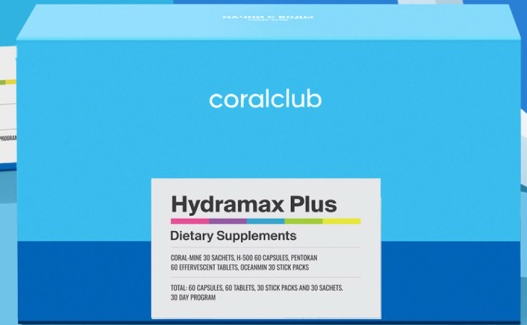
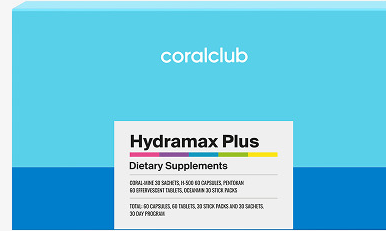
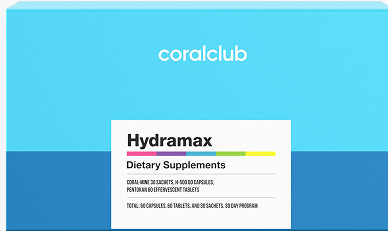


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# Hydramax Hydramax Plus

B2B Product Presentation





## Hydramax

- ✓ Supports hydration and fluid balance\*
- ✓ Provides electrolytes and minerals, including calcium, potassium, and vitamin C
- ✓ Designed for daily hydration needs.
- ✓ For individuals with active lifestyles or higher hydration demands

## Hydramax Plus

- ✓ Advanced Hydramax formula with additional minerals for enhanced hydration support\*
- ✓ Includes electrolytes and added minerals, including magnesium
- ✓ Designed for increased hydration demands
- ✓ For active individuals, those in warm environments, or outdoor work settings

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# What is fluid and electrolyte balance?

Fluid and electrolyte balance refers to the body's ability to maintain appropriate levels of water and minerals. This balance supports normal physiological processes and helps the body function efficiently.

## Why it is important:

- Supports normal muscle function\*
- Supports physical activity and performance\*
- Helps maintain fluid and electrolyte balance\*
- Supports overall energy levels\*

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# What can affect fluid and electrolyte balance?

- ✗ Inconsistent intake of water or other hydrating fluids
- ✗ Frequent intake of caffeinated beverages (e.g. coffee, tea) or alcohol
- ✗ Fluid loss during heat, workouts, or physical activity
- ✗ Diet high in sodium and not enough fresh fruits and vegetables



# Hydramax Plus Ingredients

## H-500

Provides antioxidant support and a blend of minerals to support hydration\*

## PentoKan

Source of vitamin C and potassium to support energy metabolism and overall function\*

## Coral-Mine

Provides minerals, including calcium and magnesium, to support fluid and electrolyte balance\*

## Oceanmin

Marine-derived source of trace minerals, including magnesium, to support normal physiological function\*



