



PHOENIX GLOBAL PURVEYORS, LLC

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LONG LIVE YOU

The healing qualities of the world's most magnesium-rich mineral water, springing from the depths of Rogaška Slatina, has been known for centuries.

Enjoyed by kings and queens, ROI offers a natural antidote to your rich lifestyle.



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*Legendary by creation
and still legendary
today. Pegasus,
the mythological
symbol that adorns
every bottle of ROI is
said to be the creator
of its invaluable well*



THE LEGEND LIVES ON

Created by the Greek mythological winged horse Pegasus.

Legend has it that Pegasus, instructed by Apollo, struck his hoof to the earth in Rogaška and opened up the Roitschocrene spring.

What sprung forth was the world's most magnesium-rich mineral water. At that solemn moment, Apollo said the now famous words

"Hereby lies the source of health and the true power of the gods. Instead of Hippocrene, drink Roitschocrene from The spring in front of you."

A wise suggestion to follow, coming from the god of healing, medicine, sun and knowledge.





ROI – THE RICHEST MINERAL WATER IN THE WORLD

ROI features one of the highest mineral contents of any bottled water in the world, indicated by TDS, the number of total dissolved solids. Its generous mineral content brings a distinct and rich taste to the table. The elements are in harmonious balance and in soluble form, easily absorbable by your body. Your metabolism easily dissolves the minerals and quickly sends them to your cells, ready for action.

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ROI

Roitschocrene®



The World's Most
Magnesium-Rich Water

Since 1647

The healing qualities of the world's most magnesium-rich water, springing from the depths of Rogaska Slatina, has been known for centuries. Enjoyed by Kings and queens, ROI offers a natural antidote to your rich lifestyle.

0.75L e

SPRING OF WELL-BEING

Everything good comes from within. The unique geological configuration around Rogaska helps create the world's most magnesium-rich mineral water.

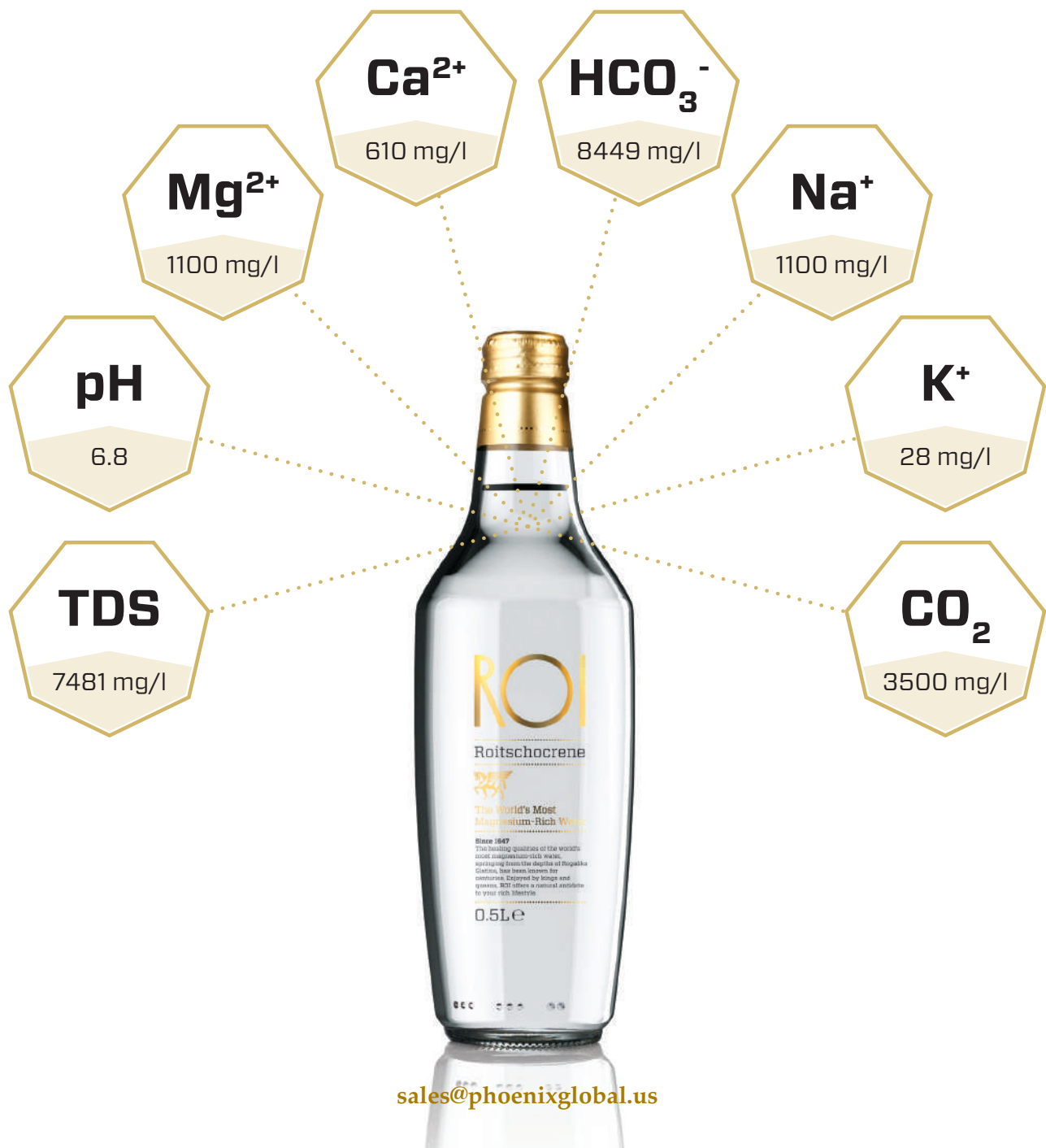
Every drop of ROI Roitschocrene mineral water took 3400 years to come into being. This is the time the water needs to travel through the layers of rock that enrich it with minerals.

