



# H2ZERO MARKET RESEARCH



PURIFIED WATER  
0 TDS  
THE HEALTHIEST WATER  
IN THE WORLD!

# ABOUT H2ZERO

H2Zero offers advanced water filtration systems that remove virtually all total dissolved solids (TDS), ensuring truly clean drinking water.

## MISSION

Deliver the healthiest and purest water possible with 0 TDS

## VISION

Water that enhances the health of both body and mind, so you can enjoy your daily life to the fullest.





# What are TDS (Total Dissolved Solids)?

TDS stands for Total Dissolved Solids, which refers to the sum of all solids dissolved in water. TDS is measured in ppm (parts per million). Dissolved solids are those that are completely dissolved in water, think minerals, salts, chemicals, and metals. It is possible to remove dissolved solids from water through filtration.

Safe levels: less than 10 ppm

Many regions exceed 300-400 ppm in the U.S. and 150-250 ppm in the Netherlands. A high level of total dissolved solids (TDS) affects both taste and health over time.



By filtering out all dissolved substances from the water, you're left with only pure water. This is only possible with ZeroWater's special 5-stage filter—not with other systems. Our filter consists of:

- 1. Coarse basic filter.** Removes fine particles and sediment.
- 2. Foam distributor.** Distributes water evenly across the filter for more efficient use and optimal filtration performance.
- 3. Activated carbon and oxidation-reduction alloy.** Filters various contaminants, especially organic substances. Also reduces chlorine and other heavy metals, and prevents mold formation.
- 4. Ion exchange.** The positive and negative ion exchanger removes foreign ions from water molecules and restores them to their pure state.
- 5. Ultra-fine screen and non-woven membrane layers.** Removes ultra-fine particles.



