



Natural Purified Water Baby Well

The importance of water intake during pregnancy

It is a well-known fact that the amount of fluids we drink greatly affects the state of the body. It is **exceptionally important**, both for the mother and for the child, to drink plenty of fluids during the pregnancy. Water not only helps regulate physical changes in the body, but it can also **alleviate many discomforts** during the pregnancy.

Additional need for water

Water intake is exceptionally important during pregnancy because the body needs **additional amounts of water**. The recommended amount for an adult woman is two litres, and is increased by 3 dl during pregnancy.

Additional water intake during breastfeeding

Breastfeeding is an **important period** in the life of every mother and it represents the best way of feeding a newborn. For the first six months breast milk remains **the best food** and has incomparable benefits compared to other types of food. As it ensures infants' optimum growth, development and health, it is also recommended by paediatricians and nutritionists.



Baby Well



The natural water is specially made with low mineralization. This is for daily consumption and preparation for various **kinds of foods for kids**. The harmonious growth of your baby from the birth.

Thanks to its composition of low minerals **Baby Well** does not overload the digestive tract, kidneys and cardiovascular system of your baby, it does not change the balanced composition of babies' adapted mixtures and is **ideal for cooking all kinds of baby food** daily from birth and on.



Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
Sample No. 8195784/20.05.2008
Hydrocarbonate sodium and calcium
Total Mineralization 113 mg/l; pH 20° — 7
Typical chemical composition, mg/l $\text{Ca}^{2+} \cdot 7 \cdot \text{Na}^{+} \cdot 10 \cdot \text{Mg}^{2+} \cdot 5 \cdot \text{K}^{+} \cdot 8 \cdot \text{HCO}_3^{-} \cdot 61 \cdot \text{SO}_4^{2-} \cdot 3 \cdot \text{Cl}^{-} \cdot 19$

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Certificates of Baby Well

<https://www.fda.gov/downloads/Food/GuidanceRegulation/ImportsExports/Importing/UCM599080.pdf>

The natural drinking spring, non-carbonated **Baby Well** water for babies is the pride of the company. It meets the **international standards of baby products**. We hold FDA (Food and Drug administration) certificate, Russian Federation state registration, and compliance protocol of TBDV (Regulation of Drinking Water of the Federal Department of Internal Affairs of Switzerland).



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Advantages of Baby Well water



85% of the territory of Armenia

is 1500 meters above of sea level. **Baby Well** extracts from the well depth of 396 meters. Natural filters are conglomerates, limestone, gravel and travertine. For “ARARAT GROUP” company it is **the priority to save and provide** freshness, purity of mountain water with and pristine spirit in every drop of the water. This al is for the health of our children.

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BabyWell

To saturate our body with moisture is not the only thing clean and pure water good for, also **it helps to saturate minerals and elements** in our body, allows us to remain strong and live a long and happy life.



Advantages of Baby Well water



Dr. Pickel

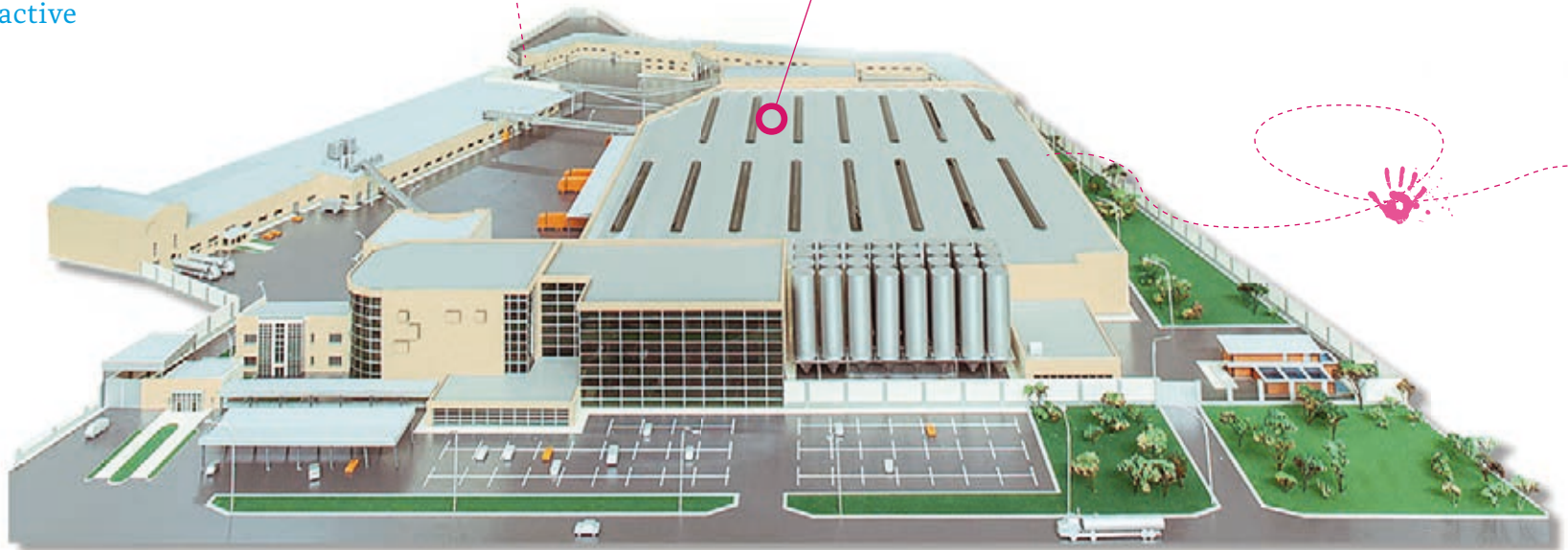


The well was reconstructed by the German company HPC AG with the active participation of its owner professor **Jurgen Pickel**.