ROI springs at the centre of Slovenia's most tectonically diverse areas, featuring three regional faults. This unique geological and hydrogeological configuration is the invaluable source of two natural resources, springing from depths of 300 metres. Dissolving through rocks rich in magnesium, calcium, sulphates, bicarbonates and assisted by natural gas, here springs the thermal water used for centuries at the Rogaska Health Spa and ROI mineral water, which is particularly rich in magnesium and other beneficial minerals

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LIVE A RICH, LONG LIFE

With a long tradition of health effects analysis and distinguished emperors and kings benefiting from its minerals, ROI is a unique antidote to your rich lifestyle.



MAGNESIUM – THE MOST IMPORTANT ELEMENT IN YOUR BODY

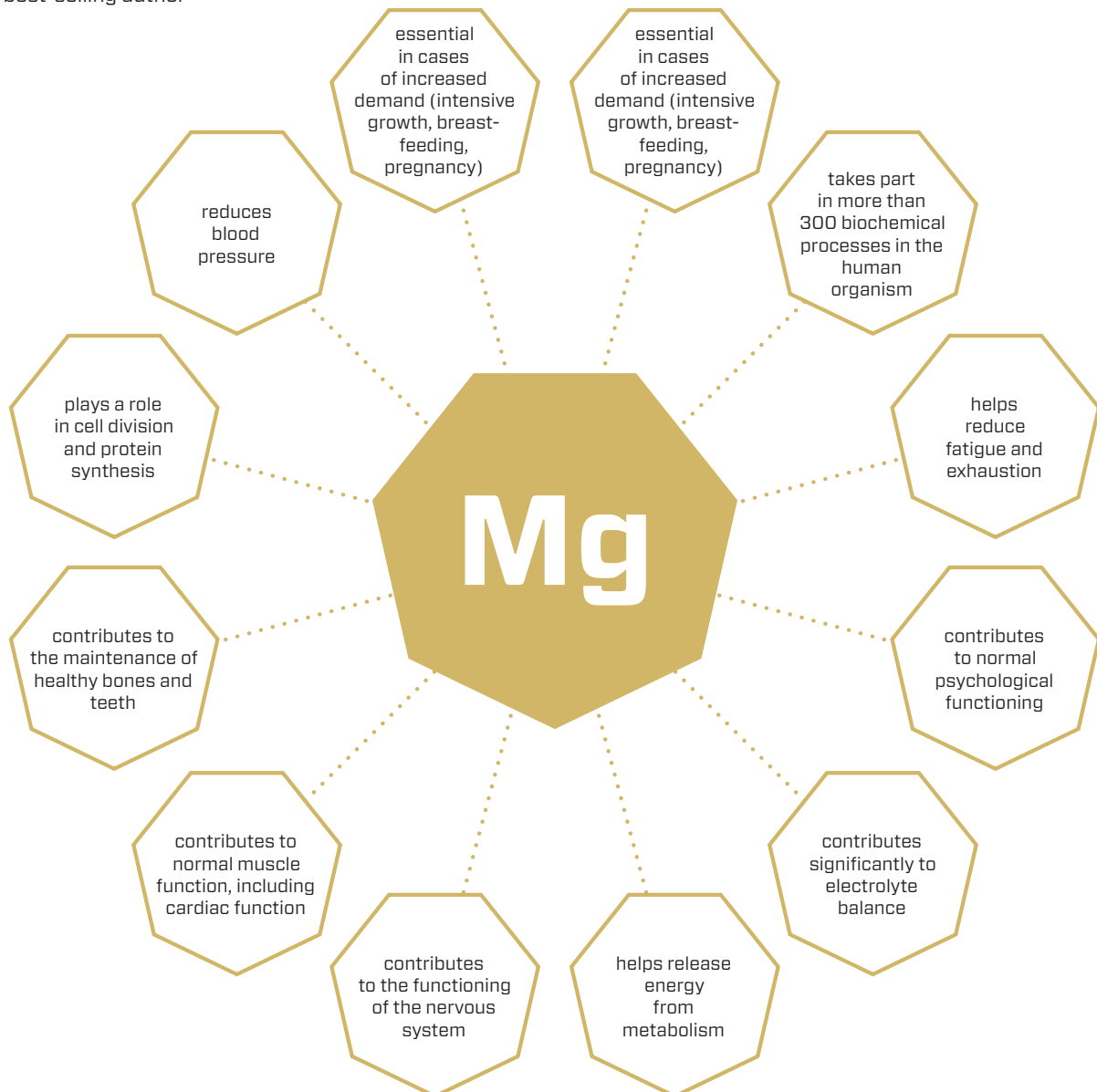
Magnesium is responsible for more than 300 processes in the human body and is an essential mineral nutrient for life. The main source of energy in cells cannot be active unless it is bound to a magnesium ion. Furthermore, magnesium is found in cells in practically every organism on Earth, so it is fundamentally important to ensure its sufficient and regular intake. The adult human body requires 300-400 mg/day, which can be provided by drinking three to four glasses of ROI per day.

“Magnesium is an antidote to stress, the most powerful relaxation mineral available, and it can help improve your sleep”

Dr. Mark Hyman, American physician
and New York Times
best-selling author

Foods & Nutrition which have the highest level of Magnesium (Mg)

ROI mineral water	1100 mg
Raw Spinach	157 mg
Pumpkin Seeds	534 mg
Fish Mackerel	97 mg
Soy Beans	148 mg
Brown Rice	86 mg
Avocados	58 mg
Plain Non Fat Yogurt	47 mg
Bananas	41 mg
Dried Figs	68 mg
Dark Chocolate	327 mg



DRINK ROI PROPERLY

ROI is unlike any other mineral water in the world. As the most magnesium-rich water there is, it offers various benefits, but only when enjoyed in moderation. Learn the correct ways to drink ROI depending on the circumstances.

