



VITAJUWEL







VITA JUWEL







GEMWATER[®]

MADE BY VITAJUWEL

More than 10 years ago, VitaJuwel founder Ewald Eisen introduced a modern way to prepare pure GemWater with a “fresh from the spring” quality and taste. His method made it easy to prepare GemWater hygienically, naturally, and sustainably – the VitaJuwel way.

Today, hundreds of thousands of people in more than 80 countries worldwide revitalize their water daily with our VitaJuwel method: Hand-selected precious gems encased in premium, pollutant-free glass.

At home in the German Alps and in California, we strive to design products with care and tradition. Our family's mission is still the same as it was in 2007: To provide you with beautiful accessories that will help you lead a healthier and happier life with HEAVENLY WATER!



*"We aim to raise everyone's awareness
for the value of fresh and vital water!"*

INSPIRED BY NATURE

Water falls down to earth as rain ...

... and comes back up to the
surface at a natural spring.
Lively and fresh.



sinking through multiple layers of rock.

Element Stone regenerates Element Water.



**Have you ever seen a
natural spring or a
riverbed made of
precious gems?**

**No? Imagine how
effectively VitaJuwel
regenerates your water,
if even nature's concept
works fine.**

WATER -
SOURCE OF LIFE!



We all know that the human body is made up primarily of water. Water is the elixir of life, and our most valuable natural resource. Nothing impacts our well-being more than the quality of the water we drink.

It is a proven fact that every fourth person doesn't drink enough water. The beginning symptoms of dehydration are headaches and a lack of concentration – how can anyone get through their day feeling like that? Yet many people still find it hard to drink enough water. VitaJuwel makes drinking water exciting!

With VitaJuwel, you'll enjoy water in a totally new way, and automatically drink more reinvigorating water throughout the day.



WELL-BEING

HEALTH

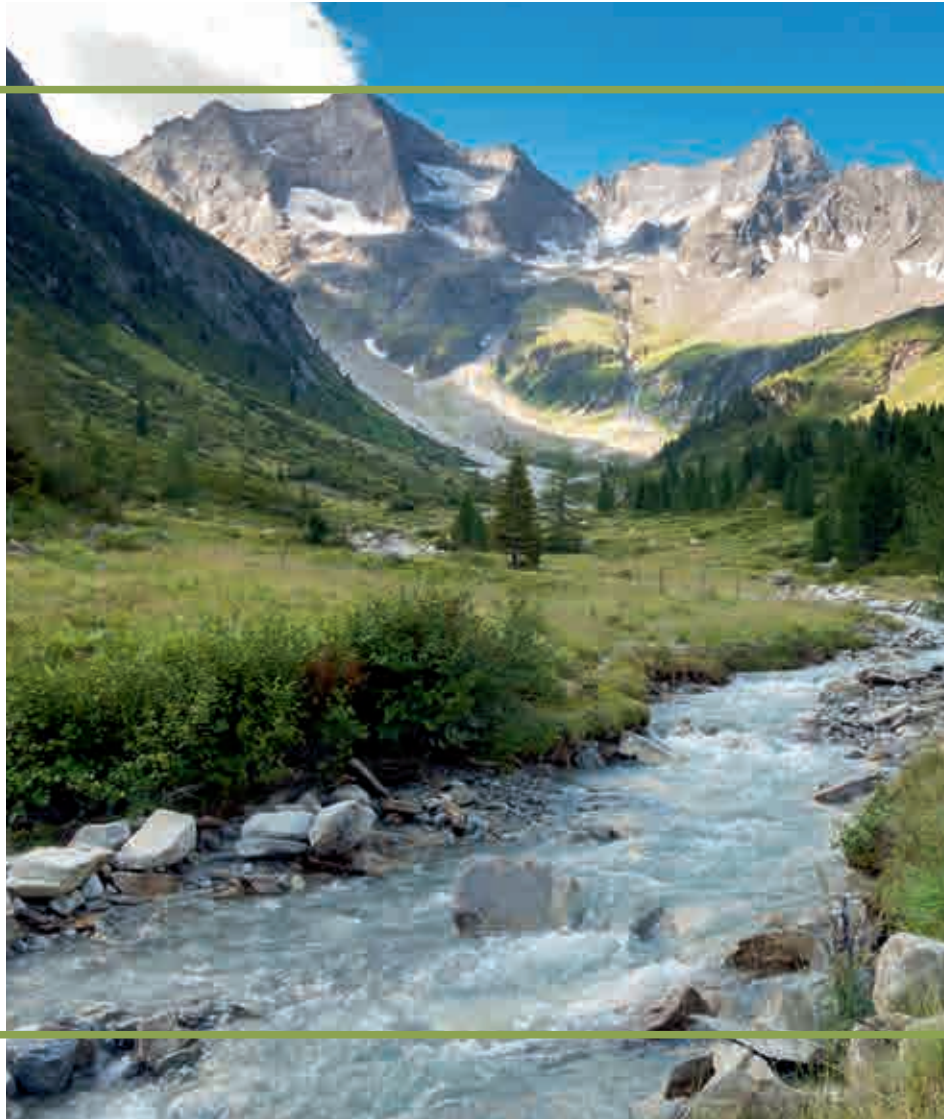
LONGEVITY

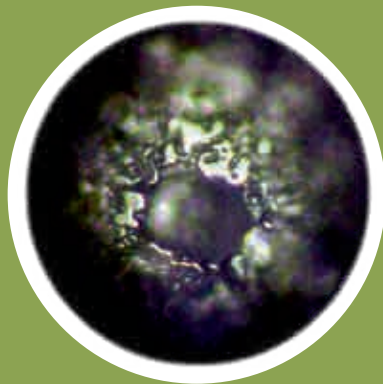
With every conscious sip of water, you make a decision for either dead and polluted water or fresh and lively water.

