



## **Mineralaide brings *Water with Purpose* to Canada**

*Premium line of mineral and spring waters sourced from the Carpathian Mountains suitable for pregnant & new moms, kids and active lifestyle enthusiasts*

**April 15, 2019 (Toronto, ON ) – Mineralaide** is a new Canadian premium bottled water company that sources water with purpose in mind. Dedicated to encouraging healthy hydration, **Mineralaide’s** first line of pristine spring and mineral water is sourced from a deep aquifer in the Carpathian Mountains in Slovakia.

“I am so delighted to launch **Mineralaide** and bring the variety of amazing waters that I grew up with and offer them to the Canadians. I am passionate about educating people about making healthy hydration choices. In fact, I couldn’t be happier that the Canadian Food Guide now recommends water as the drink of choice,” says Mária Tatarová, Water Education Advocate and **Mineralaide** Founder.

We are what we drink - each of our waters are chosen for their unique character, taste and mineral composition to benefit the human body. **Mineralaide’s** waters contain naturally occurring electrolytes such as magnesium and calcium, which are essential for human life and health. Electrolytes regulate many of our body functions, including nerves, muscles, hydration, blood pH, blood pressure, and the rebuilding of damaged tissue. Unlike other waters, there is no need to artificially alter the wonderful and original natural characteristics of **Mineralaide’s** first line of waters:

**Luvita** – For expectant & new moms to help you stay hydrated during pregnancy and for breastfeeding when the hydration needs are increased. Luvita can also be mixed with infant formula as our water is strictly controlled to ensure it is microbiologically safe and clean.

**Luvita Kids** – The same amazing water available in fun packaging for children aged 5-10, offering a healthier choice and alternative to sweetened drinks and fruits juices.

**Zivi** – For healthy lifestyle enthusiasts aged 11-77+ supporting your everyday hydration needs. Zivi is available in flat and lightly sparkling options.

All of Mineralaide's waters are available in BPA Free bottles. We are constantly seeking ways of reducing our impact on the environment, including our bottles using 20-40% less material than conventional soft drink bottles and our dedication to supporting local recycling programs.

Mineralaide will be attending the CHFA Quebec 2019 Trade Show at Palais des Congrès de Montréal, QC from May 4 to May 5. Please visit us at Booth Number 927.

For more information about Mineralaide and its new line of bottled waters, please visit [www.Mineralaide.ca](http://www.Mineralaide.ca). Follow us on Facebook, Instagram and Twitter @Mineralaide.

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**About Mineralaide**

Mineralaide is a new bottled water company that sources its safe, clean and natural mineral and spring waters from the Carpathian Mountains. Our range of bottled waters including Luvita, Luvita Kids, Zivi and Zivi Spark are packaged in BPA free bottles. We source our waters with purpose in mind and are dedicated to promoting healthy hydration.

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