Long-standing traditions and high standards have proven from ancient times. Only product quality ensuring **modern technologies** are used in production of natural mineral **Baby Well** water, despite its “solid age”. From the moment of extraction to bottling process takes place a whole **complex of important action of preparation**. The natural salt composition and softening of water are corrected during the water treatment process, followed by decontamination with an ultraviolet lamp.

Production

opened in 2014, equipped with latest facilities of **world leaders** (Krones, Siemens, Husky Injection Molding Systems).

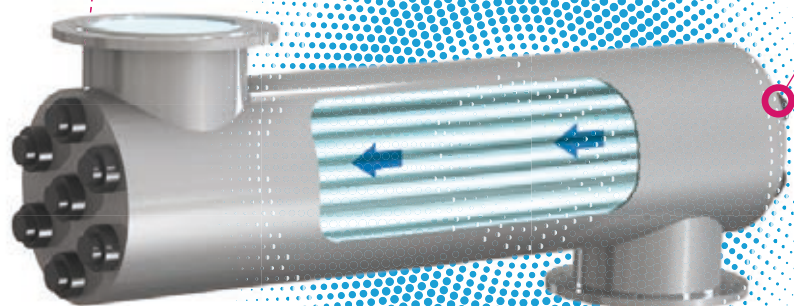


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BabyWell production advantages

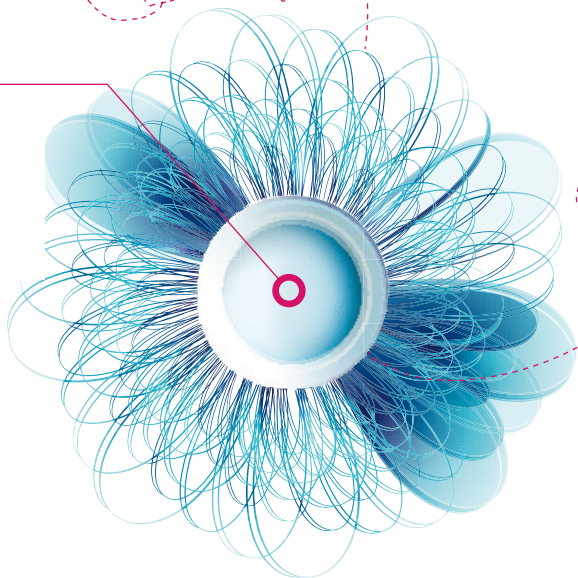
Filtration

For the filtration of baby water we use **Nano filtration** methods (with the facilities of Chirwa, Germany) with the correction of natural salt composition and water softening followed by decontamination with ultraviolet lamps.



Gravitational venting

Microclimate and **sterile air** in production are provided by the facilities of Colt Group Ltd. UK



100%
Eco-friendly



Our own PET-preform production

It is important for us to monitor the **quality at all stages**, that's why we produce PET-preforms ourselves. PET bottles of "ARARAT GROUP" do **not contain heavy metals and phenol**. Water does not undergo extraneous flavors and smells. Production line Husky Injection Molding Systems, raw materials of **world leading manufacturer's** (LG Chem Korea, Gabriel-Chemie Group Austria).

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BabyWell production advantages

From birth and every day

All the most beautiful, pure and kind will surround your baby from birth and every day. Mom's loving heart, caring and strong arms of dad and natural mineral water **Baby Well** are guarantee of happy and healthy childhood, **best friend** of your baby every day.

Oil-free Air technology

"ARARAT GROUP" production is working on oil-free compressors of Atlas Copco, France. Pre bottling process **does not contain oil vapors** that affect quality of water.



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Packaging that sells like hot cakes



The brand **Baby Well** created by Lars Vallentin. He is an outstanding business strategist, an author of “Design as a business model” concept. More than 39 years he worked for **Nestle** Head quarter in Switzerland. He was the head of communication department, branding, packaging design and POBM worldwide. He is an author of 2 brands of the company out of 9. During those years he has attended in **more than 50 000 projects**.

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Natura mineral non-carbonated table water in Bag-In-Box 5L packaging



Still natural mineral
in a Bag-in-Box packaging
of **5-liter capacity**.

Advantages of the packaging:

- perfect volume for home use;
- water is protected from direct air influence;
- convenient for storage;
- easy-to-use;
- used packaging does not require place for storage;
- the packaging is not reusable and is not subject to re-washing.

Toy for little fidgets



- Baby Well water is available in 0.5L and 1L **comfortable packaging**.
- The bottle of Baby Well is **unique** as it can be a toy for your baby
- The bottle shape is **specially designed to fit** in the hand comfortably. The wavy upper part of the bottle helps baby to recognizing the subjects, and the bubbly bottom part helps to develop small motion skills.

Please don't forget the baby can play with toys under adult's control.



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Discover Your World