WATER AND ITS SECRETS

Water is not just an assembly of oxygen and hydrogen molecules. It's not just H₂O. Scientists discovered that water has a memory, and that it can be positively stimulated by sources of vibration and energy. Sources like the gemstones in VitaJuwel GemWater accessories.

*GemWater by VitaJuwel
has a crystalline structure
that is comparable to
pure spring water!*





Sample of ordinary tap water

This photo taken by HadoLife laboratory (co-founded by Dr. Masaru Emoto) shows water crystals of regular tap water under the microscope at -30° Celsius.



Sample of water treated with VitaJuwel

After placing a VitaJuwel vial in the water for 7 minutes, HadoLife lab took another microscopic photo. It impressively shows how the water crystals are influenced positively by the effect of the gems in the VitaJuwel vial.

THE METHOD

In the past, you may have prepared your crystal elixirs by putting the gems directly in your drinking water. This means your gems needed to be thoroughly scrubbed on a regular basis. Unfortunately, regular scrubbing usually causes gems become dull over time.

With VitaJuwel, gems are encased in our ViA GemPod or our Gemstone Vial. This means they don't have to be cleaned, so they stay bright and shiny over the years. Have you heard horror stories about stones that release toxic substances into the water or crystals impregnated with artificial resins? VitaJuwel relieves you of these worries. Our carefully selected gems never come in direct contact with the water, so there's no chance of water pollution.

Despite being sealed inside the glass, the gems still vitalize the water. The glass container acts as a natural prism for the crystal's radiant energy. This effect has been proven by lab analysis, and can be tasted in our waters.



THE EXPERIENCE

Our goal is to provide you with GemWater whenever and wherever you'd like. Whether you're at home with a classic set (made up of a Gemstone Vial and a Decanter Era), out and about with our ViA bottle, or in the office with our dispenser Grande, VitaJuwel offers the perfect solution for your GemWater needs.

Our products are designed on a drawing board by our family in the German alpine uplands, extensively tested by friends all over the world, and traditionally manufactured by our master craftsmen in Europe. This is what makes every VitaJuwel product a true masterpiece.

But it's not only about design. VitaJuwel is also about a modern interpretation of age-old traditions. That's why we work hard to create a variety of fascinating blends, based on the insights of modern crystal healing.

If you have questions or want to learn more about GemWater and VitaJuwel, you can rely on answers from people who are directly involved in creating our products.

Our promise to you is this: With VitaJuwel, you'll enjoy crisp, fresh water that tastes like it's straight from a natural spring!





GEMSTONE BLENDS

WELLNESS

FIVE ELEMENTS

FITNESS

BALANCE

LOVE

VITALITY

LUNA

FOREVER YOUNG

HAPPINESS

GUARDIAN

INSPIRATION

DIAMONDS

rose quartz - amethyst - clear quartz

amethyst - chalcedony - petrified wood - rose quartz - ocean jasper

red jasper - magnesite - clear quartz

sodalite - chalcedony - clear quartz

rose quartz - garnet - clear quartz

emerald - clear quartz

rainbow moonstone - clear quartz

aventurine - aquamarine - smoky quartz

carnelian - ora

VITAJUWEL CRYSTAL VIRTUES™

Over the centuries, wise men and women have studied the energy nodes of the subtle body, and how to bring these in balance with the use of crystals and gems. Inspired by this ancient lore, on the next few pages, we've distinguished seven crystal virtues to help you decide on one (or more) of our VitaJuwel gemstone blends. Some blends may represent more than one of these attributes.



Disclaimer: This disclaimer applies to all information in this booklet and on all VitaJuwel products. Crystal healing should be used with the understanding that it is part of a holistic treatment plan. It is not meant to take the place of standard medical or psychological treatment, but to accompany & work alongside it. The information contained herein is metaphysical in nature & does not claim to heal or cure.

Wellness

rose quartz - amethyst - clear quartz



This well-balanced composition has already been used for several hundreds of years to inspire water by countless people all around the world. Experts claim that amethyst stimulates the mind and soothes emotions. Rose Quartz fosters tranquility and harmony. Clear Quartz is a stone for clarity and perception. As a combination, they're used for their wonderfully invigorating effect. WELLNESS is the best "everyday water". Most customers find it to taste smooth and mild. If you're unsure, with which VitaJewel blend to start your collection, choose this one.

Five Elements

amethyst - chalcedony - petrified wood
rose quartz - ocean jasper



Traditional Chinese Medicine has developed over the last 5,000 years and understands health as a harmonious balance of five elements: Wood for growth, water for reflection, earth for grounding, metal for strength and fire for passion. These elements are the prime energetic building blocks from which all substance in the world is composed. They are metaphors for how things interact with each other. We have included one carefully selected type of gemstone for each element to reflect each attribute. Get your life in balance. Experience this ancient wisdom.

Fitness

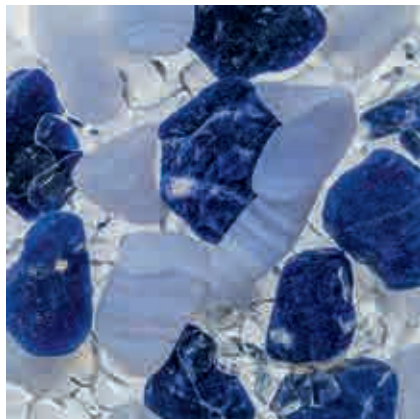
red jasper - magnesite - clear quartz



Along with exercise and a balanced diet, nothing supports an active lifestyle better than enough fresh water. Drinking water first thing in the morning is an easy way to speed up your metabolism. Lots of people confuse thirst for hunger, so staying hydrated could help you avoid overeating. Make a start, put on your running shoes and fill your water bottle with "Fitness" GemWater. Include this special blend of beaming red jasper, solid magnesite and pure rock crystal in your regular workout schedule and get ready for a surprise!

