



FACT SHEET

Product Overview

Aquafina Plus Vitamins 10 Cal[™] is a flavoured vitamin-enhanced water. It contains antioxidant vitamins C & E and B vitamins to maintain good health. It does not have artificial flavours or preservatives. It was designed to deliver healthy, low-calorie refreshment, as part of an exciting, fun, celebratory approach to life.

Product Formula Details

Aquafina Plus Vitamins 10 Cal beverages are made with *PureVia*[™] all-natural sweetener, a pure extract of Reb-A, derived from the sweetest and best tasting part of the Stevia plant leaf.

Calories

10 calories per 591 mL bottle

Vitamin Content:

Niacin or B3 (20 per cent of daily value or DV)

Vitamin B6 (40 per cent of DV)

Vitamin B5 (80 per cent of DV)

Vitamin C (250 per cent of DV)

Vitamin E (80 per cent of DV)

Vitamin B12 (120 per cent of DV)

Canadian Product Launch History: *Aquafina Plus*[®] brand first launched in Canada in early 2007 to feature three flavours: Pomegranate Cherry, Blackberry Grape and Passionfruit Citrus. These products were recently reformulated in 2008, to feature lower calories, a translucent formula, new flavours, new package formats, and new graphics. Three flavours of *Aquafina Plus Vitamins 10 Cal* are currently offered: Black and Blue Berry, Acai Fruit Punch and Tropical Cherimoya.

Product Sizes & Suggested Retail Pricing:

591 mL, \$1.89-\$1.99

Website

www.aquafina.ca

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