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# Hydramax Plus composition

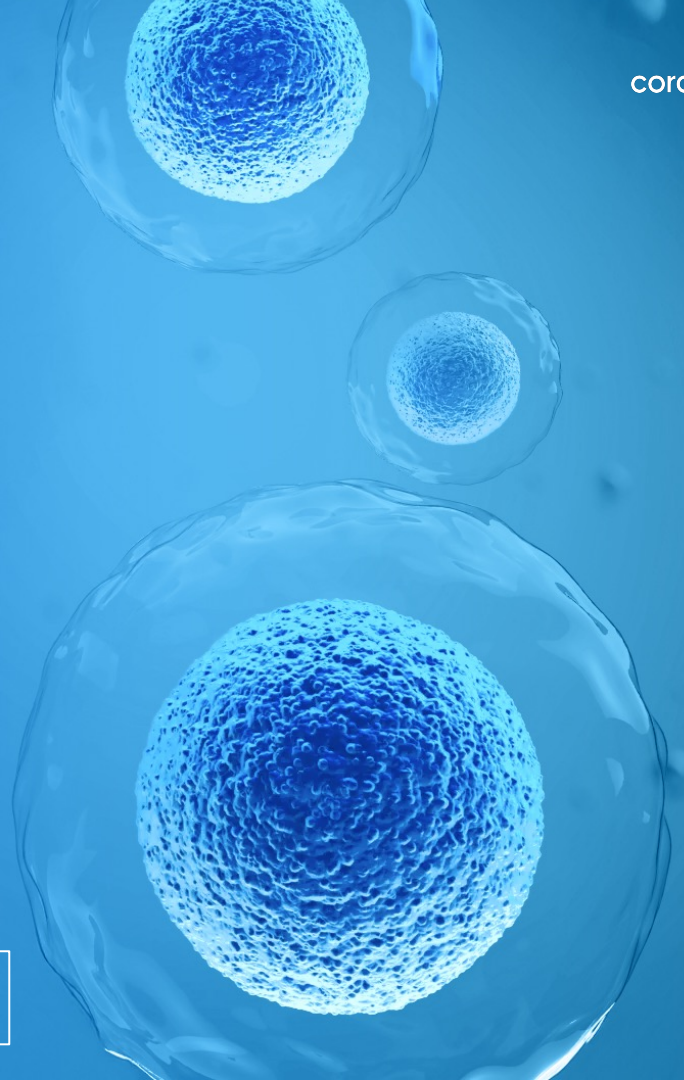
## Comprehensive effect:

Water + minerals + antioxidants to  
support hydration\*

Potassium and magnesium are  
the key minerals that support fluid  
and electrolyte balance\*

Designed for daily hydration as part of  
an active lifestyle.

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# Who is it for?



Active individuals and athletes



Individuals in dry environments or low-humidity conditions



Individuals with active or structured routines



Individuals who spend a lot of time in the heat or in air conditioned spaces



Individuals with increased hydration needs



## 18-25 years old

### Characteristics:

Active lifestyles with busy and changing schedules. Sleep and meals may be irregular and unbalanced, and stress levels may be high. Hydration needs may increase with activity, daily habits, and environmental factors.

### Common Challenges:

Dehydration may be influenced by intake of coffee, alcohol, and daily stress levels. Dietary patterns may be inconsistent. Weight and nutrient intake may fluctuate with dietary habits and routines.

### Motivation:

Supporting self-care, energy levels, daily stress management, and maintaining skin tone and overall appearance.

## 26-35 years old

### Characteristics:

Busy pace of life. Many people work a lot, deal with stress, and try to stay active. Dehydration can occur when fluid intake does not match daily demands and may influence daily functioning.

### Common Challenges:

High stress levels and limited sleep may be common. Hydration habits may influence overall comfort and skin hydration. Lifestyle and life stages may affect daily routines and hydration habits.

### Motivation:

Supporting energy levels, maintaining skin hydration and overall appearance, and supporting daily functioning, as part of an active lifestyle.

## 36-49 years old

### Characteristics:

Busy schedules with increasing responsibilities and limited time for rest. Many individuals balance work, family, and daily commitments. Hydration needs may increase with competing demands, activity levels, and daily routines.

### Common Challenges:

Higher intake of coffee, tea, or alcohol. Irregular meals. Heat exposure, stress, and increased sweating from activity. Limited time for rest as part of a busy schedule.

### Motivation:

Supporting quality of life, energy levels, and daily functioning, and supporting healthy aging.

## 50-60+ years old

### Characteristics:

With age, hydration and electrolyte balance may change. The body may respond differently to fluid and mineral intake, making adequate hydration increasingly important. Dehydration can occur when fluid intake does not match daily needs and may influence overall well-being and day-to-day functioning.

### Common Challenges:

Lower fluid intake and reduced awareness of thirst. Hydration and overall comfort may be affected, and hydration needs may change with lifestyle, activity levels, and daily habits, influencing overall comfort, physical performance, and day-to-day functioning.