Balance

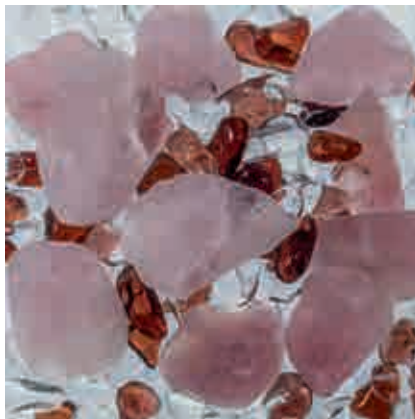
sodalite - chalcedony - clear quartz



Sodalite is traditionally used by crystal healing experts to support mental balance, calmness and inner peace. It's said to support expressing your thoughts and is therefore also known as the Poet's Stone. This attribute is wonderfully complemented by blue chalcedony, which is also called the Speaker's Stone. Wise men (including the great Roman speaker and philosopher Cicero) used it when they carefully had to measure their words. Chalcedony also stands for reflection and medit

Love

rose quartz - garnet - clear quartz



All you need is ... water. And when you add rose quartz, the quintessential stone of love, tenderness and sensuality, anything is possible. Fair and lovely rose quartz is a talisman for relationships and is used in crystal healing to release emotional wounds and traumas and to bring peace and calm. Fiery Garnet adds a wonderful component of sensuality and passion to this blend. Combined, they create a unique emotional dynamic - LOVE. For those who love water, this is the perfect gift. In order for the

Vitality

emerald - clear quartz



The 11th-century abbess and healer Hildegard of Bingen declared in her writings: "All the green of nature is concentrated within the Emerald." Emerald is a crystal of the heart. It stands for renewal and regeneration like no other. This lush "growth crystal" has been a source of fascination in several cultures for over six thousand years and was considered a symbol of eternal life in ancient Egypt. Many believe emer

Luna

rainbow moonstone - clear quartz



As the name suggests, Luna is strongly connected to the energy of the moon, making it first and foremost, a women's stone. In traditional healing practices it is used to help strengthen a woman's intuitive sense, open the heart and to get in balance with the natural cycles of life. Wise women know about the effects of the moon on their body. Vibrating with the light of a full moon, rainbow moonstone provides a reflective, calming energy. Even men are said to benefit from empowering their gentler, more feminine side.

Forever Young

aventurine - aquamarine - smoky quartz



Water is the elixir of life! The gemstone blend is designed to attract clarity, purity and fluidity like a natural mountain spring on a crisp clear day. If your personal detox practices are important to you in these hectic times, the Forever Young blend offers an additional dimension of energetic cleansing. Aventurine has been used for regenerative and reviving purposes, aquamarine for cleansing and smoky quartz for stress relief. In the natural healing arts, this combination of aventurine, aquamarine, and smoky quartz provides an invigorating cleanse of body and mind.

Happiness

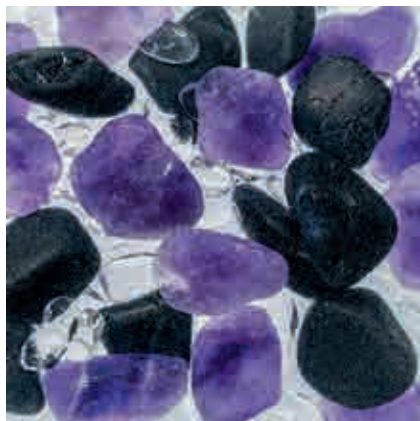
carnelian - orange calcite
jade (nephrite) - clear quartz



Do you feel that you could use a little more joy in your life? Then choose this blend! It has been designed to inspire and attract all that is positive and good. Natural healing traditions tell us this combination of beaming orange calcite and brilliant carnelian (the "Stone of Life") form a vibrant aura of openness, eloquence, and optimism. And to top it off, we've included beautiful jade. This "Dream Stone" is said to bless whatever it touches and has been famous over the last 6,000 years for attracting good luck.

Guardian

black tourmaline - amethyst - clear quartz



New ideas, mental strength and inner growth require an open mind. This intense blend has been created to neutralize everything negative. Whether it comes from working or living in a challenging environment or just bad vibes from our fellow humans. In natural healing traditions, grounding black tourmaline stands for protection and safety. In several publications, Amethyst has been named the perfect companion for black tourmaline to create a powerful, natural shield against negativity. Clear Quartz adds a good portion of clarity.

Inspiration

lapis lazuli - rutilated quartz



Change the world with your creativity and break fresh ground! Get inspired by enjoying a glass of GemWater from this enchanting combination of rutilated quartz and the deep, celestial blue lapis lazuli – a symbol for spirituality in ancient Egypt about 6,000 years ago. The beautiful, golden-streaked rutile is said to energize and to improve awareness. Your brain is made up of about 75% liquid. Research has revealed that drinking water when we feel thirsty boosts our brain's performance. Feed your brain-power every day with this very special blend of GemWater.

Diamonds

diamond slivers - clear quartz



Diamonds are a GemWater lover's best friend. Diamonds, the most precious gems on earth, were believed to channel divine energy. In the past, diamonds were only for kings and queens. Our customers say that no other GemWater tastes as apollonian as this exclusive blend. Try it once, and you'll never drink ordinary tap water again. Infuse tap water with this blend, and drink water fit for a king (or queen). It is a perfect gift for that special someone you treasure most in your life – it is as unique as a diamond ring or a precious necklace - Jewelry for Your Water!

