



## **BOTTLED WATER QUALITY REPORT**

**Prepared for**

**SEDONA BOTTLING COMPANY  
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PHOENIX, ARIZONA 85042  
(602) 272-2444**

### **Our Heritage**

For generations, the artesian spring water flowing from the Oak Creek Canyon of Sedona has been prized not only for its purity, but also for its mystical healing properties. Formed by rain and snowfall over hundreds of years, and naturally filtered through the rocks of the canyon, the spring water is thought to be truly sacred. Untouched by man and unquestionably superior, its purity can restore and sustain you.

Used for generations for irrigation by Native Americans and cultivated by settlers in 1875, Purely Sedona Artesian Spring Water originates from a registered and protected artesian spring in Oak Creek Canyon in Sedona. Oak Creek Canyon is a sacred river gorge that runs along the Mogollon Rim in Northern Arizona. From the spectacular rain storms that bring life to the region, to the million delicate waterfalls that ultimately wind their way down to the canyon, the water that emerges is naturally purified, yet retains the trace minerals and electrolytes unique to this water that set it apart from all others.

Oak Creek Canyon is thought to be at the heart of a highly-active region of energy vortexes – mysterious, funnel-shaped energy anomalies that have been said to possess healing and energizing attributes. Together with the breathtaking scenery and well-preserved nature, these vortexes have helped turn Sedona into one of the premier destinations for healing, spirituality and meditation. The energy emerging from the four main vortexes in Sedona has been said to resonate and strengthen the inner being.

### **Water Analysis Report**

A distinctive blend of minerals contribute to the legendary taste of Purely Sedona Artesian Spring Water. The mineral content of water, as measured in a laboratory, forms a fingerprint or profile from the minerals present. Each constituent mineral contributes to the taste and character of the water, making it unique from any other waters. The basic composition of our

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water is unchanged during the bottling process, so you can enjoy its clean, crisp taste and natural goodness.

Below is a simple breakdown of the minerals in Purely Sedona Artesian Spring Water, for you to see why you can taste the energy and restorative sustenance of this water in every bottle. All values are provided in milligrams per liter (mg/l) unless otherwise indicated.

Constituent	Purely Sedona Artesian Spring Water	FDA Standard of Quality (SOQ)
<b>Inorganic Minerals and Metals</b>		
Calcium	27	NR
Magnesium	13.00	NR
Sodium	5	NR
Potassium	ND	NR
Bicarbonate Alkalinity	130	NR
Chlorides	2.4	250
Sulfate	5	250.0
Fluoride	ND	2.0
Silica	16	NR
pH	7.7	6.5 - 8.5
Total Dissolved Solids	160	500
Copper	ND	4.0
Lead	ND	0.1
<b>ND = Not Detected, absent or present at less than testing method detection level</b>		
<b>NR = Not Regulated by State or Federal Authorities</b>		
<b>mg/L = milligram (1/1,000 of a gram) per liter = ppm = parts per million</b>		

### Quality Through-out the Process

Each load of Purely Sedona Artesian Spring Water is tested as it enters our plant to ensure the quality from source to bottle. We further employ a multi-barrier treatment system that complies with all state and federal regulations.

This approach involves a carefully controlled disinfection and filtration process. The water is piped into an environmentally controlled cleanroom where bottle filling and capping take place; and is supported by continuous monitoring and testing. We screen annually for more than 170 possible contaminants, beyond what is required by the FDA. And since seeing is believing, our finished products are subjected to continuous spot checks. Each bottle is production coded so you can be assured you're buying the freshest product possible.

Our continued success is also due to the knowledge and strength of the people producing your water. Our staff has over 90 years of pride and experience in food industry, and their single-minded drive for excellence and quality shines through every bottle.

[This information below would be presented in the link to more water quality information:](#)

## **Our Water**

At Sedona Bottling Company, we are proud of the quality of our bottled drinking water products. Our Purely Sedona Artesian Spring Water and Purely Sedona Sparkling Artesian Spring Water meet or exceed all applicable bottled water standards for quality and safety at the federal and state level. The US Food and Drug Administration (FDA) regulates bottled water as a food. Sedona Bottled Water Company uses certified laboratories to perform extensive tests on its water sources and bottled water products to routinely monitor compliance with all applicable federal and state bottled water regulations. For more information about the Sedona Bottled Water Company brands, please visit [www.purelysedona.com](http://www.purelysedona.com) or [www.sedonabottling.com](http://www.sedonabottling.com) or call 1-800-341-33796. You may also send inquiries to:

Sedona Bottling Company, 120 N. 57th Drive, Ste 1, Phoenix, AZ 85043

In addition to existing stringent regulatory standards, Sedona Bottled Water meets or exceeds all quality requirements for all of the industries associations. Additionally, we take pride in the fact that our bottled water production plants are routinely inspected by independent third-party organizations. These plant inspections, coupled with annual source testing, product testing, ensure that Purely Sedona Artesian Spring Water complies with federal and state bottled water regulations.