### Motivation:

Supporting an active lifestyle, feeling your best, maintaining balance, and supporting quality of life over time.

# Sports and high activity

## Characteristics:

Active workouts, physical activity, sweating, and fluid and mineral loss.

## Common Challenges:

Fluid and mineral loss through sweat, increased hydration needs during activity, and maintaining hydration with active routines.

## Motivation:

Supporting hydration, physical activity, and overall performance as part of an active lifestyle.

# Beauty/anti-age

## Characteristics:

Individuals focused on appearance, maintaining skin hydration, and supporting a hydrated, healthy-looking appearance over time.

## Common Challenges:

Hydration habits that may influence skin hydration, texture, and overall appearance

## Motivation:

Supporting healthy-looking skin and a refreshed appearance.

# Healthy Lifestyle, Nutrition, and Performance

## Characteristics:

Individuals focused on health, daily routines, and supporting how they feel, including nutrition-focused approaches and performance or biohacking-oriented routines.

## Common Challenges:

Hydration and mineral levels may not always align with daily needs, even with consistent habits.

## Motivation:

Supporting daily balance and a foundation for overall wellness.

# Individuals with unrecognized or varying hydration needs

## Characteristics:

Individuals focused on maintaining overall comfort, energy levels, and physical activity.

## Common Challenges:

Hydration needs are not always reflected by thirst. Variations in hydration may influence overall comfort and day-to-day functioning.

## Motivation:

Supporting daily well-being, maintaining energy levels, and overall comfort.

Target audience by needs

# Individuals with higher stress levels and restless sleep\*

## Characteristics:

Fast-paced lifestyles, high daily demands and limited rest may influence hydration needs and daily routines.

## Common Challenges:

Hydration and mineral needs may vary with stress, limited sleep, and increased activity, influencing comfort, energy levels, and daily functioning.

## Motivation:

Supporting body balance, hydration, and daily well-being.

\* Hydramax Plus only

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How to talk about  
it with customers?



# Reasons to recommend the product

In countries with developed infrastructure, drinking water contains varying levels of minerals:

3–7%

Estimated contribution of minerals from drinking water

6.5%

Approximate magnesium contribution from some mineral water sources

Daily water intake contributes to hydration, while mineral intake may vary depending on the source.