The unique ROI mineral water has various health effects, depending on the way it is drunk. Drink ROI fast and warm to accelerate bowel activity. Drink ROI slow and cool to increase mineral reabsorption.

** Warning: Excessive quantities of ROI can have a laxative effect. Adapt the daily dose accordingly.*



DRINKING

ROI helps reduce or even eliminate a hangover as it ensures rehydration and replenishes the minerals excreted by the kidneys during drinking. Minerals maintain the pH balance in the stomach juice acid to relieve an upset stomach.

How & when to drink:
0.50 litre of cool ROI before going to sleep

DINING

If a substantial dinner is expected, it is recommended to use ROI to lower the potentially increased cholesterol levels and aid metabolism in the digestion process.

How & when to drink:
0.50 litre of ROI at room temperature in the morning on an empty stomach or alternatively 0.25 litre of ROI at room temperature before the meal

ANTI-STRESS

Stress is a state of physical, emotional or behavioural imbalance. When stress kicks in, it inevitably affects the human body, causing headaches, muscle tension, insomnia, lack of concentration, nervousness, etc. When stressed-out, we tend to respond in negative ways, which further affects our body - unhealthy food, drinking, smoking, excessive coffee drinking, etc. As magnesium is a natural antidote to stress, the magnesium-rich ROI mineral water offers an efficient remedy.

How & when to drink:
0.50 litre of cool ROI every day; 0.25 litre in the morning before breakfast and 0.25 litre before going to sleep



WELL-BEING

Magnesium is involved in 300 important processes in the human body and is found in cells in most organisms on Earth. Due to the frequent lack of magnesium intake through food and food processing, it is advisable to drink ROI regularly to maintain health and well-being.

How & when to drink:
0.10 - 0.25 litre of cool ROI every day, with short interruptions

CONCENTRATION

A good level of concentration and proper brain function depends on a constant supply of biochemical energy. The magnesium-rich ROI mineral water keeps the brain cells energized and helps you keep focused.

How & when to drink:
0.25 litre of ROI in the morning before breakfast



SPORTS

In order to prevent spasms during physical activity or when practicing sports, it is instrumental to let impulses through cells, enabling muscle contraction. As magnesium stabilizes the membrane potential and helps open up the cell membranes for ions, ROI is an ideal companion for active individuals.

How & when to drink:
0.25 litre of ROI in the morning before breakfast

WEIGHT LOSS & CONTROL

Irregular eating habits and insufficient physical activity, combined with an unbalanced and unhealthy diet tends to affect body-weight. The magnesium-rich ROI mineral water helps weight-control by ensuring the right pH balance and by replenishing lost minerals. Furthermore, drinking ROI before meals helps you feel full while eating less.

How & when to drink:
0.25 litre of ROI before meals



ROI'S RICH HISTORY

The healing qualities of the world's most magnesium-rich mineral water, springing from the depths of Rogaška Slatina, have been known for centuries

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Ivan Unghrad



Paracelsus



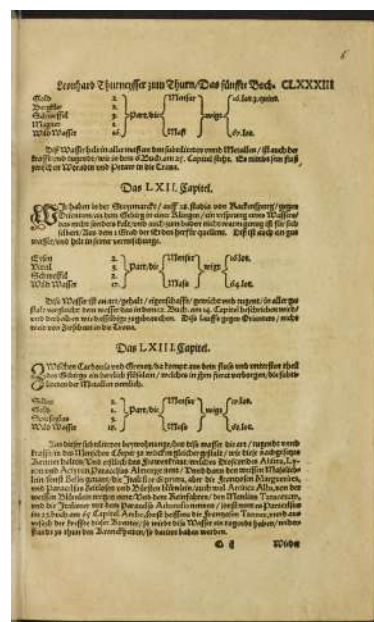
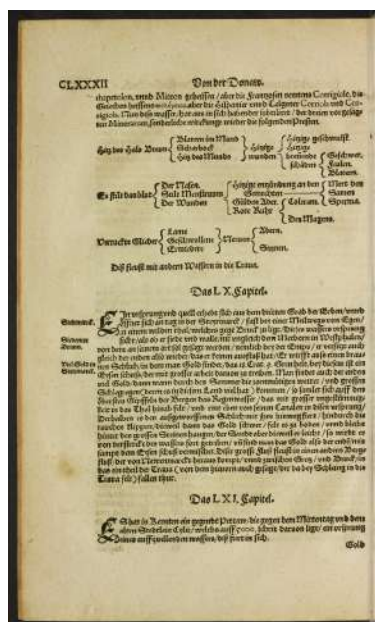
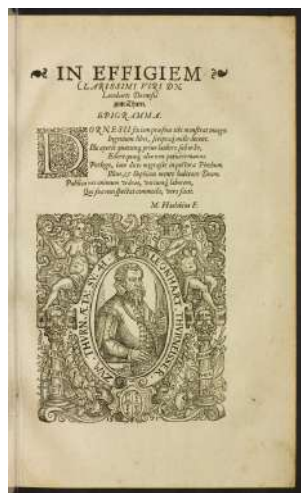
Ferdinand I,
Holy Roman Emperor

