

## Water Concerns Growing

- Australia's waterways are polluted and under increasing threat.
- Threats come from; population growth, increased agricultural and industrial use, drought, climate change, pollution of the environment, and proliferation of algae contamination in waterways.
- Even the quality of our drinking water can no longer be taken for granted. Aging municipal water plants and heavy chlorination expose us to increased risks.
- Chlorine and Fluoride are POISONS!

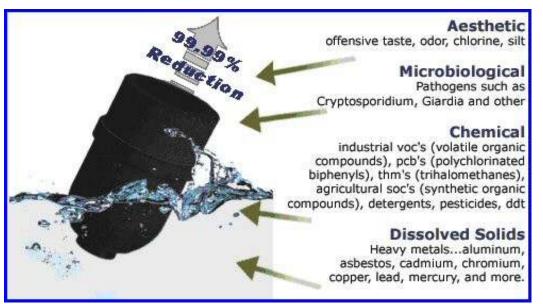
# Seychelle Reliability



- Seychelle is the most tested filter system in the world.
- All international tests are available online.
- Seychelle is used by military organisations throughout the world.
- Seychelle supports numerous humanitarian organisations worldwide.

# Seychelle Technology

- 99.99% reduction in ALL areas of contamination.
- <u>Aesthetic</u>
- <u>Microbiological</u>
- <u>Chemical</u>
- Dissolved Solids
- Viruses and Diseases



## **Competitor Analysis**

- Seychelle is the choice of military forces the world over including; British SAS, US Delta Force, Navy Seals and Marines, China, and Singapore.
- Filtration and purification are 2 separate functions. Seychelle technology does both INSTANTLY. There is no waiting time required.
   Just fill and drink!
- <u>Purification</u> (eg. UV light or sterilization drops) is time consuming and, while it will kill bacteria, it leaves unwanted particles in the water; and <u>filtration</u> (carbon or ceramic filters) will remove most contaminants but not virus' or diseases that are too small to be filtered. Seychelle technology performs both these functions INSTANTLY.
- Seychelle is the most cost effective filtration or purification technology available. It is patented and cannot be duplicated.

#### Who Uses Seychelle?



- 1. People who pursue an active outdoor lifestyle.
- People who want quality water on the go –i.e, take out chlorine and fluoride from tap water.
- 3. People who travel.
- 4. People preparing for a disaster.
- 5. People who buy expensive bottled water.
- 6. Military and humanitarian organisations worldwide.
  - \* **75%** of the water we drink is away from home.

#### Seychelle Technology Saving the Environment

- Bottled water is expensive, usually costing more than \$4.50 per litre, whereas Seychelle products produce pure water for approximately 0.10c per litre!
- Bottled water is environmentally destructive.
   E.g one Seychelle filter produces the same amount of water as buying757 bottles of 500ml bottled water!
- 3. Seychelle bottles are leach proof and BPA free.
- 4. Plastic bottles in landfills can last for more than 1000 years.





#### The Outdoor Market

- Purification drops leave a horrible taste, and filtration alone can't stop all contaminants. Seychelle technology purifies AND filters instantly.
- Weight management. No more carrying water to your camp or fishing spot.
- Space management.
- Quality of water. Takes out all contaminants, but leaves in beneficial minerals; calcium, magnesium, and potassium.
- There is no shelf life on the filter.
  Simply rinse and dry for later use.
  Change the filter only when it is too clogged to continue to use.



## The Health Market

- For daily use Seychelle filters can be used to remove chlorine and fluoride from your tap water.
- Seychelle filters remove all harmful contaminants but allow through beneficial minerals such as magnesium, calcium, and potassium.
- Have access to pure healthy water anytime and anywhere!
- Seychelle filters are environmentally friendly and all plastic used in our products are food grade, BPA free, non-leaching, and recyclable.
- The Seychelle range includes the World's first stainless steel filter bottle.



## The Travel Market

- Use Seychelle bottles to ensure you have safe water wherever you travel.
- Tests have shown that as many as 10% of commercial airline water tanks test positive for e-coli, and municipal water supplies are often contaminated or heavily treated with chemicals.
- Bottled water throughout the world is not regulated and is environmentally destructive, so it is not a safe choice.
- Reduce your impact on the environment wherever you go by using Seychelle.

#### **Stainless Steel Bottle Range**



#### **BPA-Free Sports Bottle and Straw**