# Hydramax contains

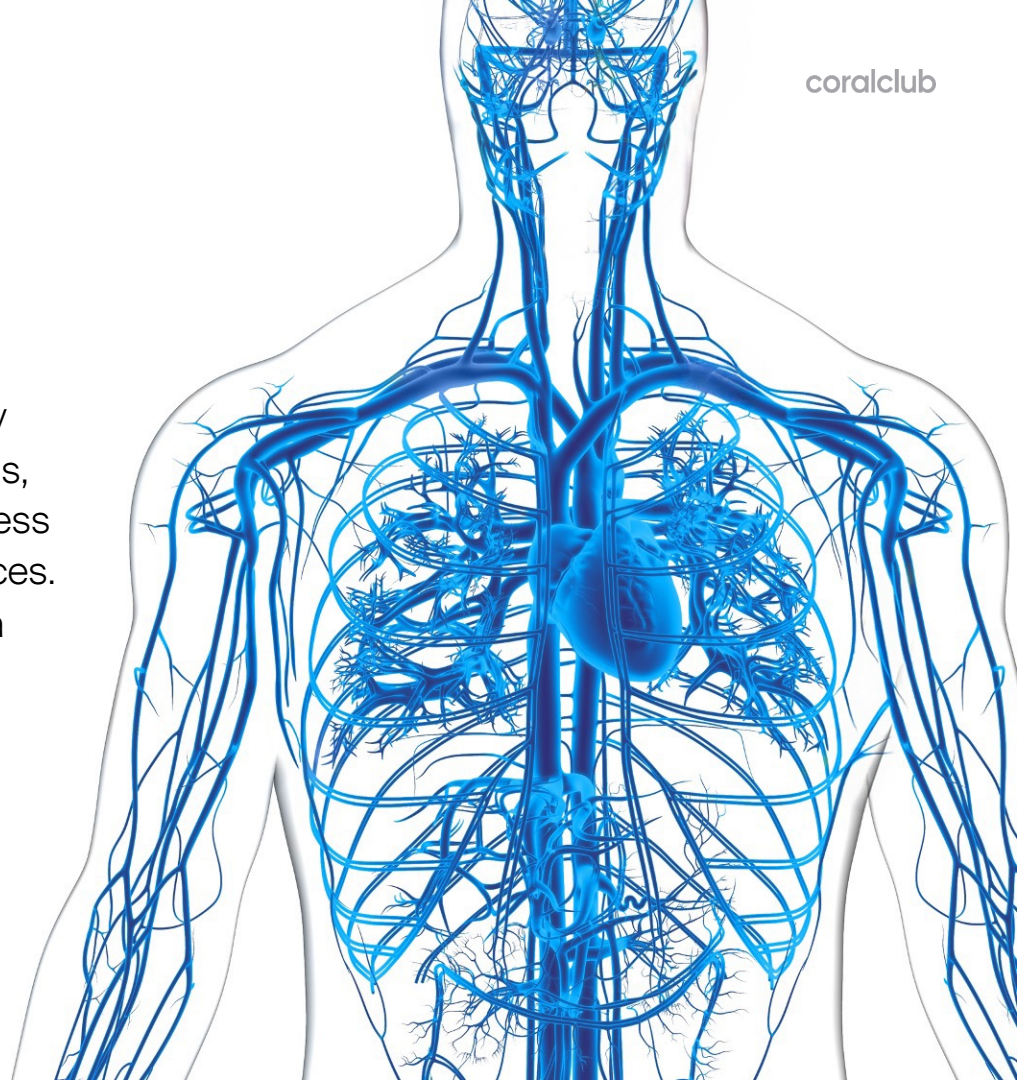
Thoughtfully selected forms of key minerals, including magnesium and potassium, to support hydration and electrolyte balance as part of daily routines.\*

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## Interesting fact

The mineral content of drinking water can vary by region and source. Water that is lower in minerals, often referred to as “soft water,” may contribute less to overall mineral intake compared to other sources. Minerals such as magnesium and calcium play a role in normal physiological functions, including supporting cardiovascular function.

Soft water is water with a low mineral content, primarily calcium and magnesium. It is safe to drink, but its mineral contribution may be lower compared to other water sources.



# How to recommend the product through the sales stages

7 steps for effective communication, product presentation, and handling objections from clients and partners

## 01

Identify  
the target audience

Start the conversation by finding out who the product is really for.

## 02

Build rapport through a  
question

Ask a simple question that helps the person connect their need to the product.

## 03

Tell a story / create a personal  
connection

Use a real life example to make the product easier to understand and relate to.

# How to recommend the product through the sales stages

04

Guide the decision

Show how the product fits the person's needs and goals.

05

Introduce the product through "try it yourself"

Recommend personal experience first.

06

Additional sales

Suggest related products that make the result stronger.

07

Call to action

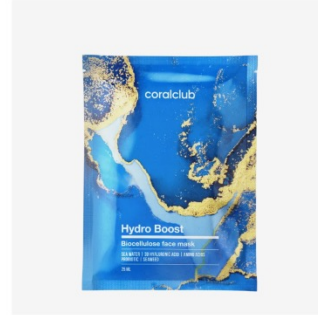
Invite the person to take the next step and place an order.

# What should you combine Hydramax / Hydramax Plus with?



## Promarine Collagen Tripeptides/Peptides\* + Hydramax/Hydramax Plus

Supports overall water balance, healthy collagen production, and healthy looking skin, especially in dry climates or during travel.



## Hydro Boost + Hydramax/Hydramax Plus

Hydramax / Hydramax Plus supports hydration from within. Hydro Boost helps the skin retain moisture from the outside. Together, they provide deep and long lasting hydration.

