

Ice Age Water

VELLAMO®

10 000 YEARS OF WATER SHAPED BY STONE




VELLAMO
NATURAL MINERAL WATER



Story



Especially water in Finland, is recognized - according to UNESCO study - to have the best ground water in the world. Most importantly behind this is our unique soil that you can describe as a country size water filter and which is formed by Ice Age glacier.



Vellamo's tale is as old as the beginning of time. From creation, it was part of Mother Nature's rhythm for millions of years – evaporating, condensing and then falling down as rain.

Over 100,000 years ago something changed... A cataclysmic event leading to the Ice Age which produced a cold blanket of ice covering the Northern Hemisphere.

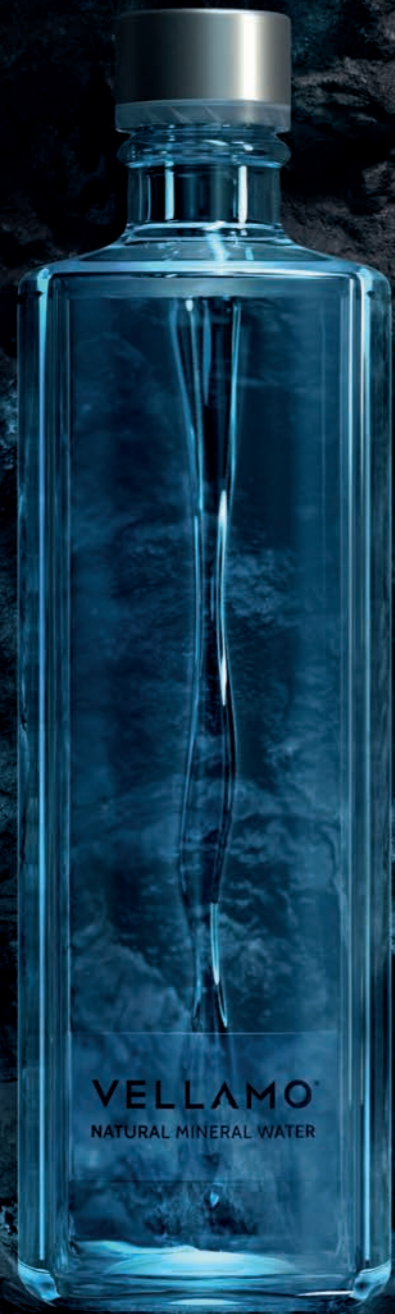
After thousands of years, the sun's rays slowly transformed an arctic glacier, releasing water which journeyed through thick ice, and trickled deep into the grainy Nordic soil. Eventually it meandered into a one-of-a-kind, cavern formed beneath Earth's surface.

Over time, an impenetrable layer of ice sealed the cavern from the atmosphere above. Here in the peace and darkness, Mother Nature created a perfect balance of water and minerals with a luxuriously soft, yet rich taste.

10,000 years later

From this cavern directly into exquisitely designed, award-winning bottles, Vellamo contains no environmental pollution, added minerals or sweeteners – just the world's purest natural mineral water.

