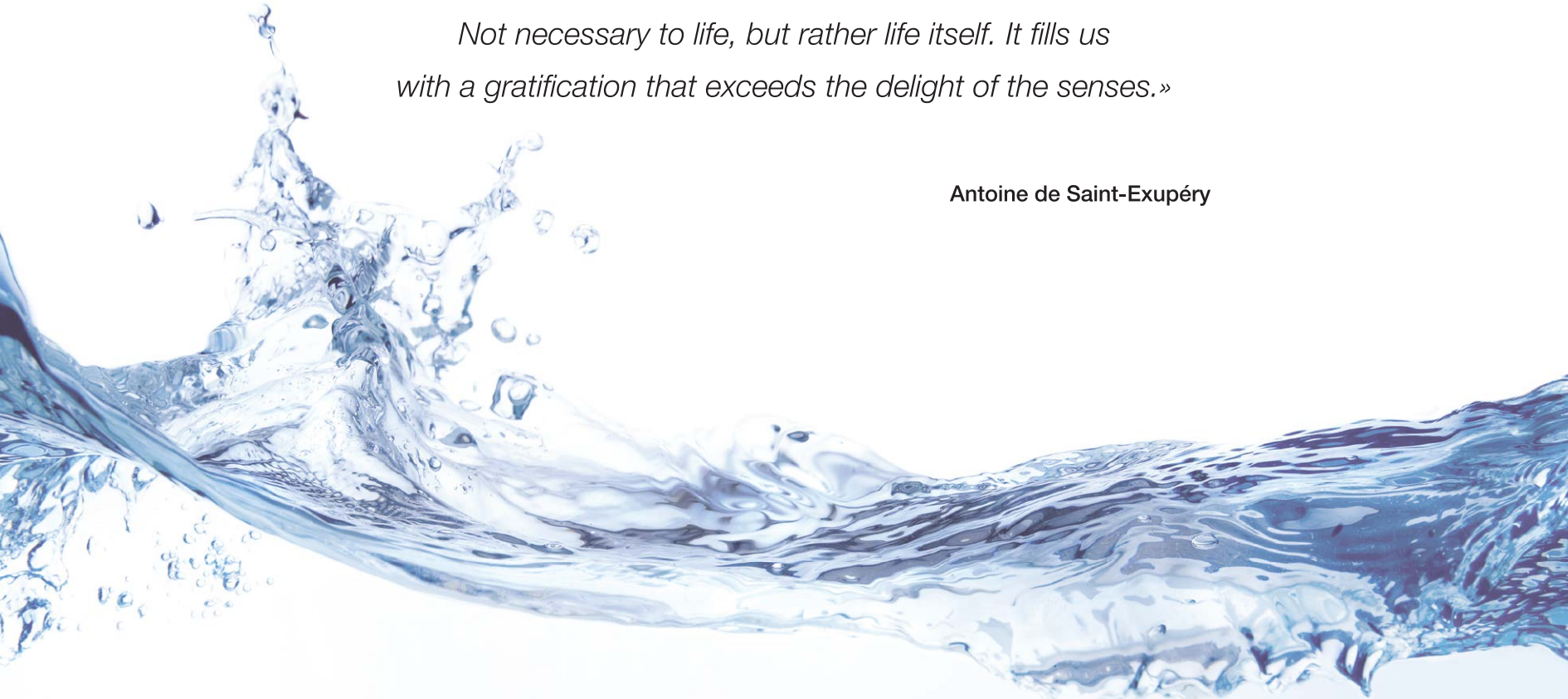




**GOLD**

**— WATER —**

the source of gold Tibetan Plateau



*«...water! You have no taste, no colour, no odour;  
you cannot be defined, art relished while ever mysterious.  
Not necessary to life, but rather life itself. It fills us  
with a gratification that exceeds the delight of the senses.»*

