

# WATER, YOUR KID'S BEST FRIEND!

Early good habits

## WHAT DO KIDS REALLY DRINK?

61%

of children & teens do not drink enough

5%

of children do not drink water daily at all

25%

of children drink less than 1 glass of water a day

Based on the Liq.In<sup>7</sup> sample from 13 countries.

**SCIENTIFICALLY PROVEN**

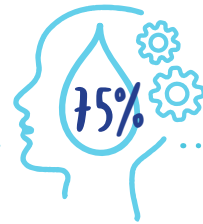
## WHY IS BEING WELL HYDRATED SO IMPORTANT FOR KIDS?

During physical activities it will allow them to be at their best.



Focus, memorization & information recall

Drinking water is important for brain power



## Key tips to help you and your child drink more water by:

1



Start and finish the day with a glass of water & drink before being thirsty

2



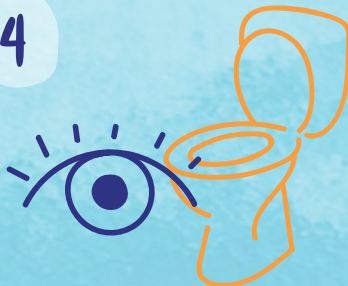
Use sparkling water, leaves, fruits or lemon juice and **MAKE WATER FUN!**

3



Always keep it **NEAR**

4



Keep an eye on your urine color to be sure you're well hydrated. **THE PALER THE BETTER!**



**DON'T FORGET: AS A PARENT YOU ARE A MODEL SO DRINK MORE WATER!**

Kids with water-drinking parents are 38% more likely to drink water



VS

Kids with soda-drinking parents are 300% more likely to drink soda



**DANONE NUTRICIA**  
RESEARCH

**HYDRATION FOR HEALTH**