

Japan's
No.1
Best Seller

Hydrogen
dissolution ratio
3.3
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 3.3ppm[†] that puts it at the top of the industry.

IZUMIO gives you more. With more than 300 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 – 2021. (2010 – 2019: Total sales of IZUMIO; 2020 – 2021: Total sales of IZUMIO and OLEMIO). Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2022.

† 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 HONG KONG LIMITED
2003-07A, 20/F, Tower 1, China Hong Kong City, 33 Canton Road,
Tsim Sha Tsui, Kowloon, Hong Kong www.naturally-plus.com/hk/en/

TEL

(852)3762-5005

FAX

(852)3762-5288

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 300 million units distributed since its launch in 2007, IZUMIO is the brand you can trust.

2 Hydrogen dissolution ratio
3.3 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 an **ISO22000^s**-certified factory.

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§ ISO22000: A global standard, developed by the International Organization for Standardization (ISO), for implementing a food safety management system. The standard is said to be built with the concepts of ISO Management system and the principles of HACCAP (Hazard Analysis and Critical Control Point) system.

● 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 Drinking 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	: 15 months from date of manufacture
Storage method	: Keep away from direct sunlight and high temperature.