



FASHION
LUXURY SPRING
WATER

WATER
LUXURY SPRING



FASHION
LUXURY SPRING
WATER



For
**MODELS &
BILLIONAIRES**



FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER LINKS

Fashion - Spring Water Photoshoot with Maria Mogsova in Monte Carlo | FashionTV



Fashion Water- The Elixir Taste of Life

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Now you have the chance to enjoy the best fresh water ever. FashionTV presents: Fashion – Spring Water. From the Austrian Alps comes the cleanest, purest, lowest chemical water. Want to drink the same water as top models and Hollywood stars? Want to feel the vitality in your veins? Drink Fashion – Spring Water and enjoy its mystical powers.

Up to 70% of the human body is made up of water. You can fill that 70% with low quality water or choose a luxury beverage that will make you feel younger, healthier and much, much sexier.

After a very long anticipation and lots of rumours, Michel Adam, President of FashionTV, has launched the first edition of FASHION - Spring Water. Many years of research and analysis made by the FashionTV Beverages team have finally come to an end. Our experts came up with a formula for the best fresh water around. That water is the purest kind with the lowest chemical count and a high quality PH, which make it the finest water for babies to billionaires.

In the search for the Elixir of Fashion, our team discovered an amazing source known to ancient Romans as Fons Eu - the fountain of energy. This mysterious fountain bursts at the heart of magnificent Austrian Alps and has been around since 1800s. Emperor Franz Josef I had water from this source brought to

Billionaire Porto Cervo Opening Night Party in Sardinia with Fashion - Spring Water | FashionTV