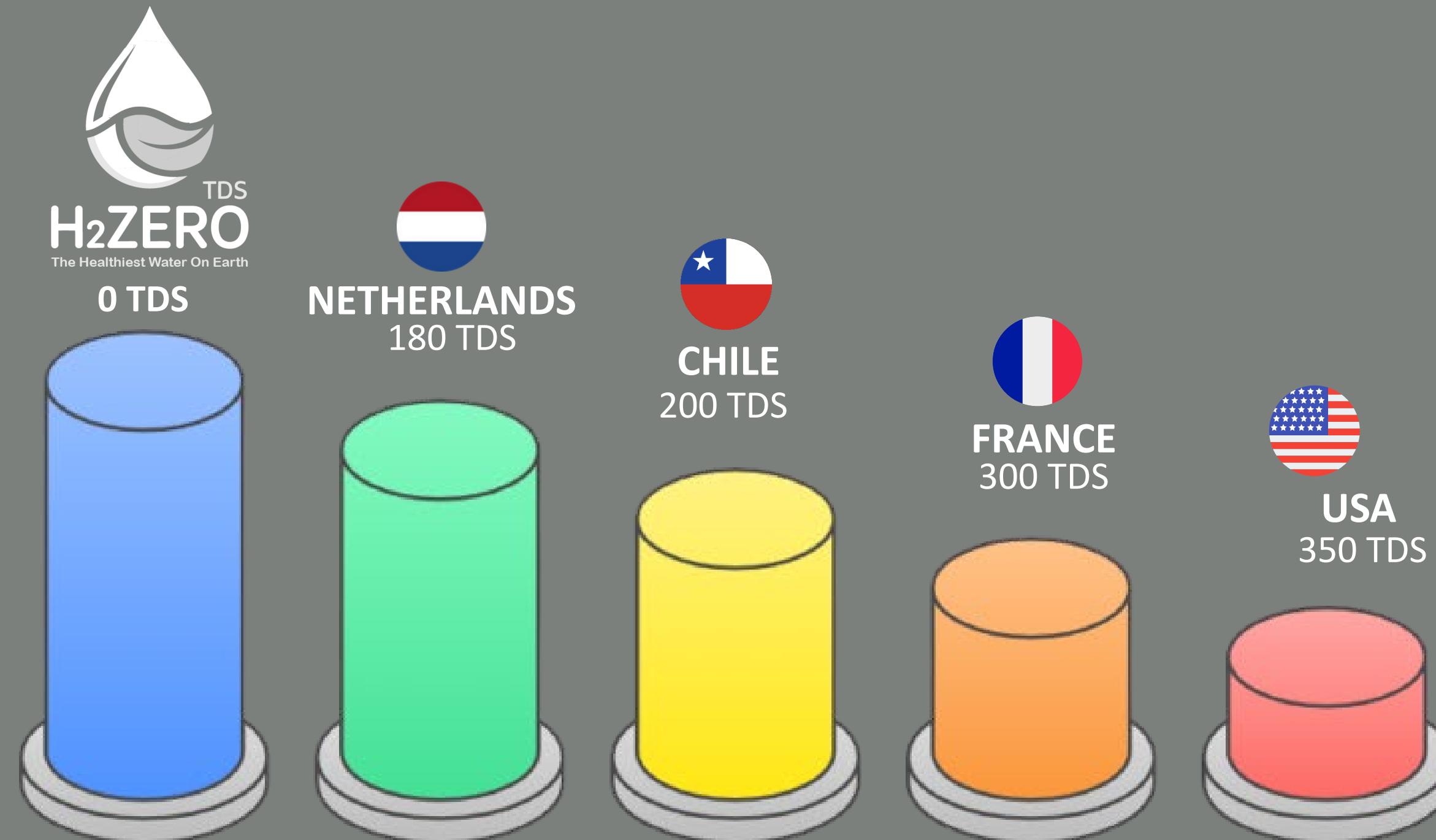


# Global TDS Levels in Tap Water



## REGION / TDS LEVEL

- **HEALTHY TDS**
- **MODERATE TDS**
- HIGH TDS**
- **ULTRA-HIGH TDS**
- **DANGEROUS TDS**

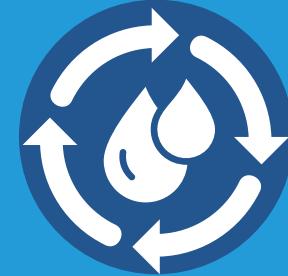


## SOURCE

TDS Water and regional water authorities.



# Why filter tap water?



## FILTERING OUT UNWANTED SUBSTANCES

Tap water contains many substances that have entered our drinking water sources due to human activity. These substances are difficult for water companies to filter out. Over time, they also appear to be more harmful to health than previously believed.



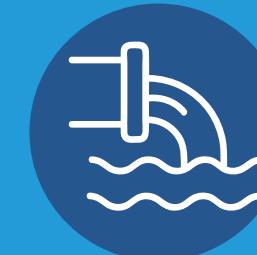
## BETTER FOR YOUR APPLIANCES

Limescale is not only unattractive but can also affect the performance of your appliances. The water pipes inside your appliances can become clogged with limescale, causing them to deteriorate faster. To keep your appliances in top condition, it is advisable to descale them regularly. Since the concentration of limescale in drinking water varies by region, each area requires a different maintenance program.



## CONTAMINATED DRINKING WATER SOURCES

According to the RIVM, the quality of drinking water extractions in the Netherlands falls below standard. A 2021 study shows that water quality is an issue in more than half of all extractions: in 135 out of 216 extractions, problematic substances were detected.



## Toxic traces from old pipes

Even in modern water systems, outdated infrastructure can release harmful contaminants such as lead, copper, and other heavy metals into drinking water, posing potential long-term health risks. H2Zero filtration helps remove these invisible threats before they reach your glass.



## IMPROVED TASTE

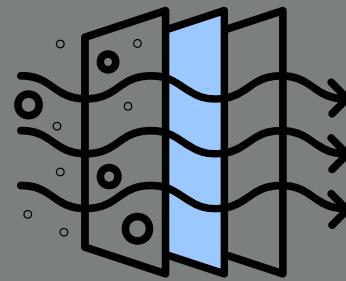
Tastes vary, this also applies to filtered water. Some people find filtered water tastier than tap water. This is because filters remove minerals, salts, chemicals, and metals, making the water lighter and purer. Filtered water generally has a smoother taste.