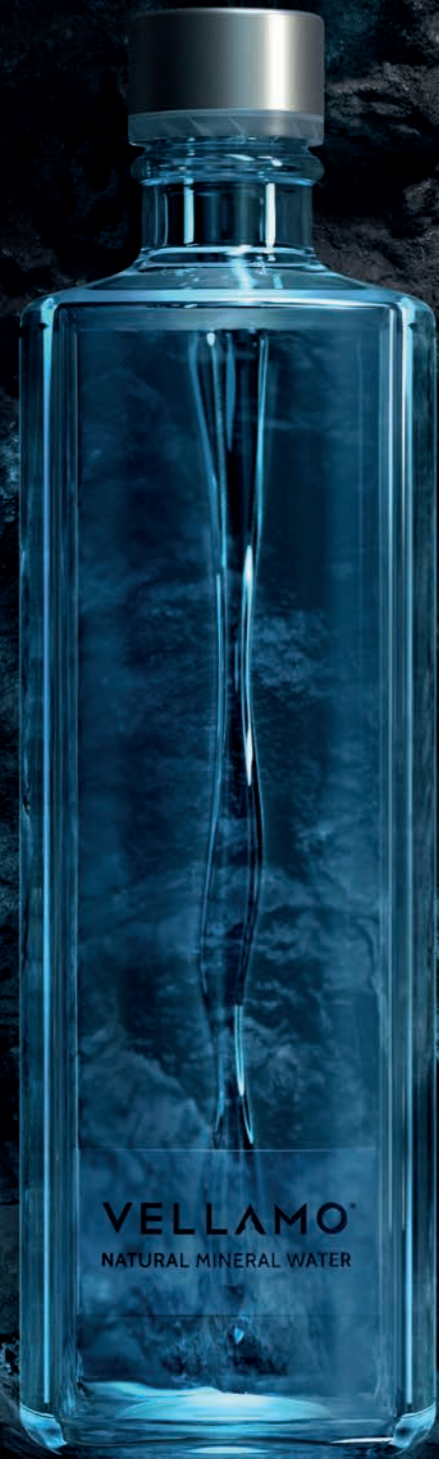
Vellamo Products



Vellamo® Natural Mineral Water



Vellamo® Natural Spring Water



Vellamo® Natural Mineral Water

Born before pollution

Vellamo® Natural Mineral Water is a true gem and a real rarity. It comes from the only natural mineral water source of Finland, the country that, according to UNESCO study, has the finest groundwater in the world.

Encapsulated for over 10,000 years, it has been protected from harmful bacteria and “modern day pollution”.

Vellamo® Natural Mineral Water has an ideal balance of electrolytes and high alkalinity. The number of electrolytes is so high that Vellamo® natural mineral water is comparable to leading sports and hydration drinks, but Vellamo got all these goodies naturally, millenniums ago.

The electrolytes, such as potassium, calcium, magnesium and sodium, are necessary for us. They regulate nerve and muscle functions, hydrate the body, balance blood acidity and pressure, and help rebuild damaged tissues.



A Unique Natural Mineral Water

Finland is a land of water, forests, and wilderness. Although the country has close to 200 000 lakes and innumerable rivers and springs, it only has one natural mineral-water fountain, which is the Vellamo fountain in the little village of Viikinäinen. The fountain was discovered as late as 1990, and its geological survey disclosed an amazing fact: the water's origins are from melted Ice Age glaciers, from prehistoric times, when the world population was smaller than that of modern-day New York. Because the water's molecules had not been in contact with anything above the ground for thousands of years, the water has a safe bacterial colony count of 0.

The elegant and luxurious design of Vellamo® Natural Mineral Water makes an immediate and lasting impression. The bottle is like a block of ice, reflecting the blue color of glaciers. It has been awarded in numerous design & packaging competitions, including the prestigious Fine Water Society International Design Awards.



Mineral Content (mg/l)

Sodium	Na+	85
Potassium	K+	4,1
Calcium	Ca2+	51
Magnesium	Mg2+	13
Bicarbonate	HCO3	210
Chloride	Cl-	110
Sulfate	So42-	27
Fluoride	F-	0,5
pH		8,3
TDS (Total dissolved units)		519

Vellamo® Natural Mineral Water Product Family





Vellamo® Natural Spring Water

Nurtured by Nordic Nature

The Salpausselkä Ridges was formed by the last Ice Age more than 10 000 years ago. Glacial meltwaters transported, sorted and deposited the sand and gravel forming a perfect natural filtration system for Vellamo® Natural Spring Water.

The secret of Vellamo® Natural Spring Water's fresh taste lies in the purity of the ground. Thick layers of sand and moraine gravel ensure rich natural mineral content that helps the body to maintain its fluid balance.



A Thick Ridge Filters the Spring Water

According to a UNESCO study, Finland has the best ground water and drinking water in the world, and about a quarter of the Finns get their drinking water from a unique and extremely pure region—the Salpausselkä Ridges—on the southern border of the Finnish lake district.

