



OPTIMIZE YOUR BRAIN



WATER

Every function in the body is dependent on water, including the activities of the brain and nervous system. Your brain is 85% water and uses a full 25% of the water you drink to work optimally.



WHY?

The brain depends on water to provide the electrical energy needed for all brain functions, including thought, memory processes, and the production of hormones and neurotransmitters.



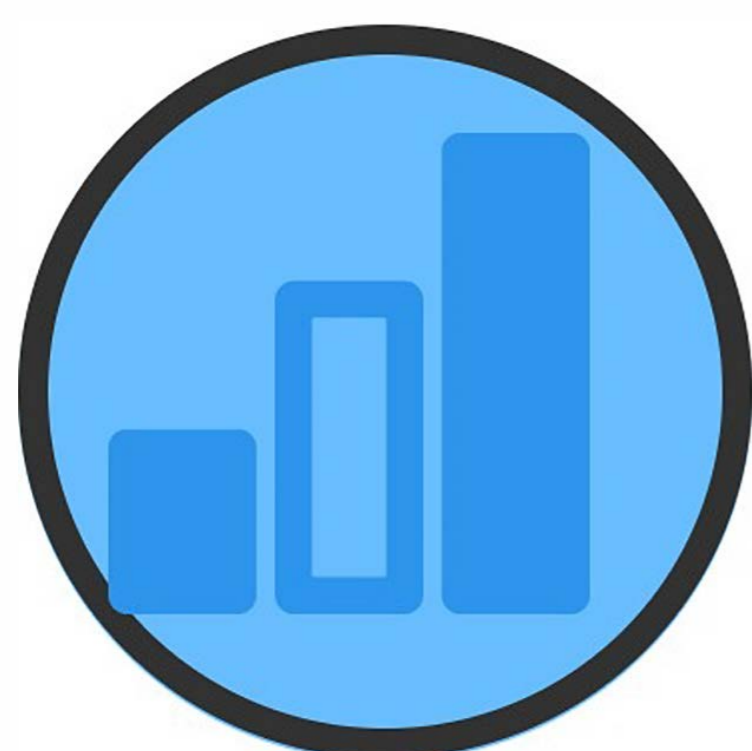
WATER LOSS

The average adult loses more than 80 ozs of water every day through sweat, breathing, and elimination, yet drinks less than 32 ozs of water/day.



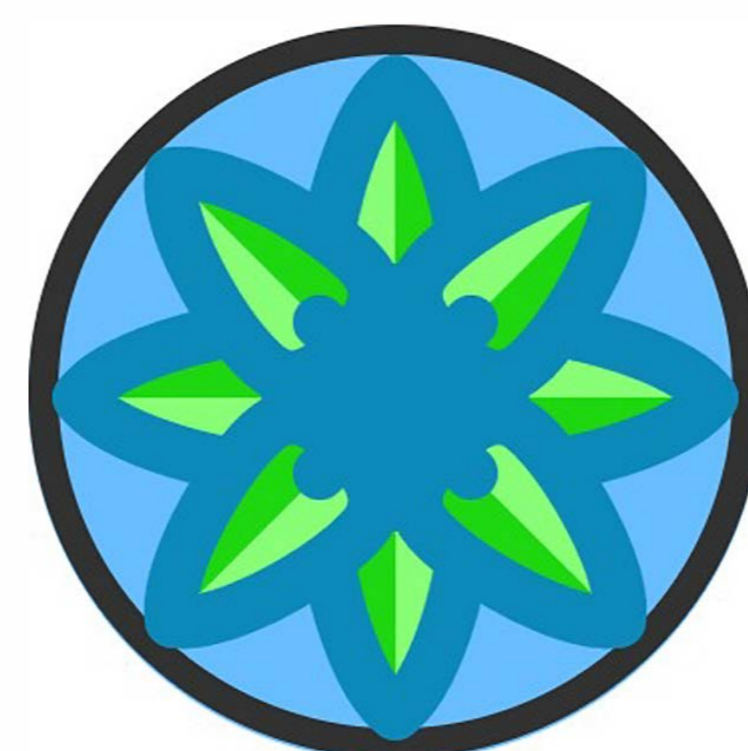
IMPACT

If you're drinking less than 80 ozs of water a day, what is the impact on your brain function? Fatigue, brain fog, poor focus, poor memory, sleep issues, headaches, anger, emotional instability, and even depression.



HOW MUCH?

As little as 1% dehydration can cause a 5% decrease in cognitive function. 2% dehydration leads to focus and memory impairment. To stay hydrated, drink 1/2-2/3 your body weight in ounces.



OPTIMIZE

The brain is unable to store water. Sip water throughout the day. With full reserves, your brain thinks faster, stays focused and clear, and problem solves.