



Your Guidebook to
The Agua Iconic Bottle

agua.
LONDON

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A Climate Action Company First. A Luxury Bottle Brand Second.

We believe in luxury with a purpose, and we're on a mission to
combat climate change and save our planet,
all while supporting those less fortunate.

AGUA

THE ALL-IN-ONE BRAND

Agua London is a luxury bottle brand dedicated to making a real positive impact.

We believe in luxury with a purpose and we're on a mission to combat climate change and save our planet.

We do this through our three impact pillars: for you, the planet and the people. This means that our bottles have been designed with our customers in mind, they're huge on sustainability, and they help people in need.

Hence, we're so much more than a bottle brand. Our values make Agua better for individuals, better for society and better for the planet.

We're here to change the world and we'd love for you to join us.



Agua's Pillars of Impact





For You

A commitment to sourcing the world's finest materials.
We're health conscious, stylish and every day ready.

AGUA FOR YOU



Doesn't Weigh You Down.

A soft braided rope intertwined with sustainably sourced fibres comforts your hand while a lightweight leak-proof lid provides optimal durability for everyday use.



Track Your Intake.

Precise slits in the sleeve allow you to view your bottle content level at a glance. Labelled with measurements along the way, you can make the perfect concoctions and track your daily intake.



From Orange Juice to Water, Without A Taste.

Our exclusive aftertaste free technology prevents leftover flavours, metallic tastes and plastic smells. Switch drinks without tasting a thing.



Hot, Cold, You're Covered.

Agua is heat and freeze resistant, so you can go from iced coffees to boiling teas and your Agua bottle will not crack.



Made From Glass, Built Like Metal.

Agua's patented ® design enhances your bottles durability, protecting your Agua if it's dropped or placed on uneven surfaces. That doesn't mean it's unbreakable, but it sure is everyday ready.



AGUA FOR YOU



**Safe.
Health Conscious.**

**Toxin-free.
Microplastic-and-BPA-free.
Chemical-free.**

Agua bottles have been designed with your wellbeing in mind, aiming to be everyday ready while protecting you and keeping you safe.

Our bottles are made from medical grade glass, the same glass used in COVID19 vaccine flasks. This means that there are zero harmful materials, microplastics toxic substances or chemical leaches, unlike plastic or metal bottles.



Protecting Your Immune System.

Antibacterial properties in our bamboo means that you can go from sweaty gyms to sparkling kitchens. Your Agua bamboo lid is antibacterial for life.

With over 1400 species of bamboo, Agua's has been carefully picked for its health and durability benefits. Our leak-proof lid is produced with sustainably forested, organic bamboo.





Our Materials

Our bottles are sustainably made.

We source only the finest materials.

We're fully recyclable and made from 67% recycled materials.

AGUA'S COMPOSITION

100% Cotton Rope

Pure 100% cotton rope for the softest and most comfortable grip.

Solid Organic Bamboo.

Our lids are made from solid organic bamboo, which means that no two Agua bottles are the same

Medical Grade Recycled Borosilicate Glass

Our glass is completely non-toxic, its lead-free and BPA-free. It is also sturdier than normal glass and is more resistant to extreme temperatures. That's why it's the same glass used in medical and lab equipment.

Feather Touch Sand-based Silicone

Our silicone sleeves are made from Silicon Dioxide and Polymethylsiloxane. This is the same materials used in medical devices and equipment, making it some of the safest silicone around and one that doesn't leach colour. The best part is that it's a naturally occurring substance, and its wipe clean!



AGUA'S COMPOSITION



ABS Plastic Lining

ABS Plastic plays an integral role in ensuring Agua bottles are leak proof. Our lids are lined with it to ensure the tightest seal on your bottle. Being considered food-grade, it's among the most high quality and premium plastic around. It's also fully recyclable.

304 Stainless Steel Insert

304 Stainless Steel is key to our aftertaste free technology while ensuring no corrosion in your bottle. It's the same stainless steel used for medical equipment and food preparation. It's stronger and more durable than other stainless steel available.



Agua is 100% recyclable

All the materials used in our bottles can be recycled.



