

Team at ACTIPH Water expands

Founder of ACTIPH Water, Jamie Douglas-Hamilton, has teamed up with the UK's fittest man, Zack George and CrossFit's Jay Younger to ensure that more people in the UK hydrate properly.

The Guinness World Record holder says that the company has conducted research which finds that 90% of people in the UK do not drink the recommended daily allowance of water. The study discovered that one in 10 do not drink any.

Jamie said: "Not only are we chronically dehydrated as a nation, but we are drinking highly acidic, high sugar, artificial drinks and not drinking what we need most.

"Water is the forgotten nutrient that is more essential for health than any other. There is not a single cellular function in the body that does not requires water.

"The human body is 70% water, our blood is 92% water, our muscles and kidneys are 80% water and our brains and heart are 73% water. Even our skin is 64% water yet British consumers choose energy drinks and carbonated soft drinks over water and this is why Britain is one of the most dehydrated and obese countries in Europe."

ACTIPH is sourced from fresh Shropshire-spring water, the water is purified through reverse osmosis, ensuring the utmost clarity. An exclusive electrolytes blend is added, before supercharging the water through ionisation using platinum and titanium plates, ensuring a smooth, alkaline taste with a pH

of 9 or higher that helps consumers charge up and achieve more every day.

Zack said: "Statistics show that one in five children leaving primary schools in the UK is obese. Less than one-third of children take part in the recommended levels of activity for their age.

"I will be running workshops in schools across the country on health, hydration and mindset and how I overcame all odds through fitness to achieve the impossible and want this story to inspire kids to take charge of their own health and achieve great things.

"Hydration is at the centre of this and ACTIPH allows me to perform at my best like no other water and this is why I feel so passionate about this brand and our mission. Each child who takes part in the workshop will receive one as part of the emphasis on hydration."

Jay Younger is a former Scottish international 400 metre runner. He trains seven days a week while working in finance and finds that ACTIPH makes a "significant difference" to his focus in the gym and the office.

Jay said: "As someone who only drinks water and milk, I understand the importance of staying hydrated. ACTIPH's alkaline ionised water isn't just water – it's the ultimate fuel for crushing workouts. Coming on board the ACTIPH team means I can use my platform to inspire others to change their hydration habits."

ACTIPH Water was founded by 15x Guinness World Record Holder Jamie Douglas-Hamilton who discovered its benefits during a eureka moment after setting off on a 5,000 mile row from Australia to Africa.

Due to the high volume of desalinated water the crew were drinking, they would often hallucinate or even lose

consciousness as the purified water, lacking in minerals, flushed vital electrolytes out of their bodies.

This all changed when one crew member mixed sea water with fresh water. The replenishing effect was so profound that the crew mixed every second bottle of drinking water with one quarter salt water, increasing their power in the water. This discovery was instrumental to breaking two Guinness World Records for the longest and fastest row in the Indian Ocean.

www.actiphwater.com



Zack, Jamie and Jay



Jamie and crew finishing the row from Australia to Africa