**Antoine de Saint-Exupéry**







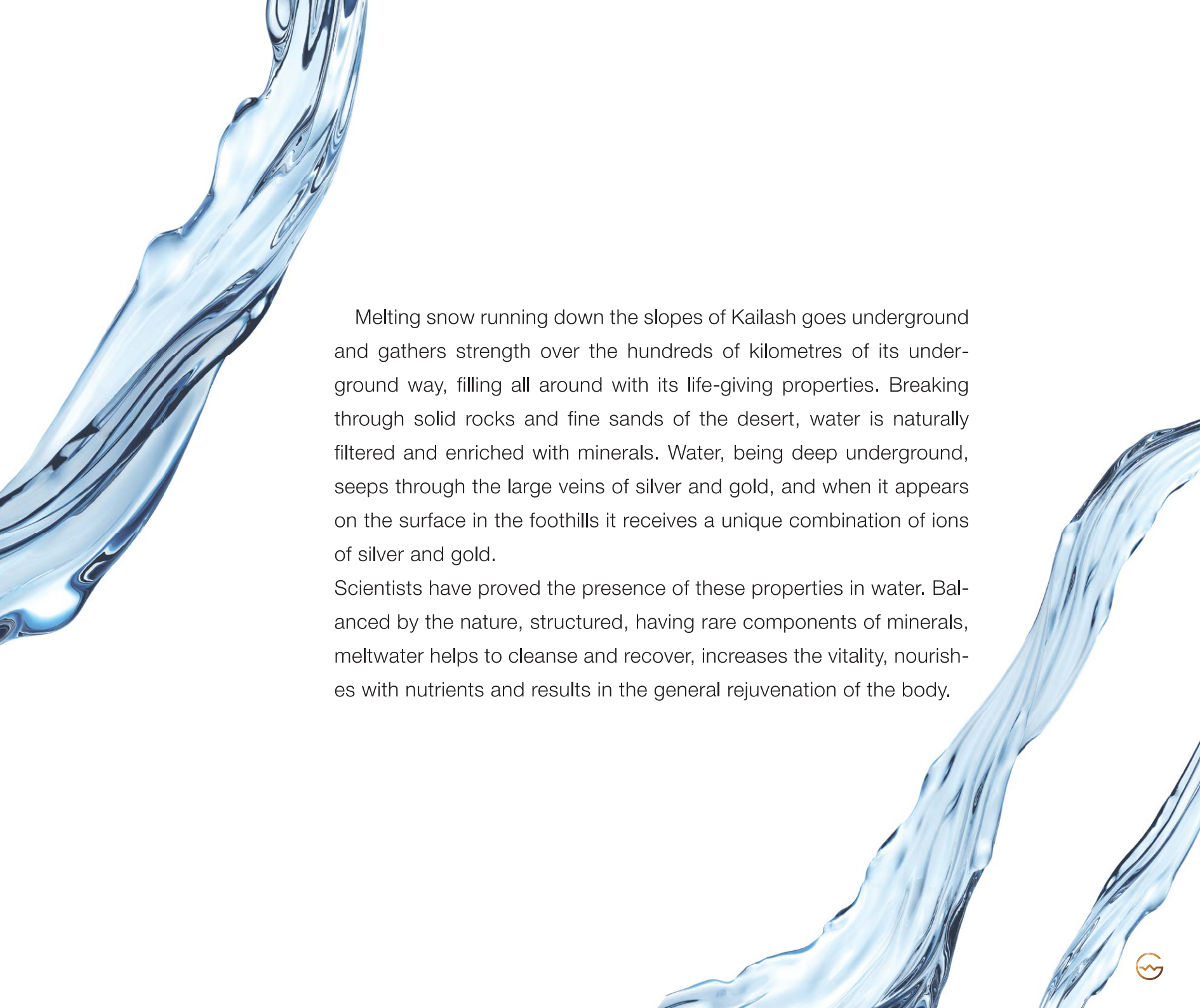
Brand  
**GOLD**  
— WATER —



## Tibetan Plateau

There is a wonderful place on Earth, occupying an area almost equal to Western Europe and situated at an altitude of 5,000 metres above sea level, popularly called the “Roof of the World” – it is the Tibetan Plateau. It is surrounded by the mountain ranges of the Himalayan ridges, in the centre of this area there is the sacred Mount Kailash, which connects heaven and earth, being the world axis.

It has a pyramidal form with the faces being oriented to the cardinal points, and the snow-white cap and glaciers give birth to the four great rivers of Tibet, India and Nepal. The world's only healing spring with unique characteristics rises and takes its origin from there.



Melting snow running down the slopes of Kailash goes underground and gathers strength over the hundreds of kilometres of its underground way, filling all around with its life-giving properties. Breaking through solid rocks and fine sands of the desert, water is naturally filtered and enriched with minerals. Water, being deep underground, seeps through the large veins of silver and gold, and when it appears on the surface in the foothills it receives a unique combination of ions of silver and gold.