<http://www.youtube.com/watch?v=dvJzWdv9hbA&feature=youtu.be>

<http://www.youtube.com/watch?v=J2J7NIPZO7U>

http://www.fashiontv.com/fashion-water-the-elixir-taste-of-life_805.html

<http://www.youtube.com/watch?v=7xW803eOX6k>

Fashion Water Presentation

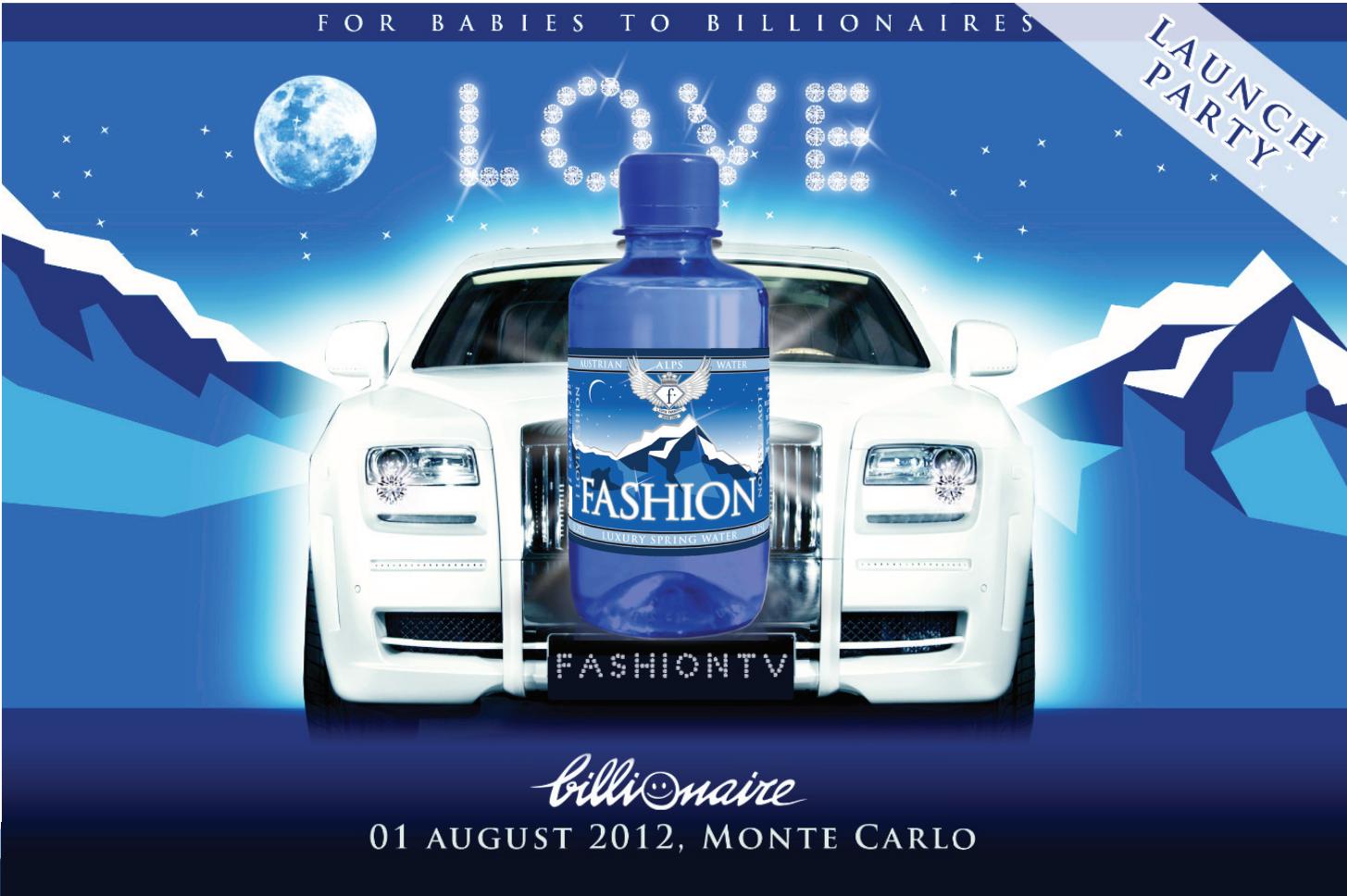


FASHION LUXURY SPRING WATER

INVITATION TO
FASHION LUXURY SPRING WATER LAUNCH PARTY

FOR BABIES TO BILLIONAIRES

LAUNCH
PARTY



FOR MODELS AND BILLIONAIRES

FASHION LUXURY SPRING WATER

Thai Prime-Minister her excellency Ms. Shinawatra receiving the first bottle of FASHION LUXURY SPRING WATER from the President of FashionTV Michel Adam



FASHION LUXURY SPRING WATER

ARTICLE IN THE BANGKOK POST ON FASHION LUXURY SPRING WATER



Post

NEWSMAKERS ■ NAPAMON ROOMSWITTO

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Making a fashionable splash

Michel Adam has expanded his chic portfolio to include luxury mineral water

Fashion is not limited to clothes and accessories, but covers every lifestyle aspect. As such, Fashion TV, a leading international channel, has expanded its portfolio to include F Cafe, Fashion Hotel, the Chic Charmel in Thailand, and energy drinks. It has also branched out to include ultra-luxury spring water, which has been branded Fashion Water.

Michel Adam, the founder and sole owner, said that Fashion TV began 15 years ago, but over recent years the company has extended the brand into other products, not only to offer variety for fashion-conscious consumers, but also to support the fashion brand as a whole.

Adam now sees great potential in the luxury bottled water market.

"Water is even more expensive than oil these days. Go to Google and you will see how many people are looking up water," Adam said.

"Over 150 people a month are searching for water, so clearly there's a big interest. Water is becoming a fashion, like wine. People know the difference in types of water."

In Thailand, Fashion Water was formally launched recently at the opening of the Celebration of Silk: The Miracle Journey exhibition.

"That's when we formally introduced Fashion Water to the media for the first time and the first person to get it was the prime minister," said Mr. Adam, adding that the only other person to sample it before the prime minister was his one-year-old daughter.

The smaller bottle of Fashion Water is shaped like a baby's bottle to represent its eco-friendly qualities.

He pointed out that the water is certified for babies as it is of such good quality, while ordinary water does not have the right balance of minerals.

"Not every water is the same. If you take pure water, and it goes into your body, your body has to give away minerals," he said. "This water's mineral values are like the human body's fluids. That's the right balance."

Bottled directly from a spring water source in the Austrian Alps, known to the ancient Romans as the finest source of water in the world, Fashion Water has optimal minerals and high pH values



PHOTO BY NIPAMON ROOMSWITTO

"This water's mineral values are like the human body's fluids"

Adam has spent three years researching spring water, talking to doctors and visiting different wells around the world.

He compares the interest in fine wines to that in good wines. The luxury water trend is becoming more apparent, and leading gourmet supermarkets are sourcing quality luxury waters from around the world to give their customers a wider choice.

"If you go to gourmet supermarkets, in the past they would have ten or three waters, but now they pride themselves on having hundreds of them. Other products have to fight to get into the stores, but it's the opposite for water."