A woman with blonde hair, wearing a white one-piece swimsuit, is lying on her back on a wooden lounge chair by a swimming pool. Her eyes are closed, and she has a peaceful expression. On a wooden table next to her is a clear glass decanter filled with water, which contains a small, colorful gemstone vial. A small glass of water is also on the table. The pool's surface reflects the woman, the table, and the sky. The background shows a bright, sunny day with a clear blue sky and some distant buildings.

Relax with Heavenly Water

VITAJUWEL GEMSTONE VIALS

VitaJuwel gemstone vials enhance your drinking water's vitality in a natural way to the level of pure spring water. Every single gemstone vial is traditionally handcrafted by master glassblowers in a patented, artisanal method. We use exclusively fairly-traded gems and lead-free Bohemian glass. Discover the value of fresh gem water, the true elixir of life!

Our gemstone vials are easy to handle and to clean. Just place your vial in a decanter filled with drinking water, wait about 7-10 minutes and enjoy your own gemwater!

The precious gems inside the vial don't leave any water untouched by their age-old energy. In combination with our VitaJuwel decanter, every one of our vials is a pleasure for all senses. Just it's beautiful design will make you drink more water. Your body will thank you for it!

Sensitive water lovers also feel how different gemstone blends taste different. An amazing and fascinating experience you should try for yourself!



A woman with long blonde hair, wearing a dark blue jacket over a white shirt, is drinking from a clear VitaJuvel water bottle. She is standing on a rocky shore with the Golden Gate Bridge in the background. The bridge's red steel structure and suspension cables are prominent against a hazy sky. The water in the bay is a calm, greyish-blue. The overall scene conveys a sense of health and outdoor activity.

VITAJUVEL ViA

A PERFECT COMPANION FOR
EXTRAORDINARY MOMENTS

ViA is your perfect travel companion. Enjoy GemWater that tastes like it's fresh from the spring, no matter where you are. What makes it so special? You can screw the bottom of the bottle off!

ViA holds 16.9 fl oz of water, and is made of premium, pollutant-free glass. It comes with an exchangeable bottom piece called a GemPod, filled with an exquisite selection of hand-picked precious gemstones. Besides allowing you to change the GemPod as you please, the bottle's removable bottom also makes it much easier to clean than traditional water bottles. The patented GemPod is assembled by hand in the German Alps.

ViA is available in 12 carefully selected gemstone blends, suiting every preference and mood. See the next pages for several useful accessories that make using your ViA even more convenient and exciting.





VITAJUWEL GRANDE

Start thinking about water in a new dimension. Where elegance meets functionality. Where drafting a glass of water from a fountain is more than just stilling your thirst. Where pure water that tastes like it's fresh from the spring comes in a beautiful vessel with a seemingly free-floating vial full of precious gems.

Imagine Grande in a downtown boutique, a trendy gallery, a cosmopolitan coffee shop, a cozy home, a tranquil spa, a holistic doctor's office, an upbeat club, a bright and modern jewelry store.

Grande has an extra-large top opening to make cleaning as easy as 1-2-3. The stainless steel faucet is leakproof due to its Teflon seal. As the diameter at its foot is just 6.9 inches, it fits right in every apartment kitchen or water bar and holds two gallons of GemWater.

Grande comes in a set that includes the decanter (plus lid and faucet) and the glass stand. A large variety of Gemstone Vials is available separately.

To make Grande even more attractive, we've designed a special LED light for the stand, to illuminate the decanter from below and to create special GemWater moments. Available optionally.



Think big!
Drink big!

Made in Heaven -
Decanter era



VITAJUWEL ACCESSORIES



For the perfect gemwater experience at home, we carry some essential accessories to accompany your gemstone vial: the elegant decanter era with a stainless steel lid to hold your precious gemstone vial in place.

Our blossom-shaped VitaJuwel glasses are an excellent accessory to complement your original VitaJuwel vial and decanter. Their sophisticated design with its lasered VitaJuwel lily logo on the bottom ensures a symphonious drinking experience. Each glass holds 6.7 oz. and is dishwasher safe.



LOVE YOUR ViA

HUGS SLEEVES & LOOP CAPS

Get an even better grip on your ViA when you use one of our practical and stylish HUGS sleeves and LOOP caps.

The cloud white silicone HUGS sleeve covers the hip of your ViA, and makes it look even more sporty. We designed it to guarantee the maximum view of your precious crystals.

The black neoprene HUGS sleeves are a little bit like a surfer's wet suit. They come in a large version and as "shorties."

Both keep your ViA easy to grip. They're a perfect addition to our VitaJuwel +T tea strainers, and help keep your favorite drink either warm or cold. HUGS sleeves prevent your ViA from getting scratches and helps pad it for soft bumps. But remember, GemWater lovers don't drop their ViA!

Although we always felt that a simple pre-attached carry strap would diminish the puristic

design and elegance of our ViA, we know that holding a bottle on a loop is just so much more comfortable. That's why we created the LOOP caps.

The LOOP cap comes in black or white. Every LOOP consists of two silicone pieces; one with a handle to cover the top lid, and one for the bottom lid of your ViA. LOOP is the perfect solution to safely carry your precious ViA bottle in style.

Carpe Diem!



FLAVOR YOUR GEMWATER

VIA +T TEASTRAINER

Prepare your favorite drink – hot or cold – by adding fruit, ginger, or herbs and enhance your VitaJuwel GemWater experience!

Infusing your GemWater with Via +T is easy: Just place the strainer in the upper opening of your ViA, add your favorite ingredients, and fill it up with hot or cold water. Let it steep and cool down until you can touch and hold the bottle safely.

We recommend using a neoprene HUGS sleeve to keep your drink warm and to prevent burns. Put the strainer back in the stainless steel case to keep it safe and clean.



