

Japan's
No.1
Best Seller

Hydrogen
dissolution ratio
2.6
ppm[†]

With IZUMIO, you'll always be a step ahead.

A product of improved manufacturing technology, IZUMIO now boasts an even higher hydrogen dissolution ratio of 2.6ppm[†] that puts it at the top of the industry.

IZUMIO gives you more. With more than 150 million units sold to date, IZUMIO is the brand you can trust.

The Preferred Choice.

IZUMIO

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* Hydrogenated water market in Japan (excluding generation equipment and supplement): No. 1 Brand by Sales Amount, 2010-2016. Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2017.

† Average reading at point of filling, i.e. the point in the manufacturing process when the IZUMIO aluminium film pouches are being filled.



Naturally Plus

NATURALLY PLUS (B) SDN. BHD.
Unit #5, Block F, Complex Setia Kenangan 2,
Kg. Kiulap, Mukim Gadong, Brunei Darussalam
Company Registration No.: RC/00009891 www.naturally-plus.com

TEL

+673-223-5819

Operating Hours

Mon to Thu 11:00-18:00
Fri 11:00-12:00 & 14:00-18:00

With IZUMIO, you'll always be a step ahead.

Now with more hydrogen than before, IZUMIO gives you more.

1 Japan's **No.1**^{*}
Best Seller

With more than 150 million units distributed since its launch in 2007, IZUMIO is the brand you can trust.

2 Hydrogen dissolution ratio
2.6 ppm[†]

With improved filling technology, one pack of IZUMIO now contains more hydrogen than before.

3 Redox potential between
**-570~
-700mV**
(at point of shipping)

The redox potential of IZUMIO is negative, meaning that IZUMIO has reducing power.

PLUS

- The IZUMIO manufacturing process employs **membrane dissolution**, a technology that makes use of a special membrane that is permeable by gases but not liquids.
- IZUMIO is packaged in a **four-layer aluminium pouch** that offers high shielding protection. In addition, IZUMIO pouches are packed **upside down** to minimise the escape of hydrogen gas.
- IZUMIO is manufactured at a **Health Supplement GMP[‡]-compliant, ISO22000[§]-certified factory**.

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[†] Average reading at point of filling, i.e. the point in the manufacturing process when the IZUMIO aluminium film pouches are being filled.

[‡] Health Supplement GMP (Good Manufacturing Practice) refers to a standard that can be implemented on work processes and appropriate quality checks for the manufacture of quality products.

[§] ISO22000: An international standard of the food safety management system. A standard that comprises a mix of technological methods from the ISO management standards and HACCP (Hazard Analysis and Critical Control Point: a system used in the identification, assessment and management of important risk factors related to food safety) to ensure food safety in the manufacture, distribution and sale of food.

● You are advised to consume IZUMIO as soon as possible after opening the product to minimise the escape of hydrogen gas.



Product name : IZUMIO Hydrogenized Water
Ingredients : Water, hydrogen
Volume : 200ml/pack
(30 packs per carton)

Nutritional Value Per 200ml
Energy : 0 kcal
Protein : 0 g
Fat : 0 g
Carbohydrate : 0 g
Sodium : 0 mg
Shelf life : 1 year from date of manufacture
Storage method : Keep away from direct sunlight and high temperature.