"Upscale supermarkets [want] to show how qualified they are by bringing fines

waters from all around the world. It's kind of like wine. They have big wine selections to build the store's credibility."

He expects this new product under the Fashion umbrella to be a big success, as he is confident that more and more people are aware of the difference between waters.

Most upscale hotels only use mineral waters in their restaurants and beauty and health-conscious people are also interested in this product.

The product is also very relevant to the Fashion TV's philosophy.

"Fitness and health is also a fashion, and we want people to live longer and stronger. Get to know it and feel the fashion inside," he said.

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER



FASHION LUXURY SPRING WATER



“In my search for the **Elixir of Fashion**, I found the most energizing crystal water in the mystic Alps of Austria, known to the Ancient Romans as the finest source in the world. The beautiful, famous Austrian Empress Sissy, asked her husband, Emperor Franz Josef 1st to bring the water to the palaces in Vienna, allowing a selected few to drink it and dance to the latest Fashions of Mozart, Beethoven and Strauss. Bottled directly for you from exclusive Spring Water source in Austrian Alps, with clearest and purest water, with optimal minerals and high PH values.” Michel Adam, President & Founder of Fashiontv.

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER & VALUES OF TOP GLOBAL WATERS

<u>Water Brand</u>	<u>Source</u>	<u>Information source</u>	<u>PH</u>	<u>Oxygen O₂</u>	<u>Sodium Na⁺</u>	<u>Calcium Ca²⁺</u>	<u>Magnesium Mg²⁺</u>	<u>Bicarbonate HCO₃</u>	<u>Potassium K⁺</u>	<u>Chloride Cl⁻⁴</u>	<u>Nitrate No₃</u>	<u>Total Dissolved Solids TDS</u>
FASHION	Spring Water Austrian Alps	<i>Analysis of the Seisensteinquelle Study 2010 IFUM Institute of Environmental Medicine, Vienna</i>	8	9,2 mg/l	2 mg/l	45 mg/l	13 mg/l	170 mg/l	1 mg/l	2,6 mg/l	4,1 mg/l	145 mg/l
Fiji	Artesian Water South Pacific Island	As shown on bottle	7.8	N/A	18 mg/l	17 mg/l	13 mg/l	146 mg/l	4,9 mg/l	4,8 mg/l	0,62 mg/l	210 mg/l
Evian	Spring Water French Alps	As shown on bottle	7.2	N/A	5 mg/l	78 mg/l	24 mg/l	357 mg/l	0,75 mg/l	2,2 mg/l	3,8 mg/l	357 mg/l
Vittel	Artesian Water Eastern France	As shown on bottle	7.2	N/A	7,3 mg/l	91 mg/l	19,9 mg/l	258 mg/l	4,9 mg/l	3,7 mg/l	N/A	403 mg/l
Voss Artesian	Artesian Water Norway	As shown on bottle	6	N/A	6 mg/l	5 mg/l	1 mg/l	1 mg/l	N/A	12 mg/l	N/A	44 mg/l