Scientists have proved the presence of these properties in water. Balanced by the nature, structured, having rare components of minerals, meltwater helps to cleanse and recover, increases the vitality, nourishes with nutrients and results in the general rejuvenation of the body.



# The Brand's potential

1

Low brand competition  
in the Premium Quality  
Water Sector

2

Original brand  
name corresponding  
to the Product

3

Water with  
unique composition  
and quality features

4

Possibility of receiving  
maximum profit



# Goals

**1** Develop package design combining in itself all Premium Quality signs: uniqueness, elegancy and splendor

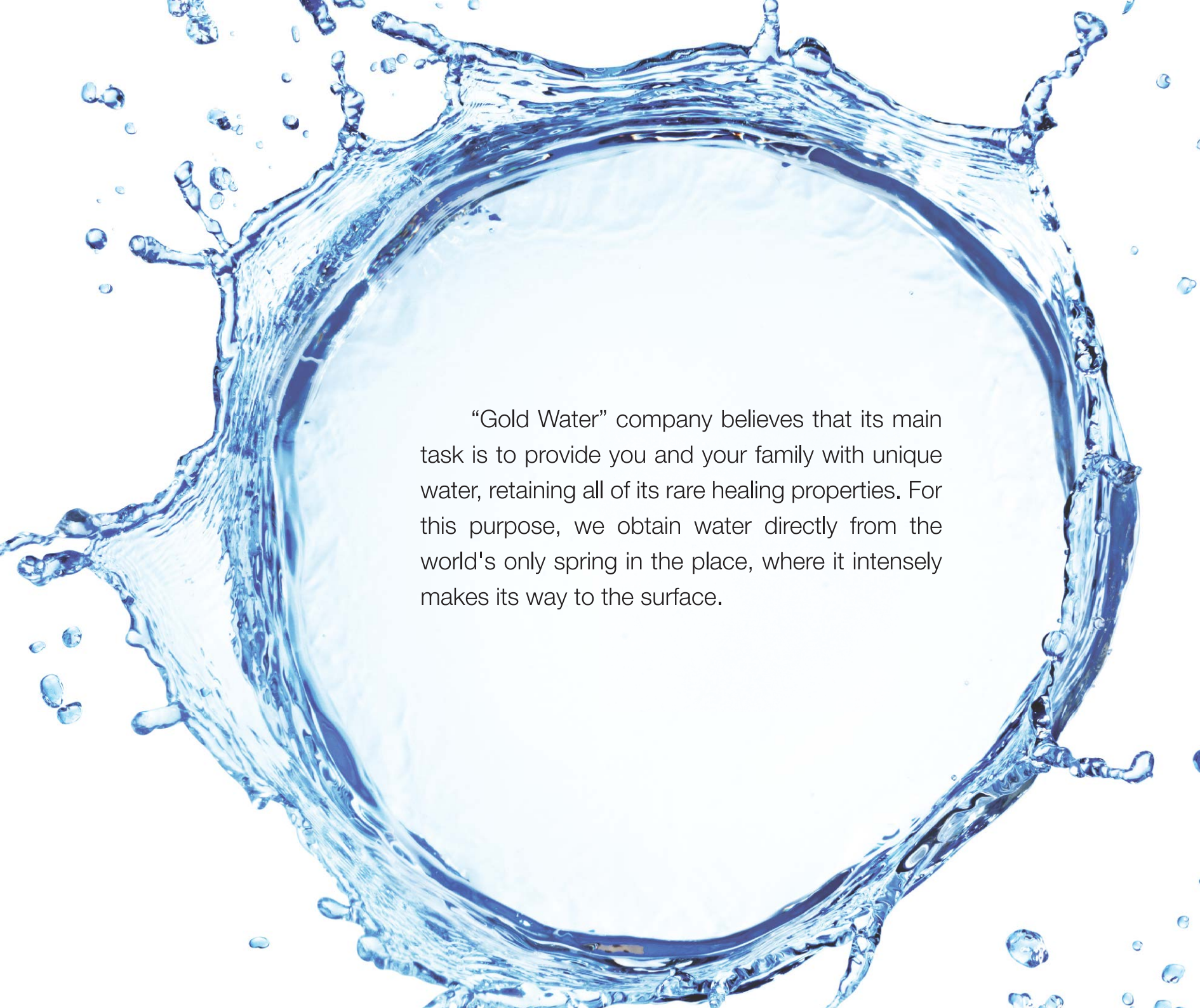
**2** Gain reputation of the authentic Premium Brand

