

It's funny to watch how impatient you have become.

Everything you need is one button away.

You google your way into instant knowledge. And yahoo your way into instant friendship.

Noodles, coffee, love, friendship, success, intimacy, nirvana are all available on tap.

An eternity is having to wait seconds to speak to someone.

7000 feet above sea level, up in the Himalayas, a long time is a long time.

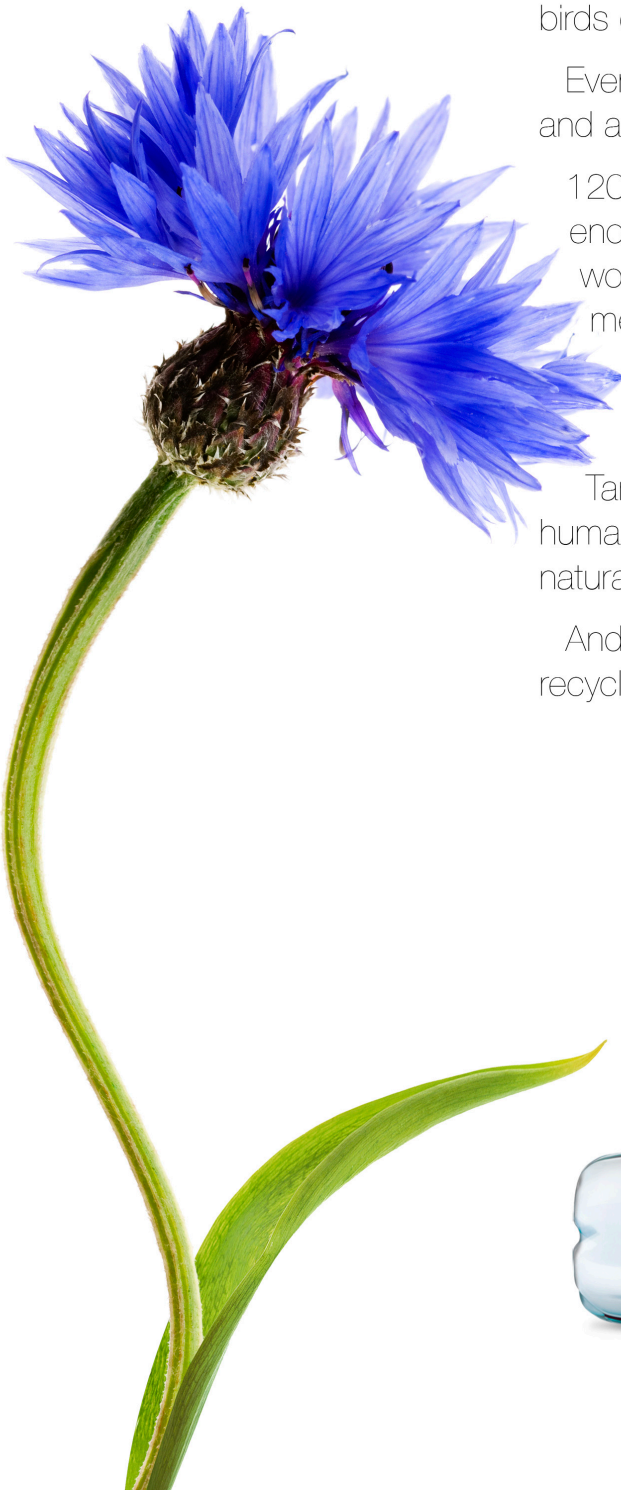
Sometimes it's a 100 years and sometimes it's a 1000 and no one's counting.

It is here that I was born: a slow gradual process of rain forging a path downward as it rested amongst rocks, trees and earth, gathering precious minerals.

It is this labour of time that has produced something that can nourish your insides as it does your outsides, ridding your body of earthly toxins.

Spare a moment to drink it.





It never ceases to amaze me how much of you is littered around the planet.

Your talk has wired skies. Your entertainment has invaded space.

Your music drowns out the sound of birds chirping.

Everywhere you go, bills and mail surround and as you move on, wrappers remain.

12000 feet above sea level is sometimes enough distance between the world and a world where things are the way they are meant to be.

Glad to be able to bring you a small part of it.

Tampered with by nature, untouched by human hand, this elixir of youth contains only natural minerals.

And in case you're wondering, there's a recycle policy on every one of us.



Seems to me you can't do anything naturally anymore.

You nip, tuck, dye, lift, pull, push and massage your way out of ageing.

You make apples redder, spinach greener and stunt trees so they fit into your living room.

You'd rather have conversations on email instead of across a table.

From where I come from, 12000 feet above sea level, in the Shivalik ranges of the Himalayas, doing things naturally is the only way things are done.

Rain gave birth to me. Ice-filled glaciers were my home. And depending on the whims of the sun, I flowed swiftly or sinuously down to the foothills where I lay.

As years passed, I gathered natural minerals in their pristine form.

Minerals that will rejuvenate and refresh your tired body and, dare I say, jaded soul.

If I were you, I'd take a long sip.





One product. One bottle. Five labels.

We made a long product story longer by building romance in our imagery and words. The autobiography of a drop of Himalayan spoke in five stages of its life cycle. From "I was born" to "I grew up" to "I spent my youth" to "I look back on my life" to the ultimate "I am". The exercise was so successful that the brand will speak through its labels from now on. Our next edition is coming up shortly.