FASHION LUXURY SPRING WATER

VALUES & EXPLANATIONS

Values	Explanation	FASHION Luxury Spring Water
PH Levels	Healthy PH levels are higher than 7.84 to balance body's acidity. The higher the PH value, the higher the possibility of oxygen in water. More natural oxygen means a higher natural energy. This is an indication of purest and finest spring water. PH<7 = Acid PH=7 =Neutral PH>7 =Alkaline	FASHION Luxury Spring Water PH is 8
Oxygen (O²)	Adds freshness to taste	FASHION Luxury Spring Water Oxygen 9,2 mg/l
Sodium (Na⁺)	Sodium is a mineral found naturally in spring water that softens water. High sodium levels can cause high blood pressure. Sodium levels should be below 20 mg/l.	FASHION Luxury Spring Water Sodium 2 mg/l
Calcium (Ca²⁺)	Good for the health and maintainance of bones and teeth.	FASHION Luxury Spring Water Calcium 45 mg/l
Magnesium (Mg²⁺)	Improves performance of vital body parts. The human body absorbs vital magnesium best at 10 mg/l.	FASHION Luxury Spring Water Magnesium 13 mg/l
Bicarbonate (HCO₃)	Essential for our bodies to maintain a healthy PH level. Best range 50-200 mg/l.	FASHION Luxury Spring Water Bicarbonate 170mg/l
Potassium (K⁺)	The pressure of water between cells is regulated by potassium which ensures each cell gets enough food. Potassium plays special role in muscle contraction and formation and conduction of impulses of the heart. Potassium deficiency can weaken skeletal muscles and cause smooth muscles to get tired easier. Best level of Potassium is considered a value under 5 mg/l.	FASHION Luxury Spring Water Potassium 1 mg/l
Chloride (Cl⁻⁴)	Chloride is the salt in the water. Too much can give a bad taste to the water and increase blood pressure. Maximum levels should be below 250 mg/l.	FASHION Luxury Spring Water Chloride 2,6mg/l
Low Nitrate (No₃)	Nitrate levels should be below 4 mg/l in order not to stress the human body.	FASHION Luxury Spring Water Nitrate 0,01 mg/l
Total Dissolved Solids (TDS)	Measures solids are minerals and other trace elements in the water. High TDS can impair taste or create serious health issues. Ideally in the range 100-300mg/l.	FASHION Luxury Spring Water TDS 145 mg/l
Spring Alp Water	Bottled at a spring source; this water is constantly fresh, moving , coming from the alps and melting glaciers. Filtered through 1000 meters of rock formation before arriving pure to the surface at the source and bottled directly without any treatment.	FASHION Luxury Spring Water, Evian
Artesian water	Old ground water (up to 2000 years), rain water or river water which drains into the underground chambers, subject to contamination. The water comes from 50 to 300 meters below to the surface due to high pressure.	Fiji, Vittel, Voss
FASHION Luxury Spring Water has Top Values compared to all global water brands		



INSIGHT BEHIND THE FASHION LUXURY SPRING WATER BOTTLE..

SHAPE...The FASHION LUXURY SPRING WATER 0.25L and 0.50L bottles are designed to resemble the shape of a baby bottle. Everybody grew up with a baby bottle filled with water, milk and juices and since a young age have gotten used to seeing the simple, straight and minimalistic shape of a baby bottle. Our bottles resemble the same proportions and the bottle is the optimal proportion in relation of surface to volume. For BABIES...all remember the shape.

SHAPE...THE FASHION LUXURY SPRING WATER 1.0L and 1.5L bottles have a similar shape the most advertised bottle in the world by Absolut. **MODELS AND BILLIONAIRES...** all know the shape.

TOUCH... is smooth and soft similar to the baby bottles. Reminding our consumers of the happy days when they were babies and were fed a healthy drink.

LOGO... The Fashiontv diamond with wings. This is the key logo of Fashiontv, seen and enjoyed daily by hundreds of millions of viewers on TV and New Media. Everyday this logo is seen all over the world by audiences interested in Fashion; from New York to Paris, Dubai to Hong Kong, Moscow to Tokyo... words FASHION LUXURY SPRING WATER....define the product and the word Luxury positions it at the right quality level and price segment.

CLAIM... Austrian Alps Spring Water... best, cleanest, purest, most luxurious water comes from the European Alps. Austrian Alps today are considered the best and most welcoming mountain resorts in the world. Luxury Collection... FASHION... Spring Water. Always moving, always fresh, always in fashion.

MOTTO... “FOR MODELS AND BILLIONAIRES”... it positions our water to offer the highest quality demanded, regardless of the price, to models and billionaires... and to all consumers that belong in a category between these two. Due to its outstanding purity, our FASHION LUXURY SPRING WATER is especially suitable for babies (0.25L bottle)... using the Motto “For Babies and Models” as it perfectly fits into a baby’s hand and a handbag of a fashion model .

COLOR AND LANDSCAPE... the mountain landscape evokes the coolness of a mountain night with the new crescent moon, fresh air and the glamour of the clear sky at night filled with stars. All these reinforce the feeling of a fresh, cool, glamorous, clean and pure water coming down from high mountains...

FASHION LUXURY SPRING WATER

EXPERT OPINION BY LEADING DOCTOR, DR. BOB DJAVAN M.D., PH.D.



Not only does FASHION LUXURY **SPRING WATER** have a fashionable design but it is recommended by Doctors and Experts due to its healthy mineral content and high PH-Value

For an interview with an expert, Dr. Bob Djavan.