The Salpausselkä Ridges was formed during the last Ice Age more than 10 000 years ago. Vellamo® Natural Spring Water is filtered by thick, clean layers of sand and moraine gravel.

On the go, by the pool, on a hike or at the office, Vellamo® Natural Spring Water is a perfect everyday drink, bottled in a chic, sustainable glass bottle.

Mineral Content (mg/l)

Natrium	Na	5,3
Nitrate	NO ₃ ⁻	3,8
Calcium	Ca ²⁺	12
Kalium	K	2,4
Magnesium	Mg ²⁺	4,5
Chloride	Cl ⁻	4,9
Sulfate	So ₄ ²⁻	25
Fluoride	F ⁻	0,1
pH		6,6
TDS (Total dissolved units)		99

Vellamo® Natural Spring Water Product Family



Marketing

Social media



Date: September 7
Pillar: Storytelling
IG/FB Copy:
 Experience the water shaped by stone. Our Natural Mineral Water has traveled thousands of years from below the Earth's surface, filtered through layers of the finest Granite to reach your bottle. Have you ever tasted water from the Ice Age?
 #BestWater #PremiumWater #LuxuryWater



Date: September 22
Pillar: Product Line
IG Copy:
 Encapsulated for more than 10,000 years, our Natural Mineral Water is frozen in time. Traveling to you directly from Finland's Ice Age, the Natural Mineral Water has been protected from bacteria and preserved in the face of modern pollution. Experience the water filtered through stone.

#BestWater #PremiumWater #FinlandWater #Finland

FB Copy:
 Encapsulated for more than 10,000 years, our Natural Mineral Water is frozen in time. Traveling to you directly from Finland's Ice Age, the Natural Mineral Water has been protected from bacteria and preserved in the face of modern pollution. Experience the water filtered through stone: <https://bit.ly/3wm5b0Z>

#BestWater #PremiumWater #FinlandWater #Finland



Date: September 13
Pillar: Sustainability
IG Copy:
 As we aim to provide the most sustainable way to enjoy nature's #BestWater we know that transparency is key. Follow the journey of Vellamo Water on our site, and see how we savour every drop to bring you water that can sustain itself. Link in bio.

#BestWater #PremiumWater #Sustainability #SustainabilityMatters

FB/LI Copy:
 As we aim to provide the most sustainable way to enjoy nature's #BestWater we know that transparency is key. Follow the journey of Vellamo Water on our site, and see how we savour every drop to bring you water that can sustain itself. <https://bit.ly/3wfvnKn>

#BestWater #PremiumWater #Sustainability #SustainabilityMatters #SustainableBrands



Nature's Most
 Transparent Water



Discover the Taste
 of Real Hydration

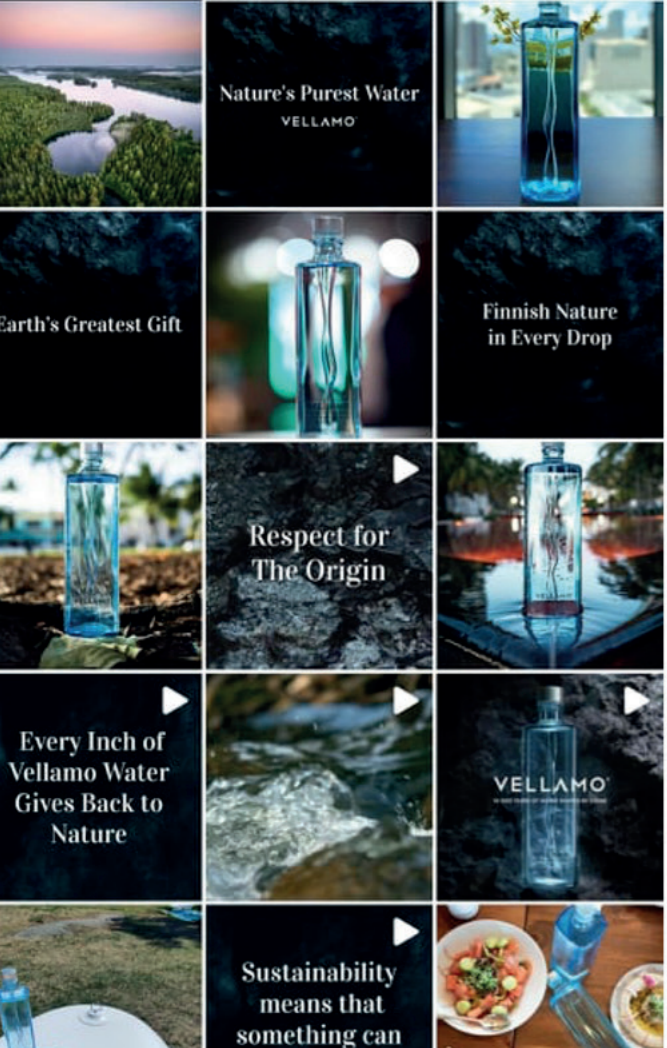
Date: September 25
Pillar: Product Line
IG Copy:
 The nuanced taste of Vellamo Natural Mineral Water comes from its uniquely high alkalinity, and a balance of natural electrolytes.

