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Letter of Purpose

The genesis of Fibrwater LLC took place on October 2nd, 2025. As a recent Public Health graduate of Texas State University, I spent the last 4 years of my life reading, writing, and researching our population's state of overall health. The number one leading cause of death in the United States is heart disease, otherwise known as Coronary Artery Disease (CAD). 1 out of every 5 deaths in America are caused by heart disease (CDC, 2024). Since 1950, heart disease has been the leading cause of death in the United States. ***Something needs to change.*** Luckily, heart disease isn't an illness you can just catch. It manifests over a long period of time through unhealthy lifestyle behaviors. Behaviors like inactivity, smoking, poor diet, and excessive alcohol consumption are all risk factors of heart disease. These behaviors are enabled on to us through a crowded consumer marketplace that offers products containing ingredients/chemicals that diminish our health. These unhealthy products disproportionality affect marginalized populations through their marketing and affordability. It's time that an equally affordable and satisfying product enters the marketplace to proactively disrupt the beverage space so that consumers have a better option to quench their thirst. **Enter Fibrwater.** *Fibrwater is a new and exciting fruit flavored water that will be infused with organic plant-based soluble fiber.* Fibrwater will promote consumer gut and heart health while also providing them with a great tasting experience. It has been proven that individuals consuming the recommended amount of dietary fiber can significantly reduce their incidence and mortality from cardiovascular disease (McCrae, 2017). Research has also shown us that adequate intake of dietary fiber is associated with better digestive health and a reduced risk of cancer (Quagliani & Felt-Gunderson, 2016). ***Fibrwater is an evidence-based product*** that not only has the potential to satisfy taste buds; it has the proven potential to save lives.

References

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