Fluid intake, as simple as it sounds, is the basis of our health*

Dr. Bob Djavan M.D., Ph.D.
Professor of Urology
New York, USA & Vienna, AUSTRIA

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER BLUE EDITION
IS AVAILABLE TODAY IN PET BOTTLES OF
0.25L, 0.5L AND 1.0L (1.5L BOTTLE IS COMING SOON)



THESE BOTTLES WILL BE AVAILABLE AT CONVENIENCE STORES, GYMS, SUPERMARKETS AND ONLINE

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER FOR BABIES...

FASHION LUXURY SPRING WATER is used in Austria, Germany, South Korea and Hong-Kong as a baby drinking water because it's not necessary to be pre-boiled. It is untreated and naturally pure with low levels of mineralization and therefore, perfect for babies and adults as it is absorbed and transferred quicker through the body. It has low sodium and nitrate levels and it is completely free of any contamination.



LUXURY SPRING WATER

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER FOR EXPORT ORDERS

FASHION Luxury Spring Water / Prices and Shipping Specifications

Description	Volume of bottles in ML	Bottles Per Case	Price in Euro per bottle FCA Austria	Price in Euro per Case FCA Austria
Fashion Luxury Spring Water	250ml	12	€ 0.60	€ 7.20
Fashion Luxury Spring Water	500ml	12	€ 0.70	€ 8.40
Fashion Luxury Spring Water	1000ml	6	€ 0.90	€ 5.40
Fashion Luxury Spring Water Full Moon	1000ml	6	€ 1.00	€ 6.00

Prices valid for 2012; FCA Austria. Minimum Order 1 full truck / container with full pallets of each size.
Orders for single pallets can be fulfilled on FCA Hamburg basis with a 20% surcharge on prices.

EURO PALLETS

Product	Volume of bottles in ML	Bottles Per Case	Size of Case (LxWxH)	Weight of Case (kg)	Cases per row in pallet	Rows per pallet	Europallet max. cases	Weight of the pallet (kg)	Size of the pallet cm (LxWxH)	No. of Bottles per Pallet
Fashion Luxury Spring Water	250	12	25 / 18,5 / 14	3.581	19	11	209	748.43	120x80x	2,508
Fashion Luxury Spring Water	500	12	32 / 23,5 / 16,5	6.736	12	9	108	727.49	120x80x	1,296
Fashion Luxury Spring Water	1000	6	27 / 18,5 / 22,5	6.553	19	6	114	747.04	120x80x	684
Fashion Luxury Spring Water Full Moon	1000	6	27 / 18,5 / 22,5	6.553	19	6	114	747.04	120x80x	684

CONTAINER PALLETS

Product	Volume of bottles in ML	Bottles Per Case	Size of Case (LxWxH)	Weight of Case (kg)	Cases per row in pallet	Rows per pallet	Europallet max. cases	Weight of the pallet (kg)	Size of the pallet cm (LxWxH)	No. of Bottles per Pallet
Fashion Luxury Spring Water	250	12	25 / 18,5 / 14	3.581	22	13	286	1,024.17	114x95x	3,432
Fashion Luxury Spring Water	500	12	32 / 23,5 / 16,5	6.736	14	11	154	1,037.34	114x95x	1,848
Fashion Luxury Spring Water	1000	6	27 / 18,5 / 22,5	6.553	20	8	160	1,048.48	114x95x	960
Fashion Luxury Spring Water Full Moon	1000	6	27 / 18,5 / 22,5	6.553	20	8	160	1,048.48	114x95x	960

SHIPPING & FREIGHT COSTS

If you prefer us to arrange delivery to you on CFR basis by truck or full container (you will need to arrange the insurance) then we can add the freight cost which will depend on the quantity and destination. For example, for a full 40 ft container (24 pallets) the estimated total freight (pre-carriage to the port, FOB charges, freight for vessel) is estimated to be as follows:

0.05 Euro per 250ml bottle	
0.08 Euro per 500ml bottle	
0.14 Euro per 1000ml bottle	
0.20 Euro per 1500ml bottle	

If you would like to start with few pallets of each size to test your market, then we can provide 1 or more pallets (a pallet of each size) on FCA or FOB Hamburg basis. And you can combine the FASHION Luxury Spring Water with your orders for F VODKA and f energy drinks. The price for pickup individual pallets from Hamburg will be about 20% higher than the price for full containers / trucks picked up from the source in Austria.

