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Celebrities promote it, doctors are paid to call the "mineral muffins" "biologically valuable." Media receive money for expensive advertisements, so that even the occasional "editorially

independent" report emerges and suddenly everyone believes: "The more muffins, the better for me."

Sounds absurd? It is! That's exactly how the mineral water industry's trick works: They throw a few inorganic substances into the water - calcium, magnesium, sulfates - and claim it's particularly healthy.

The truth: These minerals are present in a form that your body can barely process. Instead, they can accumulate - in arteries, kidneys, and joints. And that's definitely not where you want them.

What your body really needs: Pure, contaminant-free, bioavailable water. Without industrial additives. Without false conclusions. Without toxins.

Stay awake. Stay permeable. Stay truu

The industry says: Drink your minerals. But what do research and independent experts say? Here's a selection, a collection of study findings that speak plainly

It's good.
to be truu.