



HIGHLIGHTS

February 2010 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

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FROM THE PRESIDENT'S DESK

AT Highbridge, we are purveyors of water: we collect it as it flows from a natural spring into our large underground facility; we treat it by removing certain particles by way of reverse osmosis; we bottle it; and we deliver it. It goes to commercial outlets such as grocery stores for retail sale, or we take it to our residential or business customers for their personal use.

We take pride in what we do, in part because we trust all the research which concludes that in comparing water, whether bottled or from a tap, with all other fluid options available to consumers today, water is the easy winner.

Of course, a minimum amount of water is a requirement for our daily lives. Where Highbridge wants to enter the equation is after the minimum is achieved, when choices can be made. Soda pop, fruit juices, energy drinks . . . read their labels. Each is loaded with sugar. Compare these labels to bottled water—preferably Highbridge spring water of course. By any measuring stick water is the right choice.

We are struck by the various websites with studies describing the importance of maintaining a fluid balance.

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You Can Lead Someone to Bottled Water, but . . .

A few points noted in a survey of American adults conducted by Yankelovich Partners for the International Bottled Water Association. The title of the report:

AMERICA'S POOR DRINKING HABITS CONTRADICT KNOWLEDGE OF HEALTH RISKS

- On average, Americans consume about 17 eight-ounce servings of beverages each day, of which 6.1 servings are water, including 2.3 servings of bottled water. In addition to water, Americans drink 5.6 servings of beverages such as milk, juice, carbonated soda without caffeine, new-age beverages and sports drinks. The remaining servings are beverages that contain caffeine or alcohol, diuretics that can cause the body to lose water, thereby lowering the net total of hydrating beverages. In fact, 33% of what Americans drink every day can cause dehydration.

- Nearly three-quarters (73 percent) of Americans know that experts recommend drinking eight or more eight-ounce servings of water daily, yet 51 percent admit to drinking less. In addition, Americans claim to experience health problems on a frequent basis that are symptomatic of dehydration, such as frequent tiredness or grogginess when waking up, headaches, indigestion, and lapses in concentration.

- Americans give a variety of reasons for not drinking enough water, with lack of time or being too busy cited most often (21 percent). Other reasons include: prefer other beverages, forgetting, and no bottled water available.

- Bottled water users are significantly more health conscious and cite health as a reason for beverage consumption twice as often as others. A majority cite taste and convenience as the strongest influences on their decision to drink bottled water. More than a third of bottled water users cite trust in its treatment (37 percent) and source (35 percent) as reasons that influence them very much.

- Some 63 percent don't know that the U.S. Food and Drug Administration (FDA) regulates bottled water as a food product. Among those who do know that fact, a majority feel more confident about bottled water's purity and safety.

HAITI

We have received a number of calls from people wanting to buy water to send to Haiti. Highbridge stands ready to donate our spring water when asked by the Red Cross, Army or any other experienced, reliable organization. We are in contact with the International Bottled Water Association, an organization which has a long established relationship with numerous relief agencies.

Most likely, by the time you read this we will have answered the call and our Kentucky product will be in the hands of those who so desperately need help.

Please send your donations to the major organizations who are there and facilitating relief, they will purchase water in the most efficient manner.

In summary, it is much more efficient for caring individuals to send money to established charities and professional organizations than to buy particular products and attempt delivery.

CUSTOMER FOCUS:

HEALTHWORX

A NEW WELLNESS CENTER FOR LEXINGTON

Well it's Month Two of 2010 and if you are among those who have lost motivation to get in shape, eat healthy or quit smoking you may want to tour Lexington's newest "health care" facility, HEALTHWORX, an affiliate of Central Baptist Hospital. Located at Lexington Green, this is not just another gym; it is a wellness center catering to all ages, with clients as young as 11 years old. HEALTHWORX offers an array of services, including The Worksite Wellness Program, Community Outreach, and Support for Patient Education. Each of these programs is administered by healthcare professionals—registered dietitians, nurse health educators and the like—so you're sure to get the expertise needed to close in on your goals. Memberships are available at HEALTHWORX for individuals and families.

Central Baptist is a longtime customer of Highbridge Springs, so with the opening of HEALTHWORX they were quick to get their Highbridge Springs water cooler in place. In fact it was set up before the doors were open for business. The next move was to order private label bottled water to have the HEALTHWORX label on hand for their open houses.

Highbridge Springs and HEALTHWORX: a great combination for wellness AND good health. For more information on HEALTHWORX and all their services call 859 260-4354.



For information about rates and available services at HealthwoRx, visit www.centralbap.com and type HealthwoRx in the search field.

FROM THE PRESIDENT'S DESK

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A current posting on the Mayo Clinic site (MayoClinic.com), for example, discusses factors that influence our water needs. It mentions exercise, environment, illness or health conditions, and pregnancy or breast feeding, as circumstances which can create a need for increased water intake.

It also makes an interesting point by saying: It is generally not a good idea to use thirst alone as a guide for when to drink water, saying that by the time we become thirsty, we may already be slightly dehydrated. Also, "be aware that as you get older your body is less able to sense dehydration and send your brain signals of thirst."

It concludes: To ward off dehydration and make sure your body has the fluids it needs, make water your beverage of choice. Nearly every healthy adult can consider the following:

- Drink a glass of water with each meal and between each meal.
- Hydrate before, during, after exercise.
- Substitute sparkling water for alcoholic drinks at social gatherings.

We salute this kind of good advice and are pleased to offer a product which is affordable, convenient, and goes hand in hand with a healthy lifestyle.

Linda Slagel

A PERSONAL TOUCH

Highbridge is now offering our popular private label program to those wishing to personalize an event, such as weddings, meetings or



Our newest private label offering comes in a striking bullet shaped bottle.

other gatherings where the number in attendance does not justify a full pallet of bottled water. It is an idea which is catching on! Need 10 or 12 cases (24 bottles to the case) for that special occasion? Interested parties should contact our Marceline Adkins at 859-858-8808 (work) or 859-509-4954 (cell) and she can fill in the details, including available label designs, costs, production times, etc.

PLEASE REMEMBER THAT HIGHBRIDGE OFFERS TOP-NOTCH

FILTRATION SYSTEMS FOR YOUR OFFICE CONVENIENCE

To Contact Highbridge:

Highbridge Customer Service: 859-858-8801

Highbridge Billing: 859-858-8803.

Happy Valentines Day Everyone