For more information on wholesale prices and export contact stavros@ftv.com

For orders up to 5000 bottles please contact Andrea@ftv.com

For other orders please contact stavros@ftv.com

APPENDIX – GLOBAL WATERS

<u>Global Waters</u>	<u>PH</u>	<u>Oxygen</u>	<u>Sodium</u>	<u>Calcium</u>	<u>Magnesium</u>	<u>Bicarbonate</u>	<u>Potassium</u>	<u>Chloride</u>	<u>Nitrate</u>	<u>TDS (Total Dissolved Solids)</u>
FASHION	8	9,2 mg/l	2 mg/l	45 mg/l	13 mg/l	170 mg/l	1 mg/l	2,6 mg/l	0,01 mg/l	145 mg/l
Acqua Panna	8.2	N/A	6,5 mg/l	30.2 mg/l	6,9 mg/l	100 mg/l	0,9 mg/l	7,1 mg/l	5,7 mg/l	137 mg/l
Highland Spring	7.8	N/A	5,6 mg/l	40,5 mg/l	10,1 mg/l	150 mg/l	0,7 mg/l	6,1 mg/l	3,1 mg/l	158 mg/l
San Pellegrino	7.7	N/A	43,6 mg/l	208 mg/l	55,9 mg/l	135,5 mg/l	2,7 mg/l	74,3 mg/l	0,45 mg/l	1109 mg/l
Aura	7.1	N/A	4,8 mg/l	69 mg/l	8,7 mg/l	N/A	1,3 mg/l	0,6 mg/l	1,9 mg/l	242 mg/l
Volvic	7	N/A	11,6 mg/l	11,5 mg/l	8 mg/l	71 mg/l	6,2 mg/l	13,5 mg/l	6,3 mg/l	109 mg/l
Glaceau Smart Water	6.8	N/A	0 mg/l	0 mg/l	0 mg/l	0 mg/l	0 mg/l	0 mg/l	0 mg/l	28 mg/l
Dasani	6.6	N/A	0,5 mg/l	0 mg/l	0 mg/l	N/A	0,84 mg/l	N/A	N/A	500 mg/l
Badoit	6	N/A	150 mg/l	190 mg/l	85 mg/l	1300 mg/l	10 mg/l	40 mg/l	N/A	1200 mg/l
Apollinaris	5.8	N/A	470 mg/l	90 mg/l	120 mg/l	1800 mg/l	30 mg/l	130 mg/l	1,6 mg/l	2767 mg/l
Perrier	5.46	N/A	9 mg/l	147,3 mg/l	3,4 mg/l	390 mg/l	0,6 mg/l	21,5 mg/l	18 mg/l	475 mg/l

FASHION LUXURY SPRING WATER

FASHION LUXURY SPRING WATER

APPENDIX – AUSTRIAN WATERS

<u>Austrian Waters</u>	<u>PH</u>	<u>Oxygen</u>	<u>Sodium</u>	<u>Calcium</u>	<u>Magnesium</u>	<u>Bicarbonate</u>	<u>Potassium</u>	<u>Chloride</u>	<u>Nitrate</u>	<u>TDS (Total Dissolved Solids)</u>
FASHION	8	9,2 mg/l	2 mg/l	45 mg/l	13 mg/l	170 mg/l	1 mg/l	2,6 mg/l	0,01 mg/l	145 mg/l
Vöslauer	7.5	N/A	13,71 mg/l	110,5 mg/l	41,5 mg/l	254 mg/l	1,68 mg/l	19,8 mg/l	N/A	693.8 mg/l
Gasteiner	6.79	N/A	14,15 mg/l	29,52 mg/l	1,73 mg/l	77,95 mg/l	2,92 mg/l	8,3 mg/l	5,84 mg/l	155 mg/l
Gerolsteiner	5.9	N/A	118 mg/l	348 mg/l	108 mg/l	1816 mg/l	10,8 mg/l	39,7 mg/l	5,1 mg/l	2488 mg/l
Römerquelle	5.5	N/A	13,9 mg/l	146 mg/l	65,6 mg/l	421 mg/l	2 mg/l	8 mg/l	0,5 mg/l	1000 mg/l
Montes	N/A	N/A	7 mg/l	78 mg/l	30 mg/l	274 mg/l	2 mg/l	7 mg/l	N/A	403 mg/l

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For
MODELS &
BILLIONAIRES



FASHION LUXURY SPRING WATER



FASHION LUXURY SPRING WATER

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