Stay tuned



WINE LOVES VITAJUWEL





The ancient Greeks knew about the attributes of gems and infused their wine with amethysts to improve its taste. Amethyst means “the non-intoxicable” in classical Greek. Selected wineries and professional sommeliers have rediscovered this ancient tradition and achieved amazing results. Our VINO Gemstone Vial, filled with precious amethyst and clear quartz, softens the wine’s natural acids (tannins), making it taste smoother, while maintaining its fruity aroma.

The VINO Gemstone Vial with its curved surface is wonderfully complemented by our uniquely shaped wine decanter. Handcrafted in Europe, it is an exquisite masterpiece.





GASTRONOMIC EXCELLENCE

Jury of the "Gastro Vision Advancement Award 2008" elected VitaJuwel as the most innovative product of the industry.

This desirable award honors VitaJuwel as future-oriented invention and timely product that is enhancing the world of healthy water in an esthetic, effective and pleasure-oriented manner. The Jury states:

"When gemstones are placed directly into water, they always need to be cleaned carefully. Despite that, the gemstones were always releasing some substances, such as host rock or impurities that were consumed due to the direct contact. When using VitaJuwel, this danger is completely excluded; to the contrary, all exudations remain in the vial. They float in the purified water and are unable to get into the drinking water. This even visualizes the pivotal advantages of VitaJuwel an ideal and extremely hygienic method to create gemstone water."

"We were one of the first one's to great taste as well as the effect of discover VitaJuwel and use it the gemstone water. Many want daily in our home. VitaJuwel is to take along their set for receiving excellent feedback in personal use. Even as a present our hotel,

whether in the for our business partners seminar or service area. Our VitaJuwel caused great appeal guests are fascinated with the during Christmas last year."

Renate Kobjoll
Owner Hotel Schindlerhof, Germany

Award-winning Hotel Schindlerhof in Nuremberg, Germany is known to be one of the nation's benchmarks for conference hotels.



REFERENCES

Ritz Carlton Half Moon Bay, California

Mandarin Oriental, New York

The Bellagio, Las Vegas

Waldorf Astoria, New Orleans

Four Seasons Resort, Seychelles

MGM Grand, Macau

Six Senses Resorts

Soneva Resorts

Conrads Hotel Pezula, South Africa

Dolder Grand, Zürich

Palazzo Versace, Dubai

Spa Therme, Blumau

Interlpen Hotel, Telfs-Buchen



SPA

Sanus per Aquam Health through Water

Every day, millions of women worldwide visit a spa to get sophisticated skin treatments. Modern spas use holistic approaches, including not only creams and peeling, but also, quite simply, water! Scientists of the Charité - University Hospital Berlin surveyed how drinking water influences the skin, especially its impact on blood circulation, oxygen supply and the skin's metabolism. Their study showed that drinking water benefits the skin's vitality. Ten minutes after drinking water, the blood circulation of the skin improves, the oxygen supply rises, and the skin's metabolism gets encouraged. These effects support the protective function of the skin. The vitalization can be seen in the long-run by a fresher appearance of the skin. Greeting guests with a glass of VitaJuwel gemwater and talking about the importance of water for a fresher look is the perfect way to educate your customers in an easy and fun way. Have a decanter of gemwater ready to use during treatments as it's not only a unique eyecatcher and conversation piece but also a valuable tool of modern, holistic skincare.



Moments of Harmony
and Bliss



We have a VitaJuwel Grande dispenser in our relaxation room and our guests absolutely love it! It blends in perfectly with our exclusive ambience and makes drinking water exciting. At the same time, guests spend time reading the VitaJuwel brochures and on their way out they walk by our retail area with VitaJuwel products. Perfect marketing.

Jill Haidler
Spa-Direktorin
Waldorf Astoria Spa
New Orleans





Our staff, myself included, enjoy using VitaJuwel on a daily basis. We display these distinctly unique gemstone vials and decanters together for a dramatic stunning visual impact. This certainly gets our guests attention and opens up the conversation in regard to their health benefits for both water & wine which usually leads to their desire to own one or several VitaJuwel pieces for their own or to gift a lucky friend or family member.

Sharon Westphal

Hospitality & Merchandise
Coordinator
St. Francis Winery & Vineyards
Sonoma Valley, California





GEMWATER

PREMIUM GLASS

HAND-PICKED GEMSTONES

ELABORATE CRAFTSMANSHIP

UNIQUE DESIGN

FASCINATING RESULTS

These are the outstanding attributes of VitaJuwel. Seven years ago, VitaJuwel revolutionized the method of vitalization of water with gemstones. Our vision now and then is providing you with homemade gem water like fresh from the spring! Arranged in beautiful water decanters, VitaJuwel gem vials are an exclusive eye-catcher in every household. Because of their fascinating design and their proven efficiency they have become a permanent feature in many thousands of style conscious and health-seeking households all over the world. In numerous spas, waiting rooms of doctor's and alternative practitioner's offices, beauty salons and in premium-class gastronomy, gem vials and gem water dispensers by VitaJuwel are synonyms for health and wellness. Now, seven years later, VitaJuwel has become the epitome for efficient, economical and hygienic preparation of gem water for everyone.

VITAJUWEL IN THE PRESS

E L L E

COSMOPOLITAN

VOGUE

InStyle

Gala



myself

petra

freundin

freundin
wellfit

Meiningers
weinwelt

TRADITIONAL

CRYSTAL HEALING

Saint Hildegard of Bingen, a Benedictine abbess who lived in the 12th century and has been named a „Doctor of the Church“ in 2012, laid the foundation of a holistic reflection of humans as one object of body, mind and soul. In one of her most popular literary works, the „Physica“ she devoted a full chapter to her knowledge on the traditions of crystal healing: „The Book of Stones“. Using very articulate allegories, St. Hildegard goes into detail on healing capacities of (precious) stones, their origin and how they are applied.

