



Kislovodskaya Celebnaya
mineral drinking curative table water
NEW LEASE OF LIFE FOR THE BRAND

Well No. 2 PE-bis of the Kislovodsk "Sulphated narzan" deposit
"NARSAN", 44, Borgustanskaya str., stl. Mirniy, Predgorny district, Stavropol Krai

NEW KISLOVODSKAYA CELEBNAYA: RE-BRANDING.



Glass 0.5 L



PET 0.5L



PET 1.0 L



PET 1.5 L



KISLOVODSKAYA CELEBNAYA:

KISLOVODSK is the largest balneotherapeutic and climatic health resort of federal significance. Mineral waters under the joint name "Kislovodsk narzan deposit" have always been the main therapeutic resource of Kislovodsk.

In terms of salinity and the composition of microelements, the **WATERS OF KISLOVODSK NARZAN DEPOSIT** are divided into **3 types**:

- **"General narzan"** is procured at a depth of 10-15 m and is characterized by low salinity (up to 2 g/L). This type is mainly used for external treatment procedures or drinking.
- **"Dolomitic narzan"** differs from the "general narzan" by its higher salinity of up to 5 g/L (primarily *due to sodium ions in the content*) and is procured at a depth of 100-150 m. It is used mainly as curative drinking water, which improves metabolism and accelerates the elimination of toxins from the human body.
- **"Sulphated narzan"** mineral waters possess the highest salinity (5.2-6.7 g/L) due to the content of magnesium and sodium sulfates and the presence of active ferrum. This type of narzan is procured at a depth of more than 450 m and **has the most prominent curative effect**.





KISLOVODSKAYA CELEBNAYA. WATER OF "SULPHATED NARZAN" TYPE

From the "Kislovodskaya Celebnaya" well data sheet:

•“Mineral water from well No. 2 PE-bis has a stable macroionic and microcomponent composition and is characterized as carbonic, ferrous, moderately saline, having a hydrocarbonate-sulphate-magnesium-sodium-calcium composition. The water from well No. 2 PE-bis belongs to the curative table waters of the Kislovodsk hydrochemical “Sulphated Narzan” type according to the applicable classifications and normative documents.





KISLOVODSKAYA CELEBNAYA. Mineral water composition (according to the well data sheet)

"Kislovodskaya Celebnaya" mineral water has a total salinity of about 4.5 g/L (acceptable range 2.8 – 6.3 g/L) and contains the following main elements (g/L):

•Anions:

- hydrocarbonate HCO_3^- — 1.66
- sulphate SO_4^{2-} – 1.59

•Cations:

- calcium Ca^{2+} – 0.26
- magnesium Mg^{2+} – 0.45
- sodium Na^+ + potassium K^+ – 0.41





KISLOVODSKAYA CELEBNAYA. CURATIVE PROPERTIES:

- normalizes metabolism;
- normalizes the work of the gastrointestinal tract;
- chronic gastritis with normal and increased stomach secretion
- prevents the production of gastric juice (relieves EPIGASTRIC BURNING);
- helps to reduce blood cholesterol levels;
- removes toxins from the human body;
- cures the diseases of the liver and gallbladder;
- uncomplicated peptic ulcer and gout
- improves immune protection and restores the nervous system;
- normalizes blood pressure;
- is used to treat diabetes mellitus;
- helps with insomnia.





KISLOVODSKAYA CELEBNAYA. QUALITY AWARDS





KISLOVODSKAYA CELEBNAYA. COMPETITIVE LANDSCAPE





KISLOVODSKAYA CELEBNAYA. Logistic data

Logistic data

	number of bottles in the package, pcs.	bottle weight, kg	package weight, kg	bottle bar code	package bar code	bottles per pallet, pcs.	bottles per layer, pcs.	number of layers	number of packages per pallet, pcs.	gross weight, with standard pallet, kg	gross weight, with fumigated pallet, kg	gross weight, 1 bottle, with standard pallet, kg	gross weight, 1 bottle, with fumigated pallet, kg
1.5 L, PET	6	1.560	9.4	4 601 320 000 037	14 601 320 000 034	456	114	4	76	615.5	620.5	1.600	1.616
1.0 L PET	12	1.050	12.5	4 601 320 000 013	14 601 320 000 010	720	180	4	60	794.1	798.6	1.102	1.111
0.5 L PET	12	0.542	6.6	4 601 320 000 105		1,296	216	6	108	733.9	739.1	0.566	0.570
0.5 L, glass	20	0.860	17.5	4 601 320 000 068	4 601 320 000 129	800	160	5	40	715.3	721.2	0.917	0.925

"...the whole Life started once from one living cell!"