Agua is free from animal-testing

None of our processes involve testing on animals or inflicting cruelty on animals. Our materials are not sourced from animal products.

AGUA IS SUSTAINABLE

How do we get this data?

We follow a rigorous process to ensure we present the most accurate data. Our statistics are based on the bottle's material composition and the weight each material makes up in every bottle.

For each of our raw materials, we source information on the energy used in their production and the carbon dioxide released in their production. We source this data from our factories and cross reference this with academic or industry-leading research, from credible, reliable and well-established authors. This includes research from the University of Bath, Berkley LAB and Open Energy Monitor.

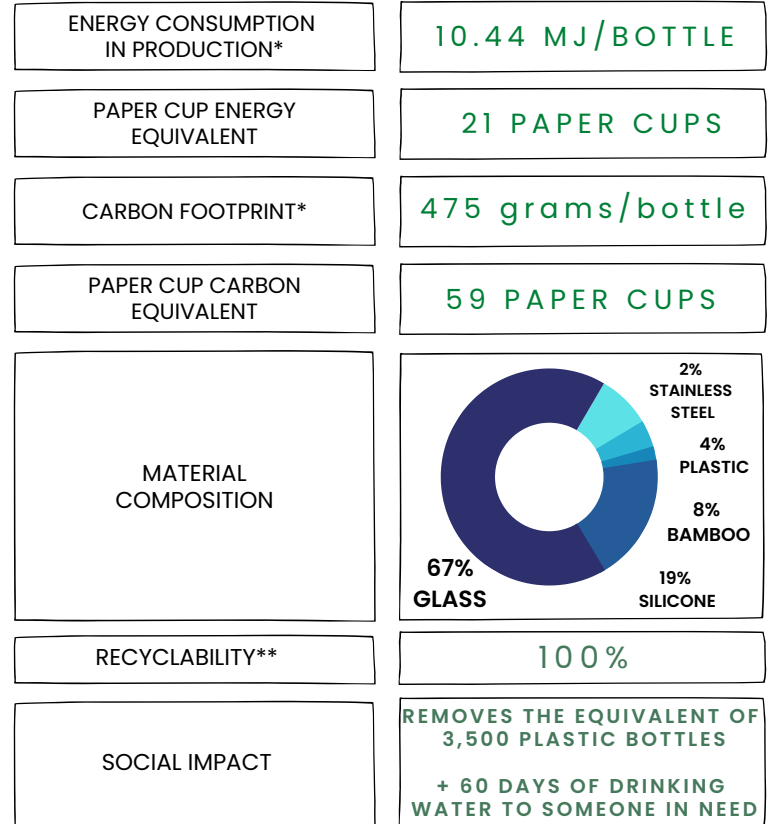
Where there are any discrepancies, we always err on the side of caution and opt for the higher emissions count to ensure we do not understate our production impact.

By totalling all the values from production, we have determined that our carbon footprint in the production of each bottle is 500 grams and the energy used is just under 11MJ. This is far ahead of the reusable bottle industry, but we're striving to get this even lower!

However, we also offset our production emissions through our forest, and therefore, Agua bottles are **Carbon Zero**.



THE
AGUA BOTTLE



*EXCLUDES TRANSIT, POSTAGE AND PACKAGING
ALL FIGURES ARE BASED ON THE BOTTLES MATERIAL COMPOSITION
**ASSUMES ACCESSIBILITY TO SILICONE RECYCLING, NOT WIDELY RECYCLED



AGUA IS FSC CERTIFIED



All our packaging is FSC Certified.
In short, this means that it meets the "**gold standard**" for ethical production.

FSC Certification confirms that we source our packaging materials from forests that are being managed in a way to preserve biological diversity and provides benefits to the lives of local people and workers. There are ten principles a forest must adhere to, covering a broad range of issues, from maintaining high conservation values to community relations and workers' rights, as well as monitoring the environmental and social impacts of the forest management.

All our packaging is recyclable except the foam inserts.



For The Planet

A commitment to making a real positive impact.

We're building forests, recreating ecosystems and making our air cleaner.
Every bottle removes the equivalent carbon dioxide of 3,500 single-use plastic bottles.

