

allup[®]

PRESENTS:

THE pee PAPER



We all know that staying hydrated is super important, but how do you know if you're drinking enough water?

**WE CAN THINK
OF ONE CLEVER WAY
TO TELL – JUST LOOK
AT YOUR PEE.**

**YES, YOU HEARD
CORRECTLY.**

To help you navigate your hydration status throughout the day, we created this little guide, so you know when to reach for your air up[®] and leverage Scentaste[™].



As strange as it sounds, eyeballing the toilet bowl is a good way to get an indication of your hydration status.

The color of your pee will help navigate when to reach for your next sip.

HERE'S WHAT YOUR PEE IS TRYING TO TELL YOU.



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clear



You're drinking a little too much water,
you can take a break from sipping.



LiGHT YELLOW

This is ideal, keep it up!

apple Juice

Still hydrated, could reach
for your air up[®] in a bit.



pale ale

You're likely mildly dehydrated or close to it.
Go grab your air up[®].

MANUKA HONEY

You're dehydrated, drink up!





FUN FACTS

The bladder can hold about 400 – 500ml of pee at a time, for up to 2-5 hours.

That's basically a pint of beer!
The urge to pee hits when you're holding between 200 – 350ml.

For most adults, between 4 – 10 daily trips to the bathroom are considered normal.

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HYDRATION

Sure, we all aim to drink enough water,
but what does adequate hydration mean for us?

The simple answer is that a plethora of positive
things occur when we get it right.



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PROPER HYDRATION

Brain function
it plays an integral part in focus and cognition.

Physical performance helps us
reach our best in the gym (and in bed 😊).

Facilitates nutrient absorption
and plays a vital part in healthy digestion.

Lubricates and cushions our joints,
spinal cords, and body tissue.

Helps excrete body waste
through sweating, peeing, and pooping.

Helps regulate our core body temperature.

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**Believe it
OR NOT,
TOO MUCH
WATER ISN'T
GREAT EITHER.**

If your pee is consistently clear and has
no yellow hue, you're likely consuming
more than is necessary.

THE iMPORTANCE OF PROPER HYDRATION IS GREATER THAN ONE MiGHT THiNK.



That's why your air up bottle® is the perfect companion to reach your daily intake goals.

Through our fun innovation we call Scentaste™, drinking water – and drinking enough water – becomes sooo much more exciting and easier.

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**SO, WHAT
IS aiR UP®?**

**IS IT JUST
A WATER
BOTTLE?**

NO, IT ISN'T.

**IT'S
SCENTASTE™.**

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HOW DOES IT WORK?

Scentaste™ technology unlocks the sixth sense between taste and smell.

It provides a unique flavour experience without adding anything directly to your water.

Using air up®, you'll excite the ordinary with every sip.

DO I HAVE TO DO SOMETHING DIFFERENT?

Nope! You don't need to sniff the flavour pod, tilt the bottle, or anything weird like that. We've done the hard work designing a drinking system that brings flavours to water, all you've got to do is siip away!

AM I DRINKING SMELLY WATER?

No! It's regular (or sparkling) water. The flavour pod on top of your bottle is where the scent flavours are contained. Every sip you take sends bubbles up through the straw, and when they hit the flavour pod, the perception of flavour directly in your mouth is created through scent.



SO, IS IT MAGIC?

It's pure science, no magic involved.

AND IS IT NATURAL?

**Both the science behind the process and
the scent in our flavour pods are all-natural.**

HOW DO I GET STARTED?

**Presuming you've got your air up® bottle
and flavour pods ready, simply fill your bottle,
seal the adapter to the bottle body,
put your pod on the mouthpiece,
and experience Scentaste™.**