### **Types of Drinking Water Offered by Sedona Bottled Water Company**

Sedona Bottled Water Company offers the following types of drinking water products: Artesian Spring Water and Sparkling Artesian Spring Water.

### **Types of Water Sources Used by Sedona Bottled Water Company**

Sedona Bottled Water Company uses a protected and registered Artesian Spring in Oak Creek Canyon in Sedona, Arizona.

### **Processing (Treatment) Steps for Artesian Spring Water Products**

Water from a protected and registered Artesian Spring is filtered and polished with Granular Activated Carbon to remove impurities and particulate material. Absolute micron filtration, ozone and sub-micron filtration are used as disinfection steps for additional safety before bottling. The naturally occurring minerals are not removed from our Artesian Spring Water during processing.

### **Processing (Treatment) Steps for Sparkling Artesian Spring Water Products**

Water from a protected and registered Artesian Spring is filtered and polished with Granular Activated Carbon to remove impurities and particulate material. Absolute micron and sub-micron filtration are used as disinfection steps for additional safety before bottling. Our water is then carbonated and bottled. The naturally occurring minerals are not removed from our Artesian Spring Water during processing.

## Statements Required Under California Law

The following terms and statements, in most instances, are not applicable to bottled water and may be in conflict with federal bottled water regulations, but are required by California law (SB 220): **Statement of quality** – The standard of quality for bottled water is the highest level of a contaminant that is allowed in a container of bottled water, as established by the Food and Drug Administration and the California Department of Public Health. The standards can be no less protective of public health or less stringent than the standards for public drinking water.

**Maximum contaminant level (MCL)** - The highest level of a contaminant that is allowed in drinking water. Primary MCLs are set as close to the Public health goal as is economically and technologically feasible. **Public health goals (PHGs)** are the level of a contaminant in drinking water below which there is no known or expected risk to health. PHGs are set by the California Environmental Protection Agency. **Primary drinking water standards** are the MCLs for contaminants that affect health along with their monitoring and reporting requirements, and water treatment requirements. **For information on FDA recalls** contact: <http://www.fda.gov/opacom/7alerts.html>.

“Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that water poses a health risk. More information about contaminants and potential health effects can be obtained by calling the United States Food and Drug Administration, Food and Cosmetic Hotline (1-888-723-3363). Some persons may be more vulnerable to contaminants in drinking water than the general population. Immuno-compromised persons, including, but not limited to, persons with cancer who are undergoing chemotherapy, persons who have undergone organ transplants, persons with HIV/AIDS or other immune system disorders, some elderly persons, and infants can be particularly at risk from infections. These persons should seek advice about drinking water from their health care providers. The United States Environmental Protection Agency and the Centers for Disease Control and Prevention guidelines on appropriate means to lessen the risk of infection by cryptosporidium and other microbial contaminants are available from the Safe Drinking Water Hotline (1-800-426-4791).”

“Some sources of bottled water include rivers, lakes, streams, ponds, reservoirs, springs, and wells. As water naturally travels over the surface of the land or through the ground, it can pick up naturally occurring substances as well as substances that are present due to animal and human activity. Substances that may be present in the source water can include any of the following: (1) Inorganic substances, including, but not limited to, salts and metals, that can be naturally occurring or result from farming, urban storm water runoff, industrial or domestic wastewater discharges, or oil and gas production. (2) Pesticides and herbicides that may come from a variety of sources, including, but not limited to, agriculture, urban storm water runoff, and residential uses. (3) Organic substances that are byproducts of industrial processes and petroleum production and can also come from gas stations, urban storm water runoff, agricultural application, and septic systems. (4) Microbial organisms that may come from wildlife, agricultural livestock operations, sewage treatment plants, and septic systems. (5) Substances with radioactive properties that can be naturally occurring or be the result of oil and gas production and mining activities.”

In order to ensure that bottled water is safe to drink, the United States Food and Drug Administration and the [California] State Department of Public Health prescribe regulations that limit the amount of certain contaminants in water provided by bottled water companies.

### Water Quality Data

Attached is a copy of our water quality analysis as conducted by certified labs. The analysis includes bottled drinking water quality test results for substances including inorganics, organics, and radiological as well as physical parameters.

### Sedona Bottled Water Company - Typical Analysis

Constituent	Purely Sedona Artesian Spring Water	FDA Standard of Quality (SOQ)
<b>Inorganic Chemicals</b>		
Antimony	ND	0.006
Arsenic	ND	0.005
Barium	ND	2
Beryllium	ND	0.004
Bromate	ND	0.010
Cadmium	ND	0.005
Chlorine, Free	ND	4.0
Chloramine	ND	4.0
Chlorine dioxide	ND	0.8
Chlorite	ND	1.0
Chromium	ND	0.1
Cyanide	ND	0.1
Fluoride	ND	1.3
Lead	ND	0.005
Mercury	ND	0.002
Nickel	ND	0.1
Nitrate-N	ND-0.11	10
Nitrite-N	ND	1
Total Nitrate +Nitrite	ND-0.11	10
Selenium	ND	0.05
Thallium	ND	0.002
<b>Secondary Inorganic</b>		
Aluminum	ND	0.2
Chloride	2.4	250
Copper	ND	1

