

FIJI® Water Marks Successful Launch in the UAE

FIJI® Water, a must-have item for maintaining a healthy lifestyle has had a successful launch in the UAE retailing at major hotel outlets. FIJI Water is an all-natural source of many important minerals; drawn from an artesian aquifer deep below the Earth's surface in the Yaqara Valley on the Fijian island of Viti Levu, FIJI Water contains an abundant amount of naturally-occurring minerals, including water-soluble silica (85 mg/L).

Thanks to its Sustainable Growth Initiative announced last year, FIJI Water will soon be making its products carbon-negative. To achieve this, FIJI Water will account for the carbon footprint throughout the entire lifecycle of its products and then, through a com-

ination of meaningful reductions and carbon-reducing land use and renewable energy projects, the production and sale of each bottle of FIJI Water will actually result in a net reduction of carbon in the atmosphere. No other major beverage brand has ever made a similar commitment to help mitigate the effects of climate change.

According to *Issam Hamoud*, Business Development Director at **National Trading and Developing Est, (NTDE)**, Dubai is the launch pad for FIJI Water for distribution throughout the Middle East as a premium water brand. FIJI Water selected NTDE as the main distributor because of their coverage and their reputation as being the best distributor in the Middle East.

In the April 2007 issue of 'The Journal of Nutrition, Health & Aging', six articles provide a detailed analysis of the current research on dietary silica and its connection to both increased bone and brain health. Additionally, the use of silica-containing supplements has been



linked to healthy hair, skin and nails. Each of these benefits attributed to silica make FIJI Water a critical element of any health and beauty regime. ■

شكل إطلاق مياه FIJI Water، المنتج الضروري للمحافظة على نمط حياة صحي، نجاحاً كبيراً في مبيعات أسواق الفنادق الرئيسية في الإمارات العربية المتحدة. وتعتبر FIJI Water مصدراً طبيعياً لجميع المعادن المهمة كما تحتوي على كمية كبيرة من المعادن الطبيعية مثل ثاني أكسيد السيليكون القابل للذوبان في المياه (٨٥ مغ/لتر).