

WITH THE POWER OF 500% MORE OXYGEN

bionic Vertriebs GmbH
Haiderstraße 23
A-4052 Ansfelden

Tel: +43 (0)7229 / 79 346 - 0
Fax: +43 (0)7229 / 79 346 - 44
Mail: office@o2alive.com
www.o2alive.com



Press Release: The Products in Detail

Live The Power: O2alive

Enjoy oxygen-enriched water for optimal health, vitality and well-being.

As a pure Austrian product, O2alive is committed to functionality – the Upper Austrian company bionic Vertriebs GmbH has created an innovative wellness drink with 500 percent more oxygen than ordinary enriched water and with high levels of value added in terms of nutritional physiology. O2alive combines all the key factors for a balanced lifestyle – enjoyment, health and well-being. The producer is focusing on awareness building in its marketing, using transparent, scientifically based information to convey the valuable potential of this oxygen-enriched water.

They are the elixirs of life -- water (H₂O) and oxygen (O₂) are essential for the body. O2alive is an innovative product that combines the potential of these two natural wonders and has opened up the Austrian mineral water market since its launch in 2006 in the process. bionic Vertriebs GmbH has developed a uniquely Austrian functional product with more than 500 percent more oxygen than ordinary mineral water from the Tyrolean Alps: through its product lines O2alive power water and O2alive sport, the Upper Austrian company unites flavor, health and well-being in one wellness drink with extra added nutritional-physiological value.

Oxygen-Enriched Water is a Healthy Dietary Supplement

Physical and mental vitality, fitness and relaxation are an integral part of O2alive. “A sensible diet is the key to a healthy and full life,” explains Matthias Kappel of O2alive. “Water is vital in terms of nutritional physiology to performance, recovery from stress and optimal recuperation – factors guaranteeing internal and external beauty and a profound feeling of well-being.” O2alive provides the ideal “nutritional plus” for life’s triangle of enjoyment, health and well-being with its oxygen-enriched water. “O2 is not only targeted at athletes, who expect oxygen-enriched water to replenish their bodies,” adds Kappel. “Our product is directed at all individualists, striving for fitness and vitality but also seeking relaxation and wanting to appear fresh.”

O2alive Shows the Potential of Water and Oxygen

For bionic Vertriebs GmbH O2alive is not only a product, but also a philosophy: the Upper-Austrian company is trying to spark consumer awareness of the potential of oxygen and water. “It is important to us to strengthen peoples’ awareness of the significance of water and oxygen, in addition to informing buyers about the health benefits of oxygen-enriched water,” says Kappel. “In times of ever increasing pollution and resource shortages, it is important to point out what unbelievable value pure Alpine water has. Moreover, many people suffer from significant oxygen deficits due to their lack of movement and poor quality air.”

As a result, the producers are looking intensively into water and oxygen and their market opportunities in the fields of health and food retailing. bionic Vertriebs GmbH places great emphasis on its transparent, scientifically sound way of working with the topic of oxygen-enriched water and its potential in terms of nutritional physiology in its marketing. To achieve this goal, the company commissioned a study to examine the physiological effects of O2alive on the human body.

O2alive power water and sport: Products in Detail

bionic Vertriebs GmbH offers a healthy and awareness-raising alternative to traditional products on the near water market with its product lines O2alive and O2alive sport. O2alive is the only functional oxygen-enriched water on the market: it releases O₂ to body cells efficiently, can transfer its properties to other drinks without immediately degassing when mixed and can be used for hot drinks at normal drinking temperature while preserving its oxygen contents. O2alive contains both oxygen and carbon dioxide. In addition, all bottles are produced in a multilayer system – two PET layers with one layer of nylon between them – to avoid the diffusion of oxygen or carbon dioxide and ensuring the highest, water-quality levels. Furthermore, all products in 0.5l bottles are equipped with the innovative “Cool-Cap” top, a unique and convenient closure system for outdoor activities.

O2alive power water can be bought as oxygen-enriched water in carbonated and less carbonated forms (O2alive regular and O2alive less). Moreover, the producer offers a range of unconventional, refreshing flavors -- the flavors Lime-Ginger, Yuzu (a Chinese citrus fruit) and Peppermint distinguish the oxygen-enriched water from other products in the near water segment. They are based on natural flavors and contain no artificial additives. O2alive power water is available in easy-to-use 0.5l PET bottles, as well as in classic 1l bottles. It is also available in a trendy 0.33l aluminum bottle for hot-spot restaurants and bars.

O2alive sport is ideal as a sport and fitness drink. In addition to its 500 percent higher level of oxygen, it also contains additional minerals such as magnesium (45 mg/100ml) and potassium (30 mg/100ml). O2alive sport is available in three different flavors: Limoncello (yellow design), Red Currant (red design) and Peach-Melissa-Aloa (orange design). O2alive sport can be obtained in handy 0.5l PET bottles. The color of the “Cool-Cap” top matches the bottle’s label.

For further questions please contact:

Daniela Laic

Marketing Manager

bionic Vertriebs GmbH

Haiderstraße 23/EG

4052 Ansfelden, Austria

Tel +43 7229 79 346-35

Fax +43 7229 79 346-44

Mail d.laic@o2alive.com

Web www.o2alive.com