Iron	ND	0.3
Manganese	ND	0.05
Silver	ND	0.1
Sulfate	ND	250
Total Dissolved Solids (TDS)	160	500
Zinc	ND	5

Constituent	Purely Sedona Artesian Spring Water	FDA Standard of Quality (SOQ)
<b>Volatile Organic Chemicals (VOCs)</b>		
1,1,1-Trichloroethane	ND	0.2
1,1,2- Trichloroethane	ND	0.005
1,1-Dichloroethylene	ND	0.007
1,2,4-Trichlorobenzene	ND	0.07
1,2-Dichloroethane	ND	0.005
1,2-Dichloropropane	ND	0.005
Benzene	ND	0.005
Carbon tetrachloride	ND	0.005
cis-1,2-Dichloroethylene	ND	0.07
Trans-1,2-Dichloroethylene	ND	0.1
Ethylbenzene	ND	0.7
Methylene chloride (Dichloromethane)	ND	0.005
Monochlorobenzene	ND	0.1
o-Dichlorobenzene	ND	0.6
p- Dichlorobenzene	ND	0.075
Haloacetic Acids (HAA5)	ND	0.06
Styrene	ND	0.1
Tetrachloroethylene	ND	0.005
Toluene	ND	1
Trichloroethylene	ND	0.005
Vinyl chloride	ND	0.002
Xylenes (total)	ND	10
Bromodichloromethane	0.0036	No SOQ for individual trihalomethane contaminants. The sum of the 4 THMs is regulated as total trihalomethanes (TTHMs)
Chlorodibromomethane	0.002	No SOQ for individual trihalomethane contaminants. The sum of the 4 THMs is regulated as total trihalomethanes (TTHMs)

Chloroform	0.0024	No SOQ for individual trihalomethane contaminants. The sum of the 4 THMs is regulated as total trihalomethanes (TTHMs)
Bromoform	ND	No SOQ for individual trihalomethane contaminants. The sum of the 4 THMs is regulated as total trihalomethanes (TTHMs)
Total Trihalomethanes (TTHMs)	0.008	0.08
<b>Semivolatile Organic Chemicals (SOCs)</b>		
Benzo(a)pyrene	ND	0.0002
Di(2-ethylhexyl)adipate	ND	4
Di(2-ethylhexyl)phthalate	ND	1
Hexachlorobenzene	ND	2
Hexachlorocyclopentadiene	ND	6
Total Recoverable Phenolics	ND	1
<b>Synthetic Organic Chemicals (SOCs)</b>		
2,4,5-TP (Silvex)	ND	0.05
2,4-D (Dichlorophenoxy acetic acid)	ND	0.07
Alachlor	ND	0.002
Aldicarb	ND	NA
Aldicarb sulfone	ND	NA
Aldicarb sulfoxide	ND	NA
Atrazine	ND	0.003
Carbofuran	ND	0.04
Chlordane	ND	0.002
Dalapon	ND	0.2
Dibromochloropropane (DBCP)	ND	0.0002
Dinoseb	ND	0.007
Dioxin	ND	3X10-8
Diquat	ND	0.02
Endothall	ND	0.1
Endrin	ND	0.002
Ethylene dibromide	ND	0.00005
Glyphosate	ND	0.7
Heptachlor	ND	0.0004
Heptachlor epoxide	ND	0.0002
Lindane	ND	0.0002
Methoxychlor	ND	0.04
Oxamyl	ND	0.2
Pentachlorophenol	ND	0.001
Picloram	ND	0.5
Polychlorinated biphenyls (PCBs)	ND	0.0005

Simazine	ND	0.004
Toxaphene	ND	0.003
<b>Additional Regulated Contaminants</b>		
Methyl tertiary butyl ether (MTBE)	ND	NA
Naphthalene	ND	NA
1,1,2,2-Tetrachloroethane	ND	NA
<b>Radiological Contaminants</b>		
Gross Alpha Particle Radioactivity (pCi/L)	< 0.3	15
Gross Beta Particle and Photon Radioactivity (pCi/L)	< 0.3	50
Radium 226/228 (combined) (pCi/L)	< 1	5
Uranium	ND	0.030
<b>Water Properties</b>		
Color (UNITS)	ND	15
Turbidity (NTU)	ND	5
pH	7.7	NA
Odor (TON)	ND	3
Conductivity (umhos)	260	NA
<b>Legend</b>		
<b>ND</b> = Not Detected, absent or present at less than testing method detection level		
<b>mg/L</b> = milligram (1/1,000 of a gram) per liter = ppm = parts per million		
≤ = compliance w/ less than or equal to the FDA Standard of Quality (allowable level)		
<b>pCi/L</b> = picoCuries per liter		
<b>NTU</b> = turbidity unit of measurement		
<b>umhos</b> = Micromhos, the reciprocal of microohms		
<b>TDS</b> = Total Dissolved Solids (Minerals)		





