



# BOOND

## THE POWER OF PAANI



A RCC PLATINUM EDITORIAL AND TEAM PROJECTS PRESENTATION



ELIXIR OF LIFE



MAGIC OF RO



HOCUS POCUS



DROPS OF BLESSINGS

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Water makes up more than 70% of the planet earth and human body. No matter what diet a living being follows, it needs water. Hydration is important for our body to maintain a proper balance between water and electrolytes in our body. So we must know how much water our body needs to keep itself hydrated.

### THE PRIMARY BENEFITS

The primary benefits of drinking clean water are, it carries nutrients to our cells, aids digestion along with the stomach fluids, flushes out toxins and wastes and keeps our kidneys healthy. It also helps our heart pump blood through the blood vessels to the muscles easily

You need to drink water to survive. but if water is not treated or purified properly it can be very harmful. The Environmental Protection Agency reports that **90% of the world's water supply** is unfit for drinking without some sort of treatment.

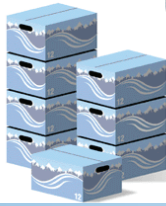
Water may contain micro organism that can cause diarrhea, vomiting and even death. In addition to micro organisms untreated water is also a source of minerals including copper and magnesium.

#### Your very own body of water

The average human body is composed of about 55% water. The average adult male is about 60% water, the average adult female about 50% water.\*

##### How much water is that?

An average adult male with a weight of 80 kg (about 176 lbs) and a water content of 60%, would contain 48 kg or 48 L of water, equal to eight cases of standard-size bottled water.\*\*



##### Where is all of that water?

All parts of the body contain some water. Here are some of the more "watery" parts.

- Lungs: **90%** water
- Blood: **82%**
- Skin: **80%**
- Muscle: **75%**
- Brain: **70%**
- Bones: **22%**

### WATERY EFFECTS

Water has different effects on body depending on how and when it is consumed. Whether you are engaged in physical activities or regular routine jobs, ensure that your body gets required fluids. Clean and purified water is best drink to stay hydrated.

## 5 BENEFITS OF DRINKING WATER.

### 1 HEALTHY SKIN

Water makes your skin look better and healthier.

### 2 STRONG BRAIN

Water makes your brain work better. Studies show that a loss of about 2 percent of your body fluid can cause a decline in mental function. If you're having trouble concentrating, maybe it's time for a water break!

### 3 LOSE WEIGHT

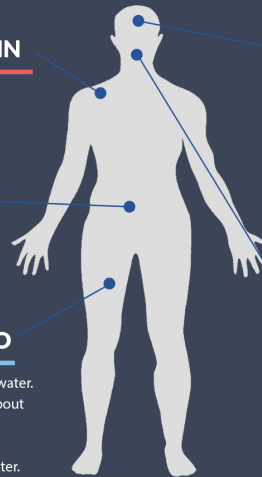
Water helps you lose weight.

### 5 DAILY NEED

Drink eight cups of water minimum. The recommended minimum is eight cups of water a day for an adult. That is about 1.5 to 1.75 liters a day.

### 4 WATER RATIO

Your body is about 70 percent water.  
Your muscles – well, they are about 75 percent water.  
Your brain – 90 percent water.  
Your blood – it is 83 percent water.



WATERMINDERAPP.COM

While some minerals dont necessarily pose a health threat, they react with other minerals in the water and cause deposits which may make the water unsuitable for drinking. Other minerals found in water such as lead and copper are dangerous to your health.

Water is the best energizer compared to other drinks containing added sugar and flavours which when consumed in large quantities can be harmful for your body.



## TIP OF THE MONTH

अजीर्णे भेषजं वारि, जीर्णे वारि बलप्रदम् ।  
भोजने चामृतं वारि, भोजनान्ते विषप्रदम् ॥

Water is curative in indigestion water is nourishing after digestion water is appetizing during food, and has ill effects immediately after food So when should we drink water?

If we drink a lot of water during the meal or immediately after the meal then we are inviting stomach upset indigestion and subsequent gastro problems

So next time you see water greet it with glee, and know when to drink and when not to, as it aids the body naturally

## REVERSE OSMOSIS

Osmosis is one of the most commonly occurring processes we find in nature. A weak concentrated solution will naturally tend to migrate to a stronger concentrated solution such as in the water absorption by the roots of the plants.

Reverse osmosis results in the removal of 90-99% of contaminants. It is simple and cost effective technology to use.

## THE MAGIC OF RO

Water water everywhere not a drop to to drink !

We've heard this always ins't it?