# COMPETITORS IN THE BOTTLED WATER MARKET

## The imperative of water filtration

Most tap and bottled water contains invisible contaminants known as total dissolved solids (TDS), a mix of minerals, salts, heavy metals, and chemicals such as PFOS/PFOA, glyphosate, chromium, lead, and mercury. High TDS levels not only affect taste and odor but can also pose long-term health risks. Regular filtration is essential to reduce TDS and ensure clean, healthy, better-tasting water.



Filtering out unwanted substances



Contaminated drinking water sources



Taste differences in filtered water



Better for your appliances



Toxic remnants from pipes

**Tabla de eliminación de TDS**

Sustancia	% Eliminado por H2Zero
Elimina cromo 3	98%
Elimina cromo 6	99%
Elimina plomo	99%
Elimina antimonio	99%
Elimina arsénico (+3)	98%
Elimina arsénico (+5)	98%
Elimina bario	99.9%
Elimina berilio	99%
Elimina cadmio	97%
Elimina cobre	99.9%
Elimina hierro	99.9%
Elimina manganeso	99%
Elimina kwik	92%
Elimina selenio	99%
Elimina plata	99.9%
Elimina talio	99%
Elimina zinc	99.9%
Elimina cloro	99%
Elimina cianuro	99.9%
Elimina fluoruro	99%
Elimina asbesto	99%
Elimina nitrato	98%
Elimina nitrito	99%





# WHO IS H2ZERO FOR? UNDERSTANDING OUR IDEAL CUSTOMERS

## **1. Health-conscious individuals:**

People who monitor their intake, seek clean-label products, and value low TDS for better hydration and detoxification.



## **2. Environmentally conscious consumers:**

Environmentally aware buyers who actively choose products with sustainable packaging and a low environmental impact.



## **3. Young professionals and millennials:**

The millennial and digital generation, more concerned about their health and with more time to exercise.

## **4. Families seeking safer water:**

Parents looking for safe, healthy drinking water for their children, free from plastic and contaminants.

## **5. Athletes and fitness enthusiasts:**

Focused on hydration quality, preferring ultra-pure water with no minerals or additives.



# Unique Advantages of H2ZERO (USPs)



## ■ Ultra-purified water (TDS <0 ppm)

Delivers total dissolved solids significantly lower than most bottled waters, ensuring a cleaner, purer taste.

## ■ Environmentally friendly production

Designed with low-carbon, minimal-waste processes to meet modern environmental standards.

## ■ Sleek, minimalist brand identity

A fresh, modern look that resonates with consumers who value wellness and design.

## ■ Scientifically backed water filtration

Built on advanced TDS reduction technologies for cleaner, healthier drinking water.

## ■ 100% plastic-free paper packaging

Uses sustainable, eco-friendly materials that reduce environmental impact and eliminate plastic waste.



# WHAT H2ZERO FILTERS

Most tap and bottled water contains invisible contaminants known as total dissolved solids (TDS), a mix of minerals, salts, heavy metals, and chemicals such as PFOS/PFOA, glyphosate, chromium, lead, and mercury. High TDS levels not only affect taste and odor but can also pose long-term health risks. Regular filtration is essential to reduce TDS and ensure clean, healthy, better-tasting water.



Chromium 3



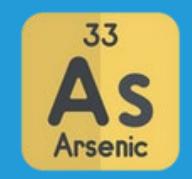
Chromium 6



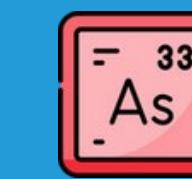
Lead



Antimony



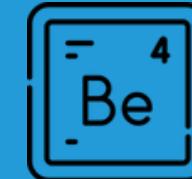
Arsenic (+3)



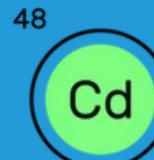
Arsenic (+5)



