying our member-only privileges.

To learn more about the various privileges available to Naturally Plus members, please visit [www.naturally-plus.com](http://www.naturally-plus.com)

TOLL-FREE

**1800-226-3353**

\*For local calls only

Operating Hours: Weekdays 12:30~20:00 (Last order at 19:30)