ROI BEGINNIG

Baron Ivan Unghrad introduces Rogaška water (ROI) to Ferdinand I, Holy Roman Emperor in 16TH century. Ferdinand's personal doctor Paracelsus (a Swiss German Renaissance physician, botanist and alchemist) was one of the first men to make extensive research of the Rogaška water.

THE FIRST ALCHEMICAL ANALYSIS OF RO

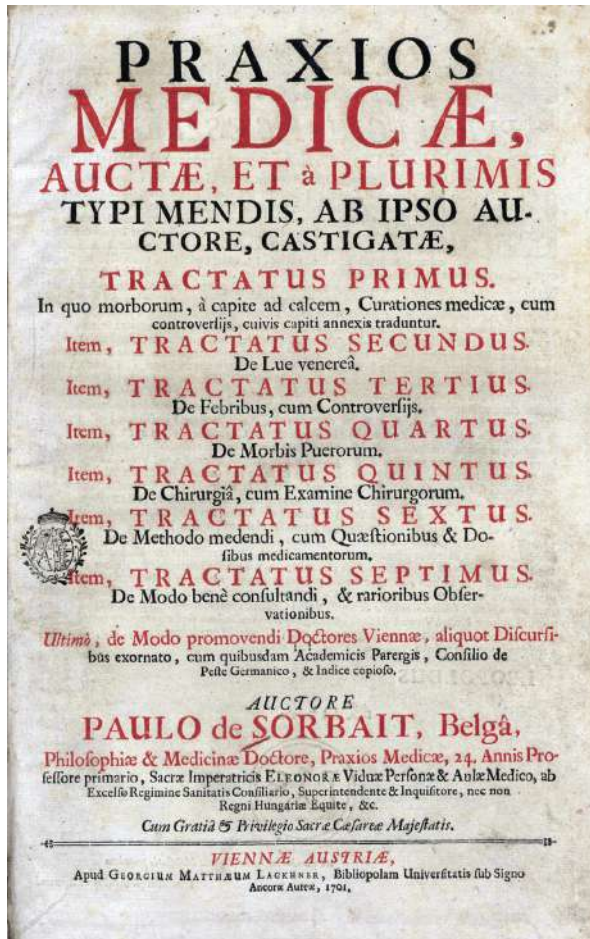
Leonhard Thurneysser (also known as Leonard Thurneisser zum Thurn) carried out the first reported alchemical analysis of the water in 1572 and published it in his book *Pison*.





THE MIRACLE OF PETAR ZRINSKI

In 1665, the Croatian Count Petar Zrinski was in Rogaška hunting. He had a disease called jaundice and problems with his liver, so the locals recommended that he drink this rich mineral water. Legend has it that Count Zrinski drank water from the hollow trunk of a willow tree that was attached to the spring. After this, Count Zrinski miraculously healed and introduced the Rogaška water to the entire European royalty, fascinating physicians who immediately started exploring the health effects of ROI.