\*Use packaging as applicable.

# What should you combine Hydramax / Hydramax Plus with?



## LymFlow\*

+ Hydramax/Hydramax Plus

Supports healthy lymph flow and fluid balance. Works well when the body feels heavy or puffy.



## Coral Lecithin\*

+ Hydramax/Hydramax Plus

Lecithin supports the structure of cells and helps keep body fluid balanced.



## Coral Magnesium\*

+ Hydramax/Hydramax Plus

Magnesium is an important mineral that works together with potassium to support hydration and make Hydramax more effective.

\*Use packaging as applicable.

How to tell the team  
about the product?



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**Hydramax**  
Smart Supplements

01. Lead by example  
and get your own  
results



## 02. Show the business value of creating volume

Show how to combine products to increase overall sales. Example:



Hydramax Plus (70 pts)  
+ Promarine Collagen + Tripeptides (35 pts)

Supports overall water balance, healthy collagen production, and healthy skin.



Hydramax Plus (70 pts)  
+ Coral Magnesium (11 points)

Magnesium is an essential mineral that works together with potassium to support hydration.

## 03. Give your team tools to recruit and support customers



Target audience analysis



Questions and answers



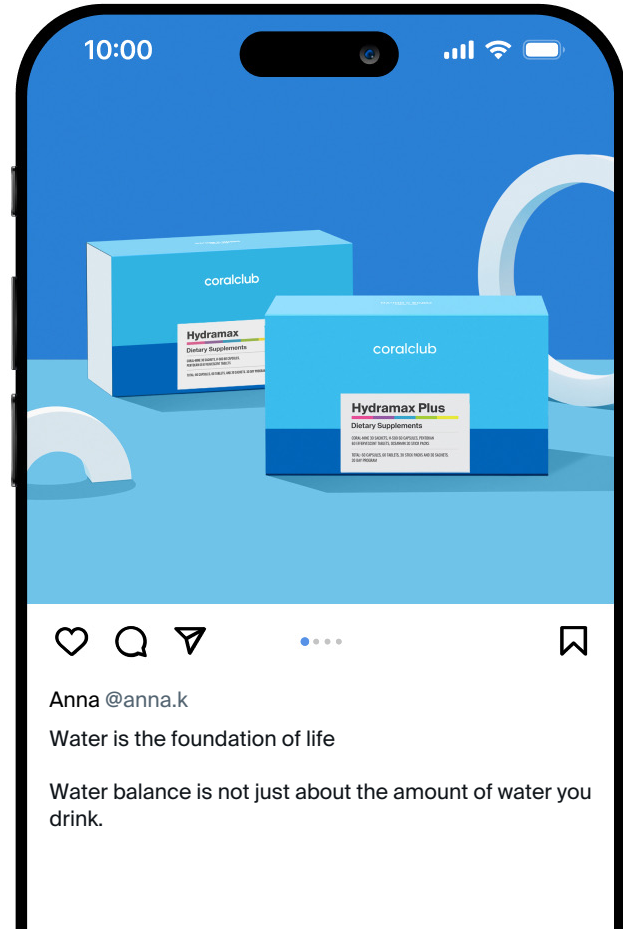
Create a shared library of product results



Social media support



# Social media promo tools



Short vertical videos  
that match current trends



Stories, posts, and live streams  
to connect with followers

# How to use these content formats effectively?

## Emotions and sincerity

Tell a real story, share emotions and trust, and explain real needs.

## Short and clear

In social media, simple and clear information that gets to the point quickly is essential.

## Engagement

Include questions, calls to action, and polls that encourage people to interact with the content.



3 steps for an effective Reel. Use a simple flow that works.

## Headline ①

Grab attention in the first few seconds. Make people want to keep watching.

## Retention ②

Keep viewers interested with useful, emotional, or entertaining content. Use dynamic shots, interesting facts, or questions so they do not scroll past.