**3** Achieve brand recognition

**4** Focus primarily on the European, Oriental and Asian markets

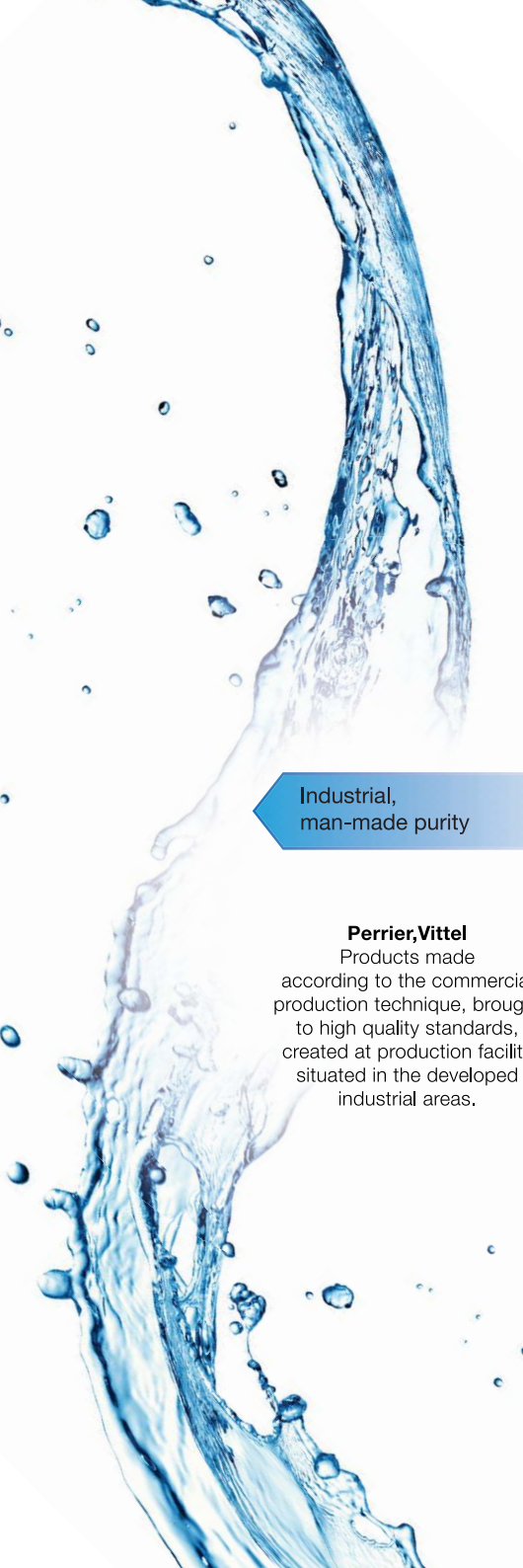






“Gold Water” company believes that its main task is to provide you and your family with unique water, retaining all of its rare healing properties. For this purpose, we obtain water directly from the world's only spring in the place, where it intensely makes its way to the surface.

# Brand positioning and general “Gold Water” brand perception



Warmth, highness



# GOLD

— WATER —

Spring ice water from the Tibet highlands glaciers,

High content of gold and silver ions

Industrial, man-made purity

**Perrier, Vittel**  
Products made according to the commercial production technique, brought to high quality standards, created at production facility situated in the developed industrial areas.



Natural origin



Cold, depth



Natural purity

**Evian**  
Source of Alpine ice water from the center of industrial Europe.

**VOSS**  
Unfiltered groundwater from the underground resources of the frozen Norway.







A source

**GOLD**

— WATER —

# 1

## Gold-silver containing spring meltwater is a world sensation!

The foothills of the Tibetan Plateau are unique, natural, picturesque corners of our planet, which have preserved its pristine purity, in whose depths spring waters arise being unique in their composition and properties. It is the place where a rapid spring with structured meltwater is located, from which Gold Water is being bottled. Its composition is more stable than the composition of any other natural waters. The temperature of the spring is constant in summer and winter, and it provides a single structure type of all water molecules – and it is impossible to achieve this using artificial means.



