

Tips to help students develop healthy hydration habits

Nestlé Waters believes that doing what comes naturally is the right thing for everyone, every time. Let us help you help your students by encouraging them to:

- Drink plenty of liquid to remain hydrated. Active children lose more water, so their bodies need to be continuously replenished.
- Drink water before becoming thirsty. A person loses water before he or she feels thirst.
- Make water their beverage of choice for hydration without added calories or carbs.



Keeping well hydrated helps kids...

- Regulate their body temperature
- Stay revitalized
- Maintain physical endurance
- Maintain sport skills performance



Nestlé® Pure Life.®
For the good of the student body.™



Contact us today

Phone: (866)881-5914

Fax: (866)558-0584

Email: education@waters.nestle.com

©2008 Nestlé Waters North America Inc.

UB144

Why Water?

It's a refreshing no-calorie beverage option for your students.



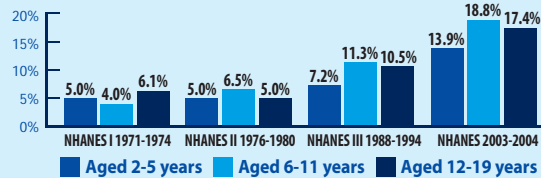
Nestlé® Pure Life.®
For the good of the student body.™

Obesity is epidemic; students' health is at risk

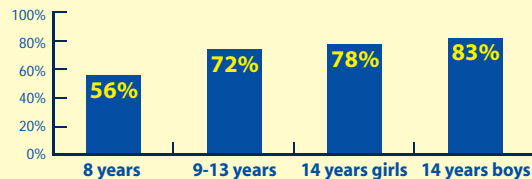
The news is everywhere, and it's not good.

Childhood obesity is on the rise. With obesity comes risk of diabetes, the inability to participate in activities, psychological problems, social stigma and a serious potential for further issues later in life. Sugary soft drinks may exacerbate the problem.

Prevalence of Overweight Children – 1970-2004¹



Percent of Children Drinking Soft Drinks Daily²



Water helps combat obesity

Since water is calorie-free, it makes an excellent beverage choice... and helps in many more ways:

- Water replenishes the body and helps maintain a good level of hydration.
- Healthy hydration is essential to several body processes, like muscle and organ health, digestion and conversion of food to energy.
- Water is also great for the complexion. Our skin counts on water to moisten and replenish it.

High sugar content equals high caloric intake... and potential weight gain

It's time to pour more water into the equation. The average 12-ounce soft drink contains 150 calories. Since an elementary school-age child typically consumes about 1,200 calories a day, drinking one can of soda with 150 calories would represent over 10% of a child's daily calories.⁴



Water Fact:

Our brain is 75% water⁵ - it's no wonder that hydration is important for general well-being.

Calories do count! Substituting bottled water can help regulate body weight

Average calories and sugar for 20-ounce grab-and-go beverage:

BEVERAGE	CALORIES	TEASPOONS OF SUGAR
Bottled Water	0	0
Sports Drinks	183	10
Sweetened Teas	216	11.6
Lemonade	233	15
Soft Drinks	250	16.6
Fruit Punch and "Drinks"	300	18.3

Be part of the solution

Join the leading-edge schools nationwide that are making water the focus of their beverage program – for healthy reasons.



Water Fact:

Dehydration doesn't only make students sticky-mouthed and uncomfortable, it impairs learning. Water lubricates the brain cells, ensuring that they work properly.³

Help students do what's good for them

Let us help you help your students. For more information, contact the Nestlé Waters Education Bid Desk at **(866) 881-5914** or **education@waters.nestle.com**.

¹ Coyne, L. Lee, Ph.D. "Disease & Conditions – Childhood Obesity." Retrieved July 16, 2008, from <http://www.centralhome.com/bathroomcountry/obesity.htm>

² Squires S., Washington Post, February 27, 2001, P.WE10

³ Nitkin, Karen. "Getting the Brainpower Flowing." Baltimore Sun, October 16, 2005, adapted from Martel, Lawrence. The Seven Secrets of Learning Revealed. Hilton Head Island: National Academy of Integrative Learning Inc., 2003.

⁴ "H2O on the Go" (September 2004). Family Features Editorial Syndicate Inc.

⁵ "Water's Role in the Body." Retrieved July 16, 2008, from http://www.bottledwater.org/public/hydratio_main.htm

