

healsi

Source of Eternity

www.healsi.eu



MISSION

To deliver eternity in a
bottle of water

History

It all began in the pristine and **untouched Portuguese landscape**, with the vision of a family of doctors. After 10 years of searching for a unique water, which would go well beyond hydration, they found their *Source of Eternity*. Healsi was born.

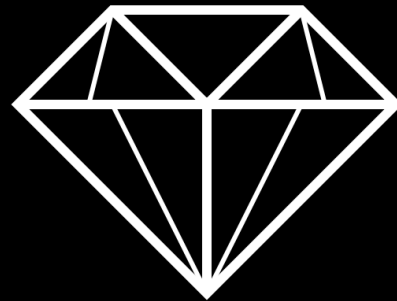
Its high concentration of **silica** and neutral PH make it a true jewel for your body.



Brand Values

PURITY

Healsi water is a pure, natural source of vitality.



SOPHISTICATION

Drinking Healsi is synonymous with sophistication. Our innovative packaging reveals a concept of pure elegance, *like a diamond*.

HEALTH

Healsi is rich in silica. Its high concentration of silica makes Healsi the *Source of Eternity*.

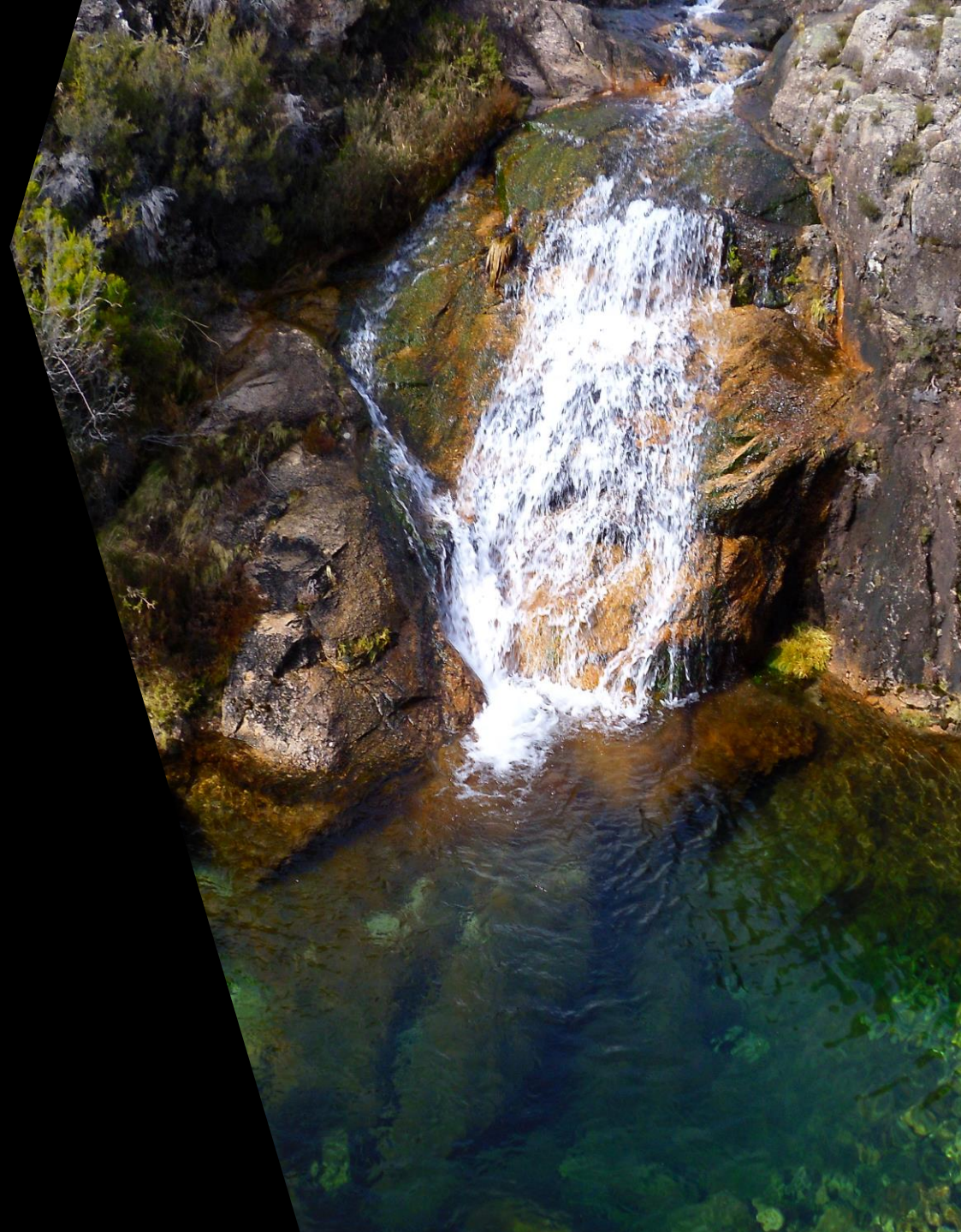
Brand positioning

More than a necessity: an inspiring and healthy lifestyle.

Located in the extreme southwest of Europe, Portugal is the metaphor for purity, health and natural beauty.

Eternity is what we aspire to.

Healsi is a premium water, with an elegant design which reflects beauty and a healthy routine.



Silica Benefits

DETOXIFICATION

Silica is very good at removing waste material, toxins and heavy metals from the body like aluminium. Aluminium toxicity may be involved in pathology of Alzheimer's disease and other neurological disorders.

BONES HEALTH