Barium



Beryllium



Cadmium



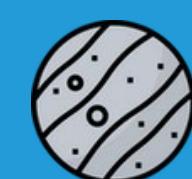
Copper



Iron



Manganese



Mercury



Selenium



Silver



Zinc



Chlorine



Cyanide



Fluoride



Asbestos



Nitrate



Nitrite



# ARE MINERALS IN WATER NECESSARY FOR A HEALTHY DAILY LIFESTYLE?

Both mineral water and tap water contain minerals such as calcium, magnesium, and sodium. For example, 100 milliliters (ml) of tap water contain about 5 milligrams (mg) of calcium, while mineral water contains 3 mg. In comparison: semi-skimmed milk contains much more calcium, an average of about 123 mg per 100 ml. Both tap water and mineral water contain about 1 mg of magnesium per 100 ml. By comparison, a 100-gram (g) piece of cucumber contains about 11 mg of magnesium. Additionally, 100 ml of tap water contain about 2 mg of sodium, mineral water 1 mg, while a slice (35 g) of whole wheat bread contains an average of about 138 mg of sodium. Therefore, with a healthy and varied diet, you get enough minerals, you don't need (mineral) water for the minerals it contains.



**Removes more  
contaminants**



## Reliable filtration technology



## Up-to-date research and safety



# Committed to your health

ZeroWater filters remove up to 99.9% of contaminants such as PFAS, chlorine, chromium, lead, and more, ensuring every glass of water is truly clean.

Our unique 5-stage filtration system outperforms standard filters, delivering 0 TDS water for a fresh taste and unmatched purity straight from your tap.

We continuously monitor scientific studies and regulations, keeping you informed about emerging water contaminants and the safety of what you drink.

ZeroWater, your health comes first. That's why we focus on eliminating harmful substances while providing great-tasting, high-quality water.





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## 2. Eco-conscious consumers:

Environmentally aware buyers who actively choose products with sustainable packaging and a low environmental impact.

## 3. Young professionals and millennials:

The millennial and digital generation, more health-conscious and with more time to exercise.

## 4. Families seeking safer water:

Parents looking for reliable, healthy drinking water for their children, free from plastic and contaminants.

## 5. Athletes and fitness enthusiasts:

Focused on hydration quality, preferring ultra-pure water without minerals or added substances.



EXPIRY DATE: 3 DAYS AFTER OPENING  
EXPIRY DATE: 1 YEAR IF CLOSED

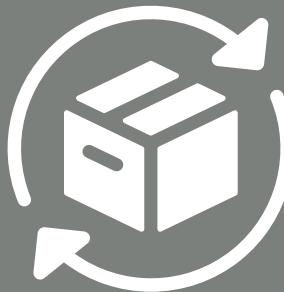


# H2ZERO: REDEFINING PURITY AND SUSTAINABILITY



## Ultra-low TDS purity

Ultra-low TDS (0 TDS). One of the purest waters available: clean, crystal-clear, and ideal for health-conscious consumers.



## Paper-based packaging

Plastic-free container. Carton bottle: 100% plastic-free and recyclable.



## Eco-responsibility

Designed for the planet. Low-carbon production and zero-waste design.



## Purpose-driven design

Elegant, wellness-focused brand. Minimalist, modern look for today's lifestyle-driven market.





# H2ZERO PERFORMANCE FACT SHEET



This system has been tested and certified by NSF International under NSF/ANSI Standards 53 or 42 for the reduction of substances in the table to the right.

SUBSTANCE	Overall Percent Reduction	Influent Challenge Concentration (mg/L)	Maximum Effluent Concentration (mg/L)	Maximum Permissible Effluent Concentration (mg/L)
<b>NSF/ANSI Standard 53 - Health Effects</b>				
Chromium Hexavalent, pH 6.5	99.6	0.3 ± 10%	0.003	0.050
Chromium Hexavalent, pH 8.5	99.6	0.3 ± 10%	0.002	0.050
Lead, pH 6.5	99.7	0.15 ± 10%	0.0005	0.010
Lead, pH 8.5	95.9	0.15 ± 10%	0.0075	0.010
Mercury, pH 6.5	96.7	0.006 ± 10%	0.0002	0.002
Mercury, pH 8.5	96.0	0.006 ± 10%	0.0004	0.002
PFOA / PFOS	94.9	0.0015 mg/L ± 10%	0.00007	0.00007
<b>NSF/ANSI Standard 42 - Aesthetic Effects</b>				
Chlorine	97.5	2.0 ± 10%	0.05	50% of influent



Through rigorous testing and certification processes, the NSF label stands as a testament to our commitment to delivering the highest-quality drinking water solutions in accordance with NSF/ANSI standards.