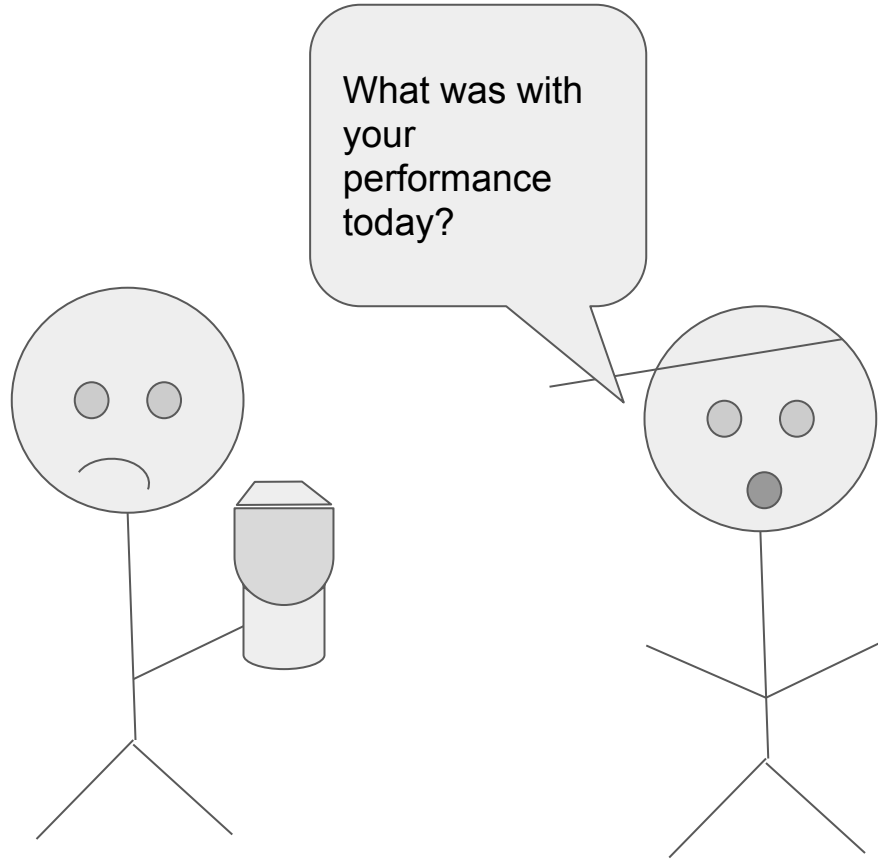
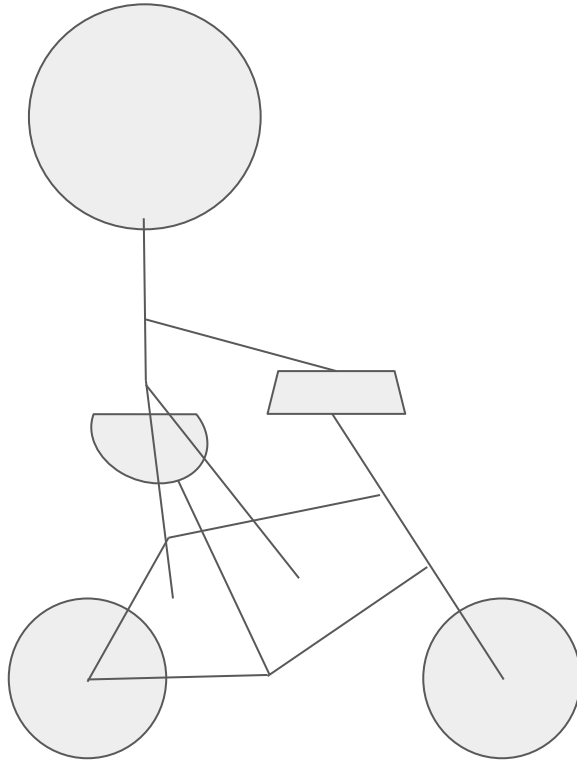


Brian is either practicing or playing football all the time, so he is always getting preoccupied and forgetting to drink water.

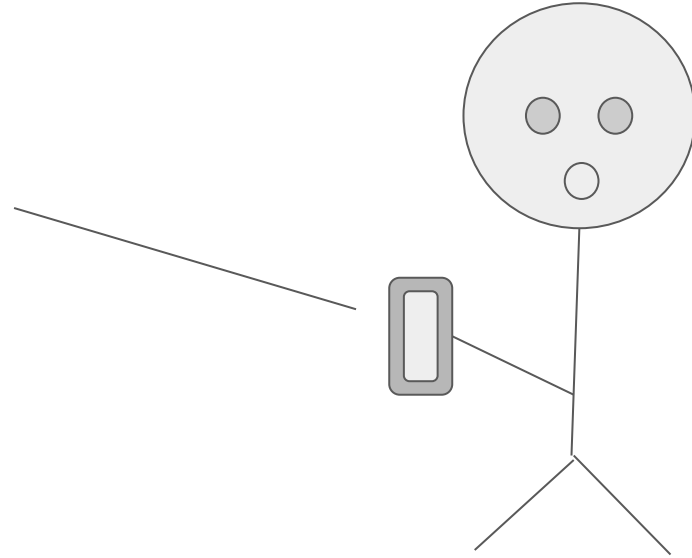
