

## COMPETITION? WHAT COMPETITION?

After realizing the key to health and taste lies in “Preservation by Separation™”,  
I conducted a product search to see if anyone had found a solution.

What I found on the market was the following:

*Activate Water* – this brand is on shelves in some stores and preserves vitamins in a tiny, funny-looking cap that sits on top of the normal cap of a water bottle.

### Pros:

1. Preserves vitamins that degrade after being mixed – because vitamin degradation in mixtures is now common knowledge to manufacturers and health-conscious consumers.

### Cons:

1. Tiny capacity- can only store *half a teaspoon* in the cap.
2. Ugly design- aesthetically displeasing extra nob sticking off the top of the normal bottle, distorting the silhouette.
3. Expensive shipping- specialized packaging for shipping has to be made to compensate for this extra nob on the top, which is a huge cost.
4. Very hard to use- the seal is so hard to break, customer reviews have people complaining that they couldn't even get it to work at all.
5. Counter-intuitive design- if you don't read the directions (people like me) and you just twist the top how you think it would open, you'll actually open the wrong cap first and spill on yourself when you try to shake the mixture.

Table 1  
**Sensitivity of Vitamins**

	Light	Oxidizing agents	Reducing agents	Heat	Humidity	Acids	Alkalis
Vitamin A	+++	+++	+	++	+	++	+
Vitamin D	+++	+++	+	++	+	++	++
Vitamin E	++	++	+	++	+	+	++
Vitamin K	+++	++	+	+	+	+	+++
Vitamin C	+	+++	+	++	++	++	+++
Thiamin	++	+	+	+++	++	+	+++
Riboflavin	+++	+	++	+	+	+	+++
Niacin	+	+	++	+	+	+	+
Vitamin B6	++	+	+	+	+	++	++
Vitamin B12	++	+	+++	+	++	+++	+++
Pantothenic Acid	+	+	+	++	++	+++	+++
Folic Acid	++	+++	+++	+	+	++	++
Biotin	+	+	+	+	+	++	++

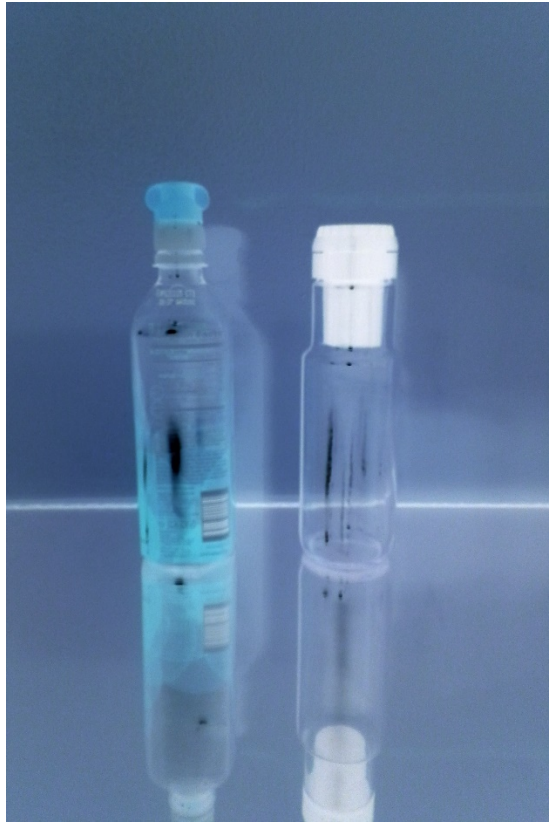
+ Hardly or not sensitive    ++ Sensitive    +++ Highly sensitive

Source: F. Hoffmann - La Roche. Basel.

*Nutrient Degradation*- the breakdown of vitamins, minerals, enzymes, and other nutrients that occurs from heat processing and/or mixing nutrients with water, milk, or other incompatible nutrients.

*(The Nutrition Handbook for Food Processors)*

\*This design did not provide a solution for the industries I researched AT ALL, so I invented my own.



Activate cap vs. Twist-and-Mix Plug Cap

### **WHY THE TWIST-AND-MIX PLUG CAP IS BETTER:**

1. Can be used for ANYTHING- because this is a *plug cap* and extends *down* into the container, it can hold as much product as desired! Scoops of baby formula powder, protein powder, a couple shots of liquor... ANYTHING! Its length and width can be easily adjusted to fit any container and any volume of contents.
2. Easy and intuitive use- simply twist off the cap like you would with *any* standard cap on *any* bottle and the seal easily peels off, allowing contents to drop into the container. No extra steps, no need for any directions.
3. Much more aesthetically appealing- keeps the same silhouette of any normal bottle by extending down into the bottle.
4. Save manufacturers millions on shipping- companies can continue to ship bottles in the shipment packaging they have already developed, because the silhouette remains the same, saving millions in potential expenses to readjust and remake shipping materials.