# 2

## Gold Water increases the vitality.

The main feature of our water is the balanced content of silver and gold in the form of ionic complexes, which are easily absorbed by the body. Silver has bactericidal properties and gold affects the heart function and the immune system, contributes to the elimination of toxins and the generation of healthy cells. Thus, the stabilizing properties of the unique complex "Silver + Gold" created by the very nature regulate almost all body functions, support the resistance to the diseases of organs and systems, contribute to the overall improvement of vitality and even to the rejuvenation of the body.



# 3

## Gold Water is the water of the highest quality category.

The water was examined by the leading specialists of the Institute of Water and Ecological Problems of the Siberian Division of the Russian Academy of Sciences and recognized to be living, inartificial, natural, perfectly balanced, and therefore, absolutely helpful for the human health. The water has passed all required tests for the compliance with SanPiN (Sanitary Regulations and Standards) 2.1.4.1116-02 "Drinking water. Hygienic Requirements for the Quality of Water, Packaged in Containers. Quality control", is certified and manufactured under the Gold Water trademark (silver-gold containing water of the highest quality category).



# 4

## Gold Water is effective in the treatment of cancer.

According to the study of the Russian Cancer Research Centre of the Russian Academy of Medical Sciences, the high efficiency of use of gold-silver containing water was proved in relation to the prevention and treatment of the most difficult oncological diseases, as well as the postoperative therapy. The positive dynamics of general clinical, biochemical, immunological indicators and the parameters of microcirculation, as well as the improvement of health with the majority of patients who drank drinking spring meltwater in the course of rehabilitation make it possible to recommend it for the treatment of patients with cancer.





# 5

## Alkalinity: Gold Water for health.

The competitive advantage of GOLD Water is a naturally medium-high pH 7,4-8,0. Alkaline water is unique in nature and not the same as artificially produced alkaline water, which is unstable.

Health effect of high pH water:

- Decreased stomach acid
- Reduced body acidity
- Improved body metabolism



# Mineral Composition

1 liter of water contains:

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Gold	0,01 mcg/l	Silicon	5,41 mg/l
Silver	0,1 mcg/l	Nitrate ion	31,1 mg/l
Calcium	82 mg/l	Ammonium	0,11 mg/l
Magnesium	21 mg/l	Iodide	<20 mcg/l
Sodium	23 mg/l	Aluminum	21 mcg/l
Potassium	1,6 mg/l	Cobalt	2 mcg/l
Chloride	58 mg/l	Manganese	<10 mcg/l
Sulfate	88 mg/l	Zinc	0,09 mg/l
Fluoride	0,5 mg/l	Hydrocarbonate	292
Iron	14 mcg/l	pH	7,4 - 8,0





GOLD  
- WATER -



*Elixir of immortality*



Design

**GOLD**

— WATER —

# Logotype

The Brand's names is based on the unique properties of the water source, which consists in high content of gold and silver ions in the water.

The product's logo reflects and focuses on the brand's and product's premium class, thanks to simple, laconical lines and letters of Latin alphabet.

**GOLD**  
— WATER —

Symbol of the product consists of the GW abbreviation where capital letter "G" forms the basis, meaning "Gold", and letter "W" inscribed thereto is the first letter of the word "Water", which at the same time symbolizes the image of the Tibet highland.



# Appearance

Bottle of “Gold Water” is designed in the shape of a gold specie, which emphasizes the unique properties of the water and is reflected in the product’s original logo.

Specific design of the bottle’s shape support the premium class of the product, while combination of golden and tender blue colors makes it stand out among the products of the other manufacturers, making it highly attractive for consumer.



## Structure

To preserve the beneficial components and taste qualities of the water, the bottle material is made of the transparent glass with pale blue shade, and the cover material is made of high quality food grade plastic with a shiny gold coating and occupies about 1/3 of the structure.

The neck, as well as the part of the bottle, hides under the cover. Hidden part has a round shape, for the convenience of opening , and the neck has the standard sizes for the convenience of product use.





On the front side of the bottle there is a GW embossed logo and, thanks to its fill volume, the bottle has the image of a finished gold specie

The product is made in volumes most demanded in the market, namely: 0,33 l, 0,5 l and 0,7 l.

The bottle has a faceted design with bending edges, making it pleasant and convenient to hold it in hand.







GOLD  
- WATER -



*Elixir  
of immortality*