

Burbuliukas & Co. BTC presentation #1

Section	Speech elements
Introduction: Hook	What kind of water do you drink? Raise your hand if you mainly drink <i>tap</i> water. Now, raise your hand if you mainly drink <i>bottled</i> water. OK, interesting, that's most of the people in the room. Now answer me this – do you experience any health issues? Do you wish there was a way to improve them and then prevent them in the long run? I'm sure you do.
	Let's think about water for a minute. You – every one of you in the room – are 75% water. But that's not a surprise, is it? I'm sure you hear about water all the time. "Water is important" "You need to drink X amount of water per day" "If you're not hydrated, you'll get sick" Humans need water. You got that.
	But did you know that the organ that uses up the most of the water you drink is your blood? When the blood gets enough good quality water, with lots of oxygen and minerals, it keeps you healthy and happy. Does the water you drink provide that to your blood? Let's see. Is the water you drink dead or alive?
	Your <i>tap</i> water has been treated to prevent contamination. This makes the water safe, but also destroys all its life-giving properties. <i>Bottled</i> water is unfortunately just processed tap water in most cases. So most of you in the room drink dead water.
	So where can you obtain living water and how can it improve your health and happiness?



This is a speech example for [Sarah](#) – a 40+ year-old woman who cares about her health and the environment.

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Middle – Narration	We’ve been working on a product that makes healthy living water for almost three decades now, and we’re excited to tell you all about it today. At the end of our time together today, you should be well informed to join the next water revolution.
	We make something called a <i>water ioniser</i>. It’s this little machine that consists of a water recipient and two metal items that transform the water you pour inside. I’ll spare you the chemistry lesson, but just know that ionised water is obtained by means of an electric current being passed through water in a process known as <i>electrolysis</i>.
	What’s so great about that water post electrolysis? If we’re honest, first of all, that water is just super <i>tasty</i>. It tastes nothing like your smelly tap water. But on top of that, the water we obtain is: - Alkaline - Mineralised - Good for the environment Let’s look at each of these benefits in a little more detail.
Chapter 1: Alkaline Water	What you get thanks to the water ioniser is ionised alkaline water. Do the terms <i>alkaline</i> and <i>acidic</i> mean anything to you? Let’s wind back to our high school biology for a second. There’s this important concept in our body called the pH balance. It can range from 0 to 14 and it determines how acidic our body is. The right pH balance is between 7.35 and 7.45. Even small deviations from it can be dangerous, even fatal. Unfortunately, it’s getting more and more difficult to keep our bodies on high pH levels. Things like stress, processed foods and pollution contribute to it going down, which can cause multiple unpleasant conditions.
	Where does alkaline water come in here? It helps you balance out the blood pH level and even soothe some conditions.
Story	A couple of years ago, I met a woman called Sarah who was suffering from acid reflux. This seemingly mild disease crept up on her slowly, and eventually took over her life. Prior to suffering from acid reflux, Sarah was a very active woman –

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	she'd go hiking with her family and play tennis with her friends. She's had to abandon all these activities because of the constant pain she was in. In the midst of her struggle, someone suggested she'd try ionised alkaline water. Alkaline water helps balance the acid in our stomach, which in turn soothes issues such as reflux. In Sarah's case, after a few months of drinking this type of water daily, her symptoms went down to being very mild – which allowed her to be an active part of her life again.
	Now you may be sceptical, thinking this sounds a little too good to be true. And you're right, drinking ionised alkaline water is not the magic pill that will cure your diseases, it's much more complicated than that. But if it can help you soothe them, it's worth it, isn't it?
	Let's look at another quick example. On the screen, you see two glasses of water with berries in them. Each glass has the same amount of berries and they've both been standing on the table for about ten minutes. The difference between them is the water in the glass. In the glass on the left, we soaked the berries in standard tap water. On the right, they've been soaking in ionised alkaline water that absorbs much more of the pesticide and toxic material. If this is what happens with fruits, can you imagine what's going on inside <i>your body</i>?
Chapter 2: Minerals in ionised alkaline water	OK, so now you understand why alkaline water is your friend. But there's another more great quality about this ionised alkaline water that you can benefit from. It's full of minerals. Raise your hand if you think you get enough nutrients and minerals from your daily diet? Just a few of you, that's what I thought. So to compensate, we end up buying costly dietary supplements. Well, once again – water ioniser to the rescue. At the end of the electrolysis process, the water is enriched in minerals that are vital for our health. It's that simple! You can even choose the kind of minerals you'd like present in your water by choosing a specific cassette for your ioniser. It's as simple as that: ionised alkaline water helps you maintain desirable levels of minerals in your body.

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	For example <...>
Chapter 3: Environmental impact	Using a water ioniser can also have benefits <i>beyond</i> you (us). When you buy bottled water to compensate for the lack of taste and nutrients in tap water, what impact does it have on the environment? What you see on the screen is the amount of plastic that is thrown out every day. Put together, all this plastic would reach the height of the Eiffel tower. But I'm sure you already know this and I'm not here to shame you. But I am going to ask you this – how big will your plastic pollution be if you use a water ioniser? Simple. It will be zero. Non-existent. Our ionisers are made out of material that respects the environment, and you would help reduce the plastic pollution problem by no longer consuming bottled water. What a nice bonus!
Closing	So let's recap. By acquiring a water ioniser you will not only improve your health and the health of those around you, but will also help the environment. That's quite a big impact for those 6 glasses of liquid you drink per day. You will also join an international community. We've sold over 500,000 ionisers in 30 countries. We're the only company in Europe that successfully makes this product and has been doing so for multiple decades. So my one last question for you is this: are you ready to join the global health movement?