ROI – THE DIVINE POTION

Dr Paul de Sorbait was the court physician, professor at the medical faculty in Vienna and a personal doctor of Emperor Leopold I and Empress Eleonor.

In 1680, Dr Sorbait published a book entitled Praxis Medicæ, in which he described the water from Rogaška. He healed his patients very successfully with this water and achieved international glory. In his book Praxis Medicæ, he described the amazing healing effects of this water and called this water “Gottestrank”, in English “The God Potion”.

Doctors in Vienna started prescribing ROI to high-profile patients, thus ensuring its place in medical practice. There are many written records on how Dr Sorbait healed his patients to full recovery, when no other medicine worked.



ROI'S FIRST MONOGRAPH

In 1687, ROI got its first monograph entitled Roitschocrene, which was written by Joannes Benedict Gründel, Phi. & Medicinae Doctor, member of the German academy Naturae Curiosum (one of three major scientific societies along with the Royal Society (London) and the Academy of Sciences (Paris), but it has the honour of being the oldest of the three; established in 1652). This was the only monograph about water in Europe at the time.





Charles VI



St. John of Nepomuk

SPRING'S FIRST TECHNICAL RENOVATION

In 1721, Charles VI, Holy Roman Emperor, awarded a concession for the exploitation of the spring to the Vienna Pharmacists Association, which held it until 1782. During that period, the first technical intervention was completed – the spring was walled in, taking on the appearance of a well.

The statue of St. John of Nepomuk was built by pharmacists from Vienna in 1732 in memory of the successful completion of works on the spring.



Maria Theresa



ROI'S SUPREMACY

In the 18TH century, the price of a single bottle ROI was 1 forint and 15 kreutzers or more. Because of this high price, bottles of counterfeit water started appearing on the market. Than The Austrian Empress Maria Theresa decreed in 1774 that every bottle of water from Rogaška must be marked with a label indicating the current year and including a symbol that was to be changed every year. Empress Maria Theresa also issued a decree stating that the price of the mineral water must be published in the Wiener Zeitung newspaper.

ROI – OFFICIAL THE BEST MINERAL WATER IN THE WORLD ROI – AWARD WINNIG MINERAL WATER



In World Columbian Exposition 1893 (The Chicago World's Fair)
ROI water then called Rohitscher Sauerbrunn
(German translation of Rogaska Spring)
won several awards including award medal for
the best quality bottled water in the world

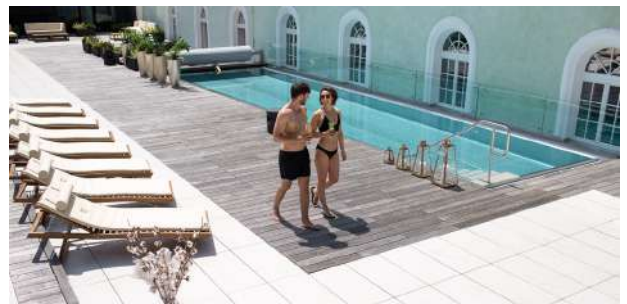
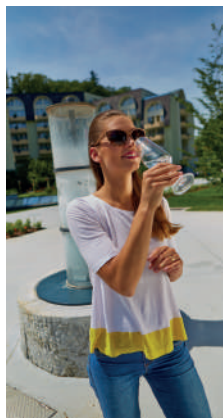




OFFICIAL ESTABLISHMENT OF THE ROGAŠKA SPA RESORT

In 1803, the Rogaška Spa was managed by Count Ferdinand Attems. He bought the lands surrounding the springs from their previous owners and from that point on 1803 is known as the year of the establishment of the spa resort.

The painting shows Count Ferdinand Attems, the Territorial Lord, examining the plans for the construction of the spa resort in the company of his wife and a pharmacist from Graz



ROGAŠKA SPA & HEALTH RESORT

Experience ROI's centuries-long history of healing and well-being at the Rogaška Spa and Health Resort, one of Europe's oldest and most prominent health resorts.

