



Water Concerns Growing

- Australia's waterways are polluted and under increasing threat.
- Threats come from; population growth, increased agricultural and industrial use, drought, climate change, pollution of the environment, and proliferation of algae contamination in waterways.
- Even the quality of our drinking water can no longer be taken for granted. Aging municipal water plants and heavy chlorination expose us to increased risks.
- Chlorine and Fluoride are POISONS!

Seychelle Reliability



- Seychelle is the most tested filter system in the world.
- **All international tests are available online.**
- Seychelle is used by military organisations throughout the world.
- Seychelle supports numerous humanitarian organisations worldwide.

Seychelle Technology

- 99.99% reduction in ALL areas of contamination.
- Aesthetic
- Microbiological
- Chemical
- Dissolved Solids
- Viruses and Diseases



Competitor Analysis

- Seychelle is the choice of military forces the world over including; British SAS, US Delta Force, Navy Seals and Marines, China, and Singapore.
- Filtration and purification are 2 separate functions. Seychelle technology does both INSTANTLY. There is no waiting time required. **Just fill and drink!**
- Purification (eg. UV light or sterilization drops) is time consuming and, while it will kill bacteria, it leaves unwanted particles in the water; and filtration (carbon or ceramic filters) will remove most contaminants but not virus' or diseases that are too small to be filtered. Seychelle technology performs both these functions INSTANTLY.
- Seychelle is the most cost effective filtration or purification technology available. It is patented and cannot be duplicated.

Who Uses Seychelle?



1. People who pursue an active outdoor lifestyle.
2. People who want quality water on the go –i.e, take out chlorine and fluoride from tap water.
3. People who travel.
4. People preparing for a disaster.
5. People who buy expensive bottled water.
6. Military and humanitarian organisations worldwide.

* **75%** of the water we drink is away from home.

Seychelle Technology Saving the Environment

1. Bottled water is expensive, usually costing more than \$4.50 per litre, whereas Seychelle products produce pure water for approximately 0.10c per litre!
2. Bottled water is environmentally destructive. E.g one Seychelle filter produces the same amount of water as buying 757 bottles of 500ml bottled water!
3. Seychelle bottles are leach proof and BPA free.
4. Plastic bottles in landfills can last for more than 1000 years.



The Outdoor Market

- Purification drops leave a horrible taste, and filtration alone can't stop all contaminants. Seychelle technology purifies AND filters instantly.
- Weight management. No more carrying water to your camp or fishing spot.
- Space management.
- Quality of water. Takes out all contaminants, but leaves in beneficial minerals; calcium, magnesium, and potassium.
- There is no shelf life on the filter. Simply rinse and dry for later use. Change the filter only when it is too clogged to continue to use.



The Health Market

- For daily use Seychelle filters can be used to remove chlorine and fluoride from your tap water.
- Seychelle filters remove all harmful contaminants but allow through beneficial minerals such as magnesium, calcium, and potassium.
- Have access to pure healthy water anytime and anywhere!
- Seychelle filters are environmentally friendly and all plastic used in our products are food grade, BPA free, non-leaching, and recyclable.
- The Seychelle range includes the World's first stainless steel filter bottle.



The Travel Market

- Use Seychelle bottles to ensure you have safe water wherever you travel.
- Tests have shown that as many as 10% of commercial airline water tanks test positive for e-coli, and municipal water supplies are often contaminated or heavily treated with chemicals.
- Bottled water throughout the world is not regulated and is environmentally destructive, so it is not a safe choice.
- Reduce your impact on the environment wherever you go by using Seychelle.

Stainless Steel Bottle Range



BPA-Free Sports Bottle and Straw



Retail Range Pricing

Product	RRP Est	Filter Type
700ml Sports Bottle (Pull-Top)	\$39.95	Standard or Advanced
700ml Replacement Filter	\$31.95	Standard or Advanced
800ml Stainless Steel Bottle	\$59.95	Standard or Advanced
800ml Replacement Filter	\$31.95	Standard or Advanced
Survival Straw	\$31.95	Standard or Advanced