

Japan's  
**No.1**<sup>\*</sup>  
Best Seller

Hydrogen  
dissolution ratio  
**3.3**  
ppm<sup>†</sup>

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<sup>†</sup> that puts it at the top of the industry.

IZUMIO gives you more. With more than 300 million units<sup>^</sup> sold to date, IZUMIO is the brand you can trust.

The Preferred Choice.

# IZUMIO

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<sup>\*</sup> Hydrogenated water market in Japan (excluding generation equipment and supplement): No. 1 Brand By Sales Amount, 2010–2020. Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2021.

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

<sup>^</sup> As of August 2021.



Naturally Plus

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TOLL-FREE

1800-226-3353

For local calls only.

Operating Hours

Weekdays 12:30–20:00  
(Last order at 19:30)

# 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<sup>^</sup> distributed since its launch in 2007, IZUMIO is the brand you can trust.

**2** Hydrogen dissolution ratio  
**3.3** ppm<sup>†</sup>

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<sup>‡</sup>-compliant, FSSC22000<sup>§</sup>-certified factory**.

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<sup>‡</sup> 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.

<sup>§</sup> FSSC22000: A set of international food safety standards developed by the Foundation for Food Safety System Certification (FSSC). Production and management processes aligned with these strict standards ensure the high safety level of food products. (Kanuma Factory)

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

Product name : IZUMIO Hydrogenated Drinking Water  
Ingredients : Water, hydrogen  
Volume : 200ml/pack

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.