Silica has been found to play a vital role in assisting calcium for the growth and maintenance of joints and bones. It includes flexibility in the bones by increasing the amount of collagen, which is the protein components of bones. It also increases the rate of healing of bone dislocations and fractures.

HEARTH HEALTH

Silica is more prevalent in healthy hearts than diseased hearts since silica strengthens muscle tissue. It also aids the body in calcification of bones and thus prevents the calcification of other tissues.

NAIL, HAIR AND SKIN HEALTH

Silica is directly involved in the production of collagen, which is beneficial for the health of our skin and bones. Silica will help slow or reverse the effects of aging and improve the strength of bones and hair while giving the skin a youthful glow.

Product

CORE PRODUCT

Healsi gives sílica naturally to your body.

Mineral Water, 63 mg/l Silica

Chemical Composition

pH 7 ± 0.5 ;

HCO₃ – 59.7 mg/L;

Cl- 24 mg/L;

Na+ 34 mg/L;

Ca²⁺ 2.6 mg/L; SiO₂ 62 mg/L;

Dry Residue 180°C - 162 mg/L;

Total Mineralisation 185 mg/L.



Product

PACKAGING

Innovative, elegant design.

PET bottles 0.5L and 1L.

Colours available:



(bottle in red for special editions)



Product

NEW PRODUCT DEVELOPMENT

Healsi sparkling water (coming soon).

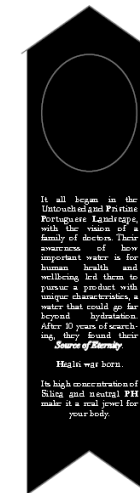
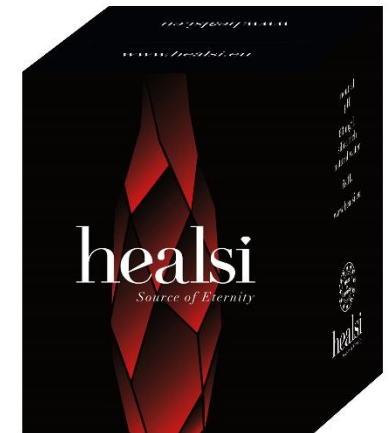
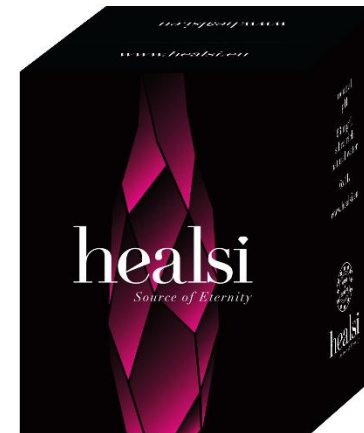
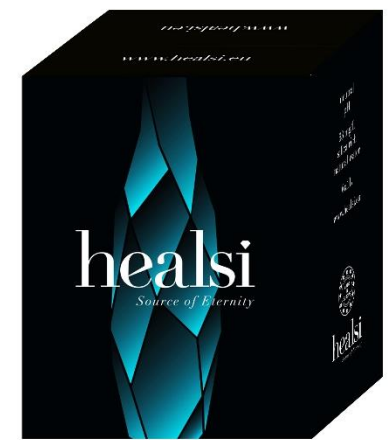
Glass bottle for HORECA (coming soon).

