







ALKAVIVA Drinking Water Cost Analysis

Water Type	Product	Average Size/ Retail Price	Water Price per Gallon	Annual Water Cost	15 Year Total Cost
Fiji		6 x 16.9 fl oz \$6.99	\$8.82	\$9,657.90	\$144,868.50
Evian		6 x 16.9 fl oz \$5.99	\$7.49	\$8,201.55	\$123,023.25
Dasani		24 x 16.9 fl oz \$5.99	\$1.89	\$2,069.55	\$31,043.25
Aquafina		24 x 16.9 fl oz \$4.99	\$1.59	\$1,741.05	\$26,115.75
Arrowhead Home Delivery		20 Gallons \$29.96	\$1.49	\$1,631.55	\$24,473.60
Athena		\$2,395.00	\$.32	\$351.66	\$5,274.87

The 15-year AlkaViva water information is based on the Athena model, with a retail price of \$2,395.00. It also includes the cost of a Sediment Filter replaced twice annually (\$44.95), and BioStone Plus filter (\$89.95), replaced once annually, \$20 annually shipping and the average cost of tap water at the rate of \$.005 per/gallon in California. (California's water costs are more than twice that of the mid-west and eastern U.S.) Other real financial savings can be realized AND you can make an environmental contribution! For example, you can reduce or eliminate your expenditures on many chemical-based household cleaners and disinfectants, skin toner, after-shave, hair rinse, mouth wash, etc. Conservatively, this could save \$15/\$30 per month or \$180/\$360 per year or better yet \$2,700/\$5,400 over 15 years! This alone would more than pay for the Athena!

NOTE: Figures were calculated based on a family of four, using a recommended daily water consumption formula of 3/4 the body weight of each individual in ounces of water. Father – 190 lbs, Mother – 160 lbs, 13 year old son – 100 lbs, 10 year old daughter – 75 lbs. Weights based on National Center for Health Statistics for average weights of individuals living in the United States. This family should consume 384 oz, 3 gallons of water each day. The calculations above have been figured using 3 gallons of daily consumption.