The Rogaška Spa and Health Centre has been a popular destination for emperors, high nobility and other VIPs since the 17th century. Among others, Rogaška hosted the Habsburg, Bonaparte and many other royal families, who revelled in its unique natural resources, superior service and unspoiled nature.

Nowadays, Rogaška combines its rich tradition and The latest medical expertise into effective, Tailor-made health programs and first-class relaxation



The painting shows Franz Joseph I, Emperor Austro-Hungarian Empire on his tour around Rogaska Spa Resort in 1883.



The painting shows arrival of Archduke John of Austria in Rogaska Spa Resort in 1836.

ROYAL PRESENCE

During the golden age of the ROI Rogaška Spa Resort, many of the European ruling families visited and enjoyed the genuine experience of the finest European water ROI.



House of Habsburg

was one of the most important royal houses of Europe



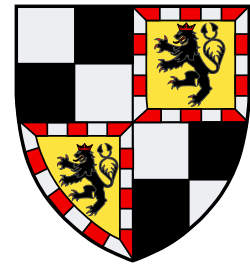
House of Liechtenstein

is royal family from Liechtenstein



House of Bonaparte

was an imperial and royal European dynasty founded by Napoleon in 1804



House of Hohenzollern

is a noble family and royal dynasty of kings of Brandenburg, Prussia, Germany



House of Windisch-Graetz

was a princely family in the Austrian Empire, serving the Habsburg dynasty



Rothschild family

is a family of German Jewish bankers and one of the richest and powerful families



EXPANDING ROI EXPERIENCE - ROI SPA & MEDICO CENTER

The secret of successful treatment lies in the ancient power of natural remedies, complemented by modern medical approaches

The mineral-rich drinking water ROI Roitschocrene has been recognised for centuries as a natural resource of Rogaska Slatina and has a special role in the treatment of the human body. A decades ago a new spa and recreational feature enriched Rogaska's gifts of nature - an Artesian spring of thermomineral water. The site is 1700 m deep. The spring water is hyperthermal with 5800 mg / l dissolved mineral ingredients and 59 °C at the source, and a power of 11 l / s. The pool water has a temperature between 31 °C and 36 °C isotherm.

Rogaška Thermo-mineral water is suitable for:

- the treatment of chronic degenerative problems of the spine, extremities and joints;
- treatment of vertebrogenic pain, induration of joints, neuralgia;
- treatment of arthrosis, spondyloarthrosis, ankylosing spondylitis (Morbus Bechterew);
- improvement of the condition after injuries and operations on extremities or joints due to inactivity,
- maintenance and prolongation of rehabilitation after previous treatments in health resorts;
- treatment of reflex dystrophy, muscle laxity due to inactivity;
- prevention of osteoporosis, implementation of programmed pool workout;
- body repair and conditioning baths, workout in the frame of wellness and fitness programs;
- underwater massage.

ROI

SPA Center



The Healing Power
of Water

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Featured by 100s of
major media outlets
worldwide

NETFLIX

BBC

The New York Times

CNN

**The
Guardian**

VOGUE

**BUSINESS
INSIDER**

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Award winning mineral water



Fine Water Society
Guangzhou 2017



SPARKLING
Natural Carbonation
GOLD

Fine Water Society
Guangzhou 2016



GLASS
GOLD





THE CONNOISSEURS'S VIEW

Michael Mascha is the founder and publisher of Fine Waters (www.finewaters.com), a web portal that is the definitive voice for water connoisseurs and their lifestyle. Michael Mascha holds a PhD in anthropology and communication science from the University of Vienna.

“Coming from a European background, enjoying minerals in the water, I really enjoy it. And it's something very unique and very special. Once you had RO1 and you drink it again, you'll remember it. It's not like many other waters that are sometimes hard to distinguish. This one has a lot of character.”

Dr. Michael Mascha, water sommelier

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ROI

Roitschocrene



The World's Most
Magnesium-Rich Water