In interview, gemstones were god-given treasures of nature which had the power to be used as treatments for any kind of ailment, be it spiritual, mental or physical. To her, stones were carriers of „heavenly energies of creation“ and emitted healing vibrations. In her „Physica“ (around 1150 AD), she wrote about „rock crystal water“:

„One who suffers at the heart or in the stomach, should warm a rock crystal in the sun and pour water over the sun-warmed stone. Right afterwards place the same stone into the water for a little while (hour) and drink this water often (daily) as long as the sun shines and the heart, the stomach and the belly will become better.“

MODERN

CRYSTAL HEALING

„For me it's self-evident that every success in the strive for better health has one requirement: The sufficient supply with high-quality water. This is especially relevant for informational therapies like crystal healing.

With VitaJuwel, water itself is turned into the carrier of the gems' vibrations. Hippokrates already said „Your food shall be your remedy and your remedy shall be your food“

With VitaJuwel, you're relieved from the time-consuming task of cleaning rough stones that you would put directly in your drinking water. At the same time, the flavor develops faster, more balanced, more subtle and distinctly different with every gemstone blend.

Due to its esthetically pleasing design, the VitaJuwel Gemstone Vial raises crystal healing into the field of high culture. Every vial is a unique piece of art on the dinner table and a true source of inspiration.

Walter von Holst

Walter von Holst is Honorary Member of Steinheilkunde e.V. and initiator of the international research project for crystal healing. He is a leading expert in lithotherapy. His extraordinary competence shows in his works as author, e.g. the „Enzyklopädie der Steinheilkunde“.

Traditions



GO FOR GOLD

"As a former Olympic Athlete I know how fundamentally important the quality of fresh water is to support my body's functions. VitaJuwel helped me decisively to improve my daily drinking habits. My ViA bottle always motivates me to drink what I believe to be the World's Best Water."

Rebecca Soni
(Founder of RISE - ELITE)

3x Gold in Breaststroke,
Olympic Games 2008 / 2012

3x Silver in Breaststroke,
Olympic Games 2008 / 2012

8 World Records in Breaststroke

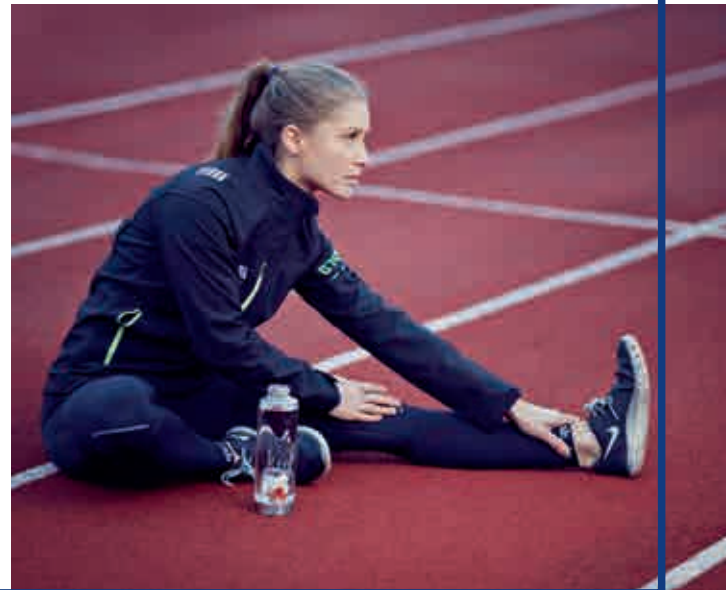




NOTHING RUNS WITHOUT GEMWATER

"As a personal trainer, the most important advice I give my clients is: Take enough water with you for your session and don't wait until you're thirsty to start drinking. During physical exercise, with our rising temperatures and perspiration, we're losing lots of fluid. A glass or bottle of 16.9 fl oz of water right before your exercise is the perfect way to get started. A loss of fluids can lead to fatigue and discomfort. Training should be fun, so I stay hydrated. My ViA is my constant companion at the gym and on the track!"

Roxana Strasser
Personal Trainer
www.rocksisecke.de





STAY FOCUSED

Drinking enough water during the day raises your performance by up to 10%. One third of all kids go to school every day without having drunk a sip (according to FORSA survey). Students also don't drink enough at school. That influences achievement potential and health development. Fluid deficits lead to a lack of concentration. As kids don't have a fully developed sensation of thirst yet, they have to be reminded to drink. What would you rather have your kid drink? A sugar-laden soda or "magic" gemwater?



TESTED BY MEDICAL DOCTORS AND NATUROPATHS

"As a practitioner, I daily encounter the fact that water is not only vital for almost all bodily functions, but can also speed-up healing processes. Oftentimes, the ailments of my patients and their laboratory results indicate that they are not drinking sufficient amounts of water. But: not every water is the same. Ever since I drink gemstone water with VitaJuwel myself and recommend it to my patients also, I realize in many examples how the vital energy of the water has a positive impact on the organism and over all healing. When considering the healing powers of particular gemstone mixtures I recommend for therapy support, I can oftentimes observe further treatment results."

Marion Gallin

alternative practitioner since 1983, with her own practice in Erlangen-Tennenlohe, Germany.

VITAJUWEL KUWAIT

Mishari Al Faraj is Distributor for VitaJuwel in Kuwait and also owns and operates a very exclusive flower boutique.