Our Natural Mineral Water tastes even better than it makes you feel, providing you with necessary minerals to keep you at your best.

#BestWater #PremiumWater #MineralWater #AlkalineWater

FB/LI Copy:
 The nuanced taste of Vellamo Natural Mineral Water comes from its uniquely high alkalinity, and a balance of natural electrolytes. The water tastes even better than it makes you feel, providing you with necessary minerals to keep you at your best: <https://bit.ly/3v53hSc>

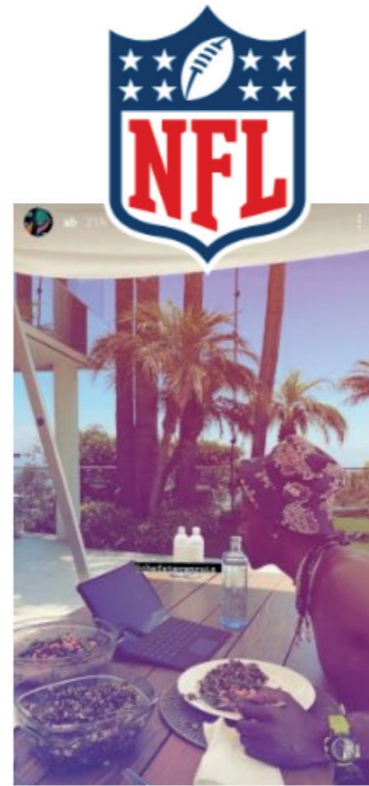
#BestWater #PremiumWater #MineralWater #AlkalineWater



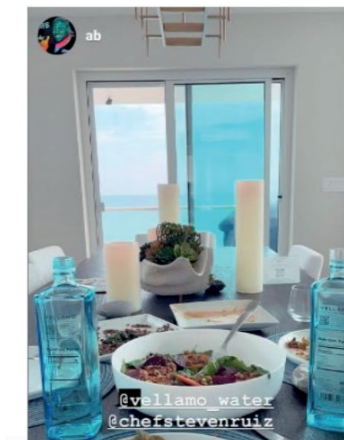
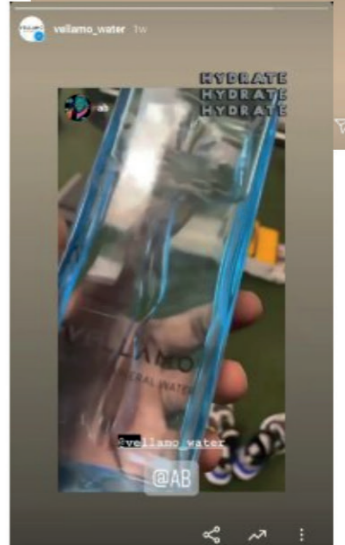
Campaigns



AB 81



Followers total 6M+







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www.vellamo.com