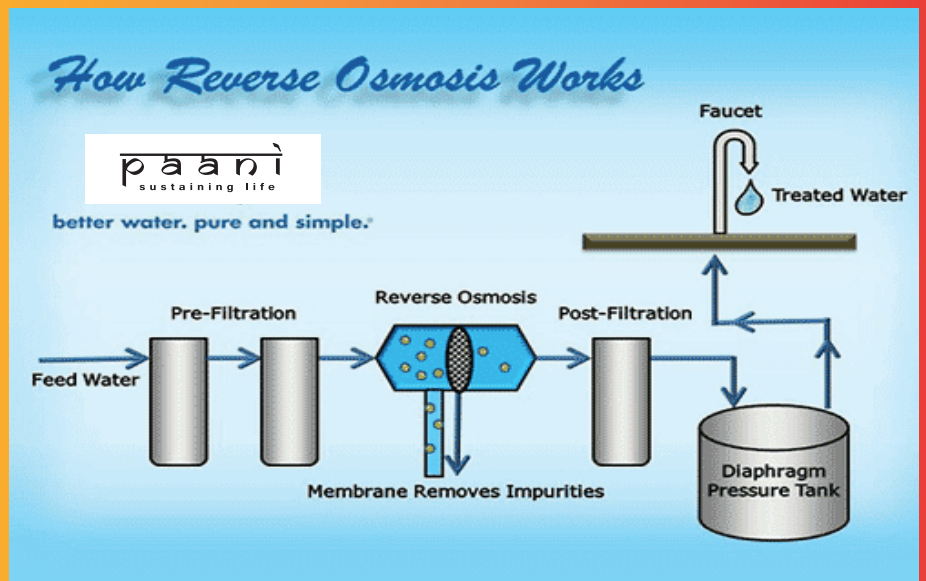
Have you ever realised that we spend a major chunk of our money for one of the basic requirements of survival.

Clean and pure drinking water is as indispensable as clean and pure oxygen for any living form on this planet. No wonder water filtering is a prime necessity and a lucrative business too!

**WHAT YOU WANT TO KEEP OUT**

- VIRUS:** 200-4000x too big to get through
- BACTERIA:** 2000-10000x too big to get through
- PLUS removal of:** chlorine, lead, fluoride, arsenic, asbestos, pharmaceuticals, PCBs, pesticides, herbicides

**WHY THEY CAN'T GET IN**  
a reverse osmosis membrane



It is interesting to know that RO was first developed by the NAVY people to remove salt from sea water. After 40 years of research filtering capabilities have increased to give us clean drinking water.

Studies show that NASA uses Ro water filtering as an important part of their space travel for treating waste water to reduce their water needs

The Reverse Osmosis membrane is a semi permeable membrane that lets the water molecules to pass through but not most of the salts, organics, bacteria and pyrogens.

The pores are big enough to let water vapor through but prevents liquid water from passing

Water purification involves several extensive process and methods. Basic carbon filtering, ultraviolet radiation purification, reverse osmosis (Ro), deionization etc are some of the popular ones.

Among them the most well researched and safest and simplest is the RO process.



# HOW DO WE MAKE EVERY DROP COUNT?

## HOCUS-POCUS



RCC Platinums 1st Fund Raising Event for the year Hocus-Pocus presented by Lifecell conducted on July 23rd 2017 at the Museum Theatre, Egmore had raised 9.5 lakhs for our Flagship Paani Project.

The event had witnessed the who & who's of Chennai for a mind boggling day long act conducted by Tarun Khemnani a well reowned Magician and Mentalist of India's Got Talent fame. He had performed a special show for the Under Privileged children as a part of our Charitable work.

### Donors at our Hocus-Pocus Event

Shri Rajesh Kumar Kataria  
RCC Platinum member



To donate an RO plant pls contact Mr Sushil Lalwani @9841344444

## DROPS OF BLESSING

### What is Drops of blessing initiative?

Drops of Blessings.....

Every drop counts.....

Be it water or blessings.....

In this unique program the Rcc Platinum Trust will meet eminent personalities/ celebrities from



from various walks of life - Business, bollywood, tollywood, hospitality etc and take wishes from them.

The activities of the Trust would be briefed along with the Mission and Vision followed by an Interactive session. After the interaction, blessings/wishes would be taken by way of an Autograph on water drop shaped Memento specially designed for this.

The purpose of this program is to create awareness amongst public in large and only when eminent people support the cause would there be more acceptability.

RCC Platinum members are getting an autograph on the memento in the above picture by **Shri Manohar Rajsa Kankaria**

Pls follow us on facebook for updates and like the page Boond

## BRANDING PARTNER



Brown Tree the Health food store established in the year 2009, has become our branding partner. They show case the finest quality in dry fruits, spices, organic food, sugar free, roasted snacks and bakery products.

As a part of their corporate social responsibility Brown tree has joined hands with us.

They are a part of our paani project and have agreed to put our paani logo and donation details on their water bottles to promote our good cause.

### YOU CAN PARTNER WITH US

> Selling our product merchandise at your store

> Get our standees at your store/restaurants and promote awareness

> Tie-up for co branding your product with our 'save water' campaign

> Other ideas, are most welcome

Pls contact Mr Sushil Lalwani to become a brand partner @9841344444

**COME AND JOIN WITH US FOR A GOOD CAUSE ADVERTISE**

Pls contact Mr Vikas Solanki @9840122666