AGUA FOR THE PLANET

We're building a forest.



Not just planting a tree, we're building forests.

Each bottle contributes to building a forest in the Philippines on previously degraded lands. This means supporting an ecosystem for all forms of organisms, animals and life.



Removing the carbon footprint of over 3500 single use plastic bottles!

Each bottle funds the removal of 300kg of carbon dioxide, equivalent to 3,500 single use plastic bottles from our environment.



Cleaner air for everyone.

Our production emits only 500 grams of carbon dioxide per bottle, but with the amount we remove, Agua is carbon negative. That means we can all breathe cleaner air.



From a previous life and back into another life.

We're big on the circular economy, and that means is we try to reuse as many materials as possible to stop waste. Each Agua bottle is made from 67% recycled materials.



Zero waste

Our bottles are completely recyclable. So if you ever need to dispose of your Agua bottle, you know it won't be sitting in landfill for decades to come!



AGUA BUILDS A FOREST

The History

An island in the Philippines, roughly the size of Ireland, Mindanao was dramatically deforested through legal and illegal logging over several decades, until logging was banned 5 years ago. Today, Mindanao's landmass includes over 300,000 hectares (750,000 acres) of barren, deforested land. Much of this land is owned by Indigenous Populations and impoverished communities that remain economically and socially marginalized.

How we're taking action

We've partnered with OneTreePlanted to begin the reforestation of this degraded land with bamboo. Bamboo is a native species to the Philippines and helps to protect the local ecosystem.

Who are OneTreePlanted?

OneTreePlanted are one of the world's largest reforestation organisations, having planted over 40 million trees across 47 countries. OneTreePlanted are an official partner of the United Nations Decade on Ecosystem Restoration and the UN Environment Programme.



AGUA'S FOREST IMPACT

Ecological Benefits

Bamboo is the fastest growing grass on the planet and can absorb huge amounts of carbon dioxide. Our forest is home to over 200 species of mammals and the bamboo does not die in the grass fires that have devastated other reforestation attempts.

Bamboo has huge benefits for restoring the water cycle. The unique rhizome mat of bamboo reduces catastrophic flooding and erosion, while also recharging aquifers to mitigate drought.

Community Benefits

We have already begun to see the early social impact of a thriving bamboo economy. The bamboo processing facility has benefitted the local community as farmers can now generate additional revenue from their existing bamboo stands and have access to fair and stable employment. The empowerment of Indigenous people is central to the program.

Gender equality: Unlike the lumber industry which is both machine-heavy and male centric, the light weight of bamboo enables women to participate in the bamboo economy, as well as the community's decisions to favor women for the nursery portion of the program.

Indigenous Populations: OneTreePlanted has deep support among local indigenous groups in Mindanao. There are 7 hill tribes divided into 2 ethno-linguistic groups. The project is one of the first to offer economic opportunity to this disenfranchised community. They benefit at every level from nursery development, carbon offset revenue sharing, harvesting of current native bamboo forests, and ecological restoration and reforestation.



AGUA IN NUMBERS

3,500 plastic bottles, how!?

Through the forest, we absorb 300kg of carbon dioxide per bottle. The average 500ml plastic bottle has a carbon footprint of 82.3 grams, and so, absorbing 300kg of carbon equates to a whopping 3,645 plastic bottles!