An experiment he conducted with bamboo plants, roses and VitaJuwel GemWater led to amazing results! After 4 days, when put in regular tap water, roses develop brown leaves. Roses in VitaJuwel GemWater stay fresh and vital for more than 7 days! Bamboo in tap water turned brown after a week, too, whereas the bamboo plant in VitaJuwel GemWater even grew new roots after a week!

Flower Power



Day	Tap water	VitaJuwel water
1	No change	No change
2	No change	No change
3	Dusty colored water	No change
4	Dusty colored water, brown edges on roses	Water color started to change, still fresh roses
5	Dusty colored water, brown edges on roses	Water color started to change, still strong petals
6	Dusty colored water, petals falling off	Water color started to change, still strong petals
7	Dusty colored water, roses no longer fresh and cannot be used	Roses still fresh and in good condition

Day	Tap water	VitaJuwel water
1	No change	no change
2	No change	no change
3	No change	no change
4	No change	Roots began to grow
5	No change	Roots continued to grow
6	No change	Leaves green & solid
7	Brown edges on leaves	Noticeable growth in roots and leaves

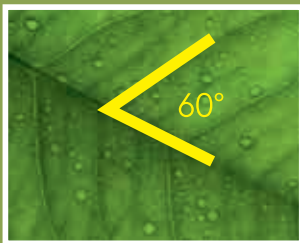
YES...IT WORKS. HERE IS THE PROOF!

Institute Hagalis, an international research laboratory for the quality analyses of water conducted a scientific survey which proves VitaJuwel's effect on water. Two samples were examined: A

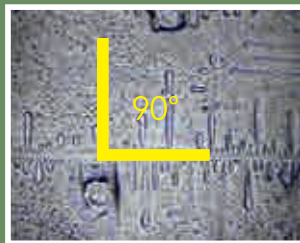
neutral sample with tap water from Ueberlingen at Lake Constance, Germany and a sample of the same water after being treated with VitaJuwel. These are the results:

Structural changes

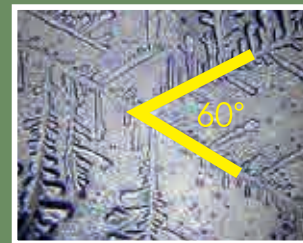
Experts agree that the assembly of its crystal structure is a strong indicator for the quality of water.



Everywhere in nature, angles of 60° are an expression of vitality and purity.



Regular tap water assembled at 90°-angles, indicating a high level pollution load.



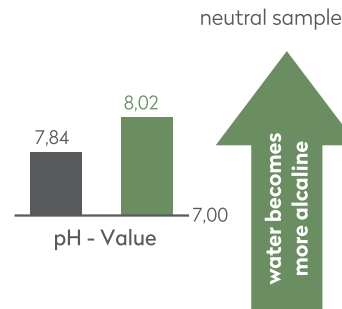
60°-angles after treatment with VitaJuwel indicate neutralization of hazardous information of pollutants. The water becomes natural and fresh again.



LAB RESULTS

- distinct improvement of tap water quality
- neutralization of harmful substances' information
- improvement of the pH-value and oxygen content
- increase in bioavailability of minerals
- raise of energy balance
- increase of vital powers
- quality level otherwise only known in natural spring water
- high biological valance

Chemical changes





**NOW, WHAT ARE
VIBRATIONS ANYWAY?**



There are several types of vibration. Commonly, all invisible waves of energy like radio waves, ultraviolet rays, waves of sound, electromagnetic waves and others are included. Here are some examples:



We can constantly and very impressively see the effect of invisible waves by sound on the radio and images on the TV screen. Invisible radio waves transport these kinds of information over thousands of kilometers.



Ultraviolet rays are invisible, too. You can painfully feel their effect, though, if you're in the sun for too long.

good vibes



How often do you use your cell phone? Modern communication is unthinkable without radio waves. Conversations and internet use wouldn't work without those invisible vibes.



The innovation of the quartz watch was a quantum leap in measuring time, as no other watch before could track time as precisely as a quartz watch. Core of that innovation was a clear quartz with a frequency of 2^{15} Hz, which was used as an exact clock generator.



Every gemstone has its own, unique and very subtle electromagnetic vibration. The abbess Hildegard of Bingen, one of the most important founders of modern naturopathic healing, found out about the special effects of gemstones almost a thousand years ago. For her, gems were "treasures of nature".

WATER AND INFORMATION

„Informatics is the science of processing information. Every piece of data, text, picture, video, etc. can be broken down in the end to a binary system of 0 and 1, power or no power. Therefore it's not necessary to have a complex base in order to illustrate complex information. The essential factor is the combination.

What does this have to do with water? Water is also made up of two basic components: Oxygen and Hydrogen in numerous combinations. Natural scientists doubt that water can store information. On the other hand, everyone knows that there is „good“ and „bad“ water in terms of its quality. Thinking of „bad“ water, most people think of pollution and not necessarily of the water's information content, which is influenced e.g. by pressure and long transportation by pipelines. There is lots of indications that lead in that direction, like the test result of the laboratory in Ueberlingen, Germany or the drop pictures by the Institute of Flow Science in Herrschried, Germany.

Categorizing and judging those results is individually very diverse. I take it as proven that water can incorporate information from its surrounding and that it can store it, leading to the assumption of „good“ and „bad“ information. This is why I use VitaJuwel vials for many years already to improve the quality of our drinking water.

Prof. Dr. Udo Bleimann

Professor of business informatics, in particular of information- and knowledge management for 29 years in Darmstadt (Germany), Plymouth (GB) and Cork (IRL).







