

AOX WATER IS OFFICIALLY IN FASHION

Singapore's foremost fashion and lifestyle event curator and author of the hot new release 'The Book of Daniel: Adventures of a Fashion Insider', Daniel Boey has recently embraced the benefits of AOX Water, the Champion of the SME One Asia Emerging Award 2014.



WHAT ISN'T HE ALLERGIC TO?

Daniel Boey has been plagued with health issues since an early age. In addition to suffering from asthma when he was young, he has sensitive skin and suffers from a host of allergies including seafood, eggs, milk, wheat – and even his own perspiration. Due to constantly scooting all over the globe, he is often fatigued and finds it difficult to find time for exercise.

The youthful-looking 49-year-old became interested in alkaline water when he was filming in Kuala Lumpur. A member of the crew raved about the improvements in her constitution and appearance after regularly drinking it, claiming she was now less fatigued, less inclined to breakouts and brighter-eyed.

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- Daniel Boey

Daniel made a mental note to investigate alkaline water on his return to Singapore. Coincidentally, he read about AOX Water in the first magazine he picked up – @HOME magazine, no less, of which AOX Water has been a loyal supporter almost from the start of publication. Daniel promptly made an appointment for a complimentary blood analysis and health talk.

MORE THAN FASHION IN HIS BLOOD

A consummate presenter himself, Daniel was duly impressed by the health talk conducted at the premises of AOX Water in Sin Ming Lane.

"The talk was extremely informative and a great eye-opener. While I am usually a skeptic, I was fed a host of complementary information which, coupled with the results of my blood test, pointed me towards the benefits of drinking it," said Daniel.

Given his host of health problems, Daniel was not surprised to find that his blood analysis results revealed high levels of toxins in his blood. He was, however, concerned about the long-term implications of ignoring it.

When Daniel underwent a follow-up test just 20 minutes after drinking AOX alkaline water, he was amazed at how much clearer his blood looked. The clustered blood

cells had completely separated, and the spiky durian-shaped cells that had been damaged by free radicals had been restored to smooth, round ball shapes. As the saying goes, seeing is believing.

"I decided immediately that it was something I would like to introduce into my daily routine," said Daniel.

IMMEDIATE IMPROVEMENTS

Daniel was greatly heartened after drinking AOX water during his recent travels abroad, courtesy of the AOX-200 portable kit that AOX Water thoughtfully provided for Daniel's personal use in the interim period while awaiting installation.



Daniel never leaves home without his AOX water bottle

"I've realised that my skin doesn't feel so taut and I'm less fatigued since I've been drinking AOX water. Hopefully, I'll be able to introduce some items I'm allergic to back into my diet, in small doses, in the near future," said Daniel.

Daniel is now looking forward to enjoying the convenience of an AOX hot and cold dispenser in his office and in his home. However, as he travels frequently, he intends to make good use of his AOX-200 portable kit on an ongoing basis, commending its compact size and ease of use.

BECAUSE PLASTIC IS NOT FANTASTIC

Daniel, known for the fanatical research he undertakes at the beginning of every project, did his homework on alkaline water before committing to AOX. He cited the convenience of enjoying hot and cold water from a single dispenser as a key advantage of AOX over other brands. He is also looking forward to a discernible

improvement in the taste of his coffee and tea, prepared with smooth, pure tasting AOX water.

Furthermore, Daniel was attracted to AOX because, unlike other brands' filtration systems, it produces no waste water that has to be collected and either emptied or diverted away from the source. He also welcomed the fact that regular consumption requires no wasteful usage of plastic bottles or water dispenser containers, only a bi-annual change of filter.

ALTERING MODEL BEHAVIOUR

Known in the fashion industry for both his caring nature as well as his exacting standards (which result in the occasional raised voice), Daniel plans to introduce AOX water to his 'fashion family', the staff with whom he shares his chic and cosy office in Hong Kong Street. He also intends to offer AOX water to the many models with whom he works on a regular basis, in the hope that it will help counter the stressful lifestyles and poor eating habits often associated with their profession.

"Many models smoke, giving rise to dull lifeless skin. Hopefully the water will help them maintain a bright dewy complexion despite their bad habits and hectic schedules, and introduce them to a healthier lifestyle overall. I want to suggest not just ingesting the alkaline water, but to bottle it as a spritz as well, so that they can use it to refresh themselves when they're tired," said Daniel.

After all, the best accessories for any outfit, from high street to haute couture, are bright eyes, a big smile and a clear complexion. From Daniel's experience, you can get them all from AOX water!



AOX-3200 Hot/Cold Antioxidant Alkaline Water Dispenser