Tetra Pak 0.5L, 0.75L and 1L. (coming soon).

SPECIAL EDITIONS

(Christmas holidays; Chinese New Year; fashion weeks...)

Bottle neck tag: Promotional and informative content to be added to each bottle.



Price

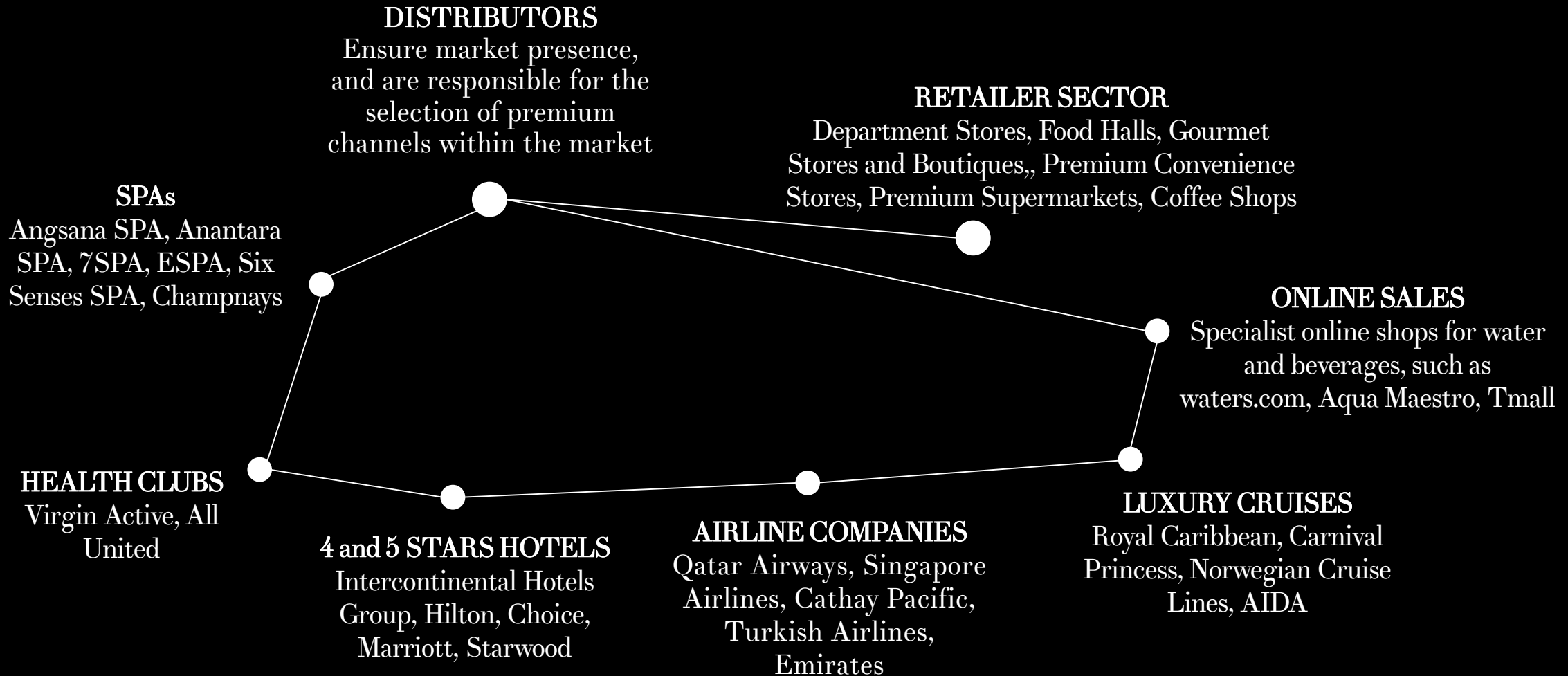
As a niche and high-quality product, Healsi has a strong value proposition.

With its innovative and unique positioning, Healsi will have a price similar to the premium international waters currently present in the market.



Place

Selective Distribution that reflects the premium and luxury positioning of Healsi in the market.



Communication

OFFLINE

Advertising and product placement in magazines of airlines, luxury cruises, airlines, hotels, spas and speciality publications.

ONLINE

Website
Social Media

(In some countries it can be relevant to explore other social media)



*English as
language of
communication*

PUBLIC RELATIONS

Brand Activation events;
Participation in trade fairs;
Product placement in luxury,
beauty and health events;
Brand prescribers.

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