GO GREEN WITH VIA

Every year, plastic bottles are filled with 23.5 billion gallons of water. In the United States, there are 1,500 plastic bottles used per second! 80% of them are not recycled. Besides taking up space in landfills, plastic bottles are detrimental to our environment in another way: They are made from petroleum. More and more of our world's beautiful natural landscapes are being destroyed and polluted by drilling and fracking. Transporting bottled water over oceans and continents by planes, ships, trains, and trucks consumes vast amounts of energy and burdens our environment. Start with a small contribution to save the environment by using refillable glass bottles like our ViA. Also keep in mind: When you drink VitaJuwel GemWater, you're saving money by not buying bottled water and doing your part to save our environment. We can all drink to that!





We support Fair Trade Minerals & Gems e.V.

We are a young business with high ideals and a challenging vision. We want to sensitize humans and stimulate them to use the resources of mother Earth.



The non-profit association "Fair Trade Minerals & Gems e.V." aims for high goals of fair trade and the advancement of social and ecological projects. This way they strive to redefine the coexistence of all humans that are working with the rocks and minerals.

Learn more at: www.fairtrademinerals.de

Gemmologically controlled crystal quality

All of our gemstones carry the GKS-Seal



The outstanding quality of our gemstones is constantly appraised by:
Epi Institut in Offenburg and Lapis Vitalis in Ludwigsburg

IT'S ALL ABOUT ENERGY

Most people rely on their 5 senses to tell them what their reality is, using their sensory level to establish their frame of knowledge based on the time in which we are living. But our frame of knowledge has always been changing.

A good example is how science has shown us that the world is round when before we believed it was flat. Although you can't see it, the universal law of nature states that everything has its own vibration.

Atoms are constantly in a state of motion; everything in the universe is constantly vibrating.

Every gem has its own distinct, very subtle vibration. Those vibrations have the power to restructure water molecules.

Putting them "behind glass" doesn't stop that process, as vibrations pass a natural barrier like glass without a problem (think about sun rays, radio waves or a glass of water in a microwave). That's why VitaJuwel works. You really don't want any kind of minerals from stones in your water. Drink it pure, natural and fresh - and energized!



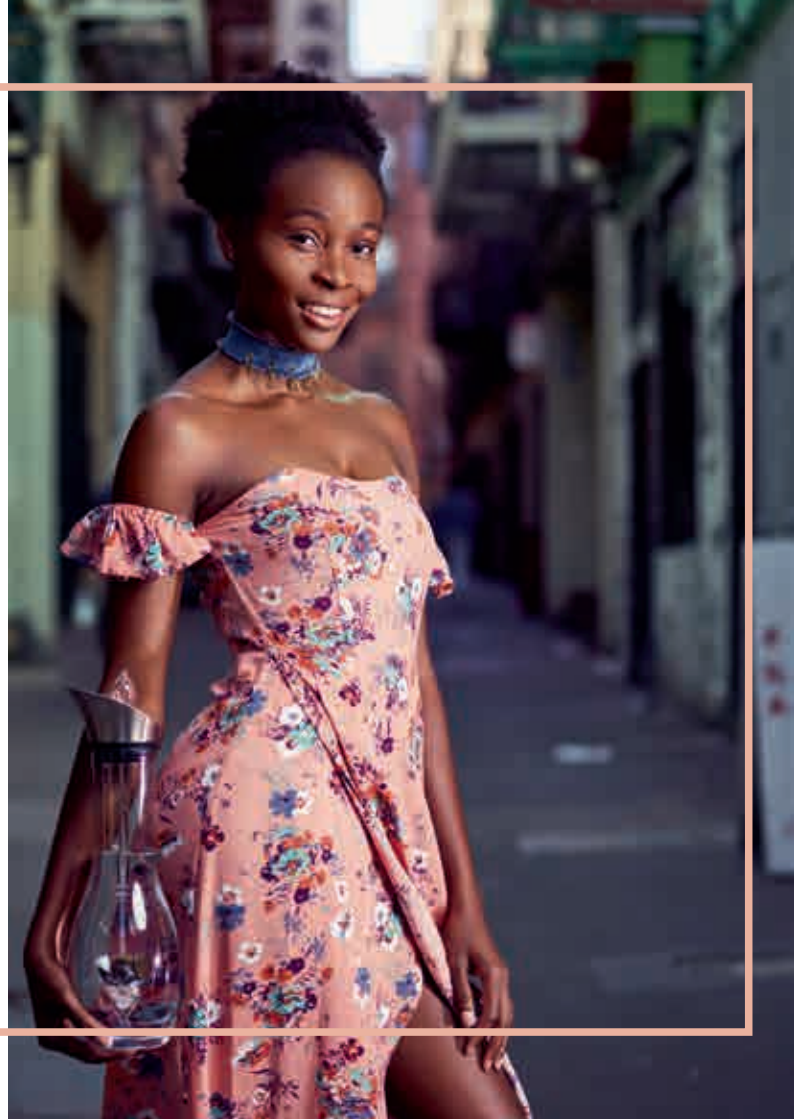
*If you want to understand the universe,
think of energy, frequency and vibration.*

Nikola Tesla

GEMWATER BEVERAGE OF TOMORROW

Water is the most fundamental element for every living thing on earth. Water is life - healthy water is healthy life. Nothing has more impact on our organism than the quality of the water we consume. More and more people become aware of their drinking water's quality, and are asking themselves what they can do to improve it. There are several -more or less effective and costly - approaches. We have made it our goal to provide a natural method that has been tested and tried by millions of people over hundreds of years, that is affordable to everyone. Filtering water is one first step you can (and should) take. What you get by filtering water, though, is physically clean, but lifeless water.

Our mission is to educate people of the importance to take another step towards healthier water. To enliven your water with VitaJuwell!







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Disclaimer

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It happens over and over again that successful ideas and products are imitated. VitaJuwel possesses a bundle of international intellectual property rights for its VitaJuwel products and brands. We will – just as in the past – continue to pursue all violators consequently.

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