## Call to Action ③

End the video with a clear next step: follow, leave a comment, like the post, or tap the link.

This structure helps make Reels more engaging and more effective.

Example:

① **Hook.** Did you know that most of the drinks we have every day contain very few of the minerals our bodies need, and some can even drain them faster? I did not know that either, and it can really affect your energy and overall health.

② **Retention.** If you work out hard, deal with a lot of stress, or feel tired all the time, keeping your mineral balance matters. When that balance is off, your energy can drop fast. I use Hydramax. It combines antioxidants, minerals, and other nutrients to help support energy, circulation, and recovery from fatigue and stress.

③ **Call to Action.** Have you noticed that even when you drink 2 liters of water, you still feel low on energy? Share in the comments what helps you stay energized during the day. Follow for more health and energy tips.

# 04. Build a product promotion strategy



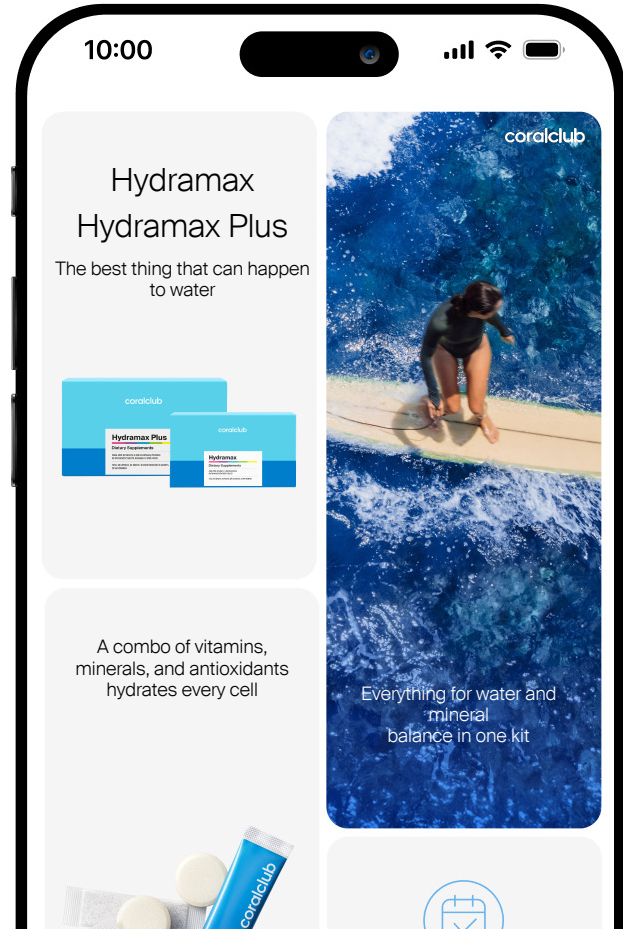
## For consumers

Informational cards, real life examples, and product results



## For distributors

Information that helps with recruiting, plus ready to use sales presentations



## I drink water for free, why do I need Hydramax?

Hydramax helps support the body's water and mineral balance, especially when the body is under stress from heat, workouts, travel, or dry air.

## I already take vitamins. Isn't that enough?

Vitamins and minerals work together, but hydration support is different. Hydramax focuses on water and mineral balance, which may still need support.

## Can I drink it every day?

Yes. Hydramax is made for daily use and can fit into a regular routine, especially when hydration support is needed.

## I don't have very hard physical activity. Why do I need it?

Hydramax is useful for everyday life too, especially when the body loses moisture because of stress, air conditioning, coffee, alcohol, or poor hydration habits.

## I drink mineral water. Isn't that the same thing?

Mineral water can be helpful, but it does not always provide a balanced amount of the minerals the body needs. Hydramax Plus is designed to support that balance more directly.

# Distributor materials

- Product video
- Product presentation
- Webinar about the new product
- Content library
- Information cards – B2C presentation
- Presentation “How to use Hydramax / Hydramax Plus”