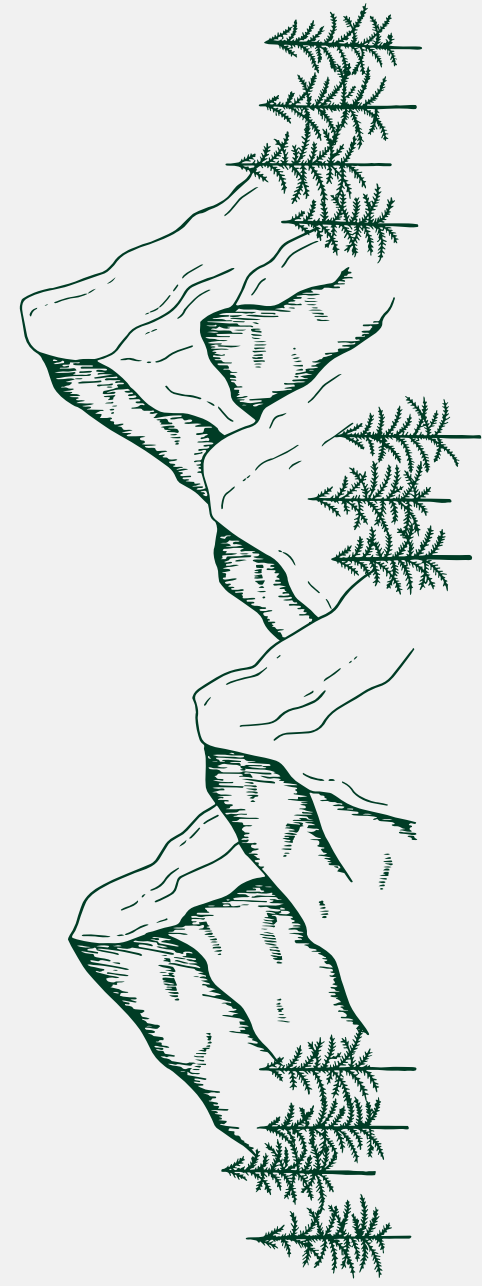
So how does each bottle fund the absorption of 300kg of carbon dioxide?

We plant one clump of bamboo for every two bottles we sell.

According to OneTreePlanted, on average our bamboo sequesters up to 1.78 tonnes of carbon dioxide per clump per year. In the worst case scenario, where the bamboo doesn't make it to full growth, it will absorb 586kg of carbon dioxide per clump. Hence, with one clump planted every two bottles, each bottle will fund the absorption of between 293kg to 890kg of carbon dioxide! We advertise 300kg because we're trying to do the right thing, and that means advertising the worst case scenario (but we're confident we're absorbing much more!)

How is this different to planting a tree with every bottle sold?

According to [the BBC](#) and [other research](#), tree planting can often have more harmful effects for the local environment as non-native species are brought into an incorrect environment. At Agua, we're reforesting, which means not only replanting native species, but protecting the wildlife that lives there and supporting ecosystems to thrive.





For The People

A commitment to changing the lives of people who need our help.

Regular, fair and transparent income for the work they do on our forests.

Education, training and up-skilling to break them free from the poverty trap.

UN Partnerships so that each bottle provides 60 days of drinking water to a person in need.





AGUA FOR THE PEOPLE

Making Every Bottle Go Further.


We focus on human development and empowerment with a tangible and measurable impact. This ensures that Agua helps communities build for the future, giving them the tools and infrastructure to grow and develop for years to come.

We support people in need through two initiatives. First, through our partnership with OneTreePlanted and second, through partnerships with United Nations-affiliated charities.

Through our forest initiative, we support OneTreePlanted in:

-  Employing local men and women, providing them with fair and regular income
-  Educating, training and up-skilling workers to break them free from the poverty cycle
-  Promoting gender equality by providing women opportunities on the forests
-  Supporting local communities with access to food

With our UN charity partners, we also:

-  Provide **60 days** of clean drinking water to a person in need with every bottle sold.

Hence, a partnership with Agua means building a legacy for life while communicating something special to the whole wide world. It's knowing that with every sip you take from an Agua bottle, you're part of something greater; you're making the world a better place.



AGUA CARES



60 Days of Water to a Person in Need

We work with the Al Ayn Social Care Foundation, a global charity that holds a special consultative status with the United Nations as a Humanitarian NGO. Al Ayn serves over 82,000 orphaned children living in poverty, and Agua London holds a partnership with the Foundation to fund the provision of drinking water to a person in need for 60 days for every bottle sold.

With the average person requiring 3 litres of water per day, we fund the cost of cleaning and filtering 180 litres of water, with every bottle sold. This is equivalent to providing 60 days of clean drinking water to a person in need.

We receive year-end certificates from the Foundation attesting to the total number of days of water provided through our partnership. We can also request specific certificates for our corporate partners.





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Thank you.

We are only able to change the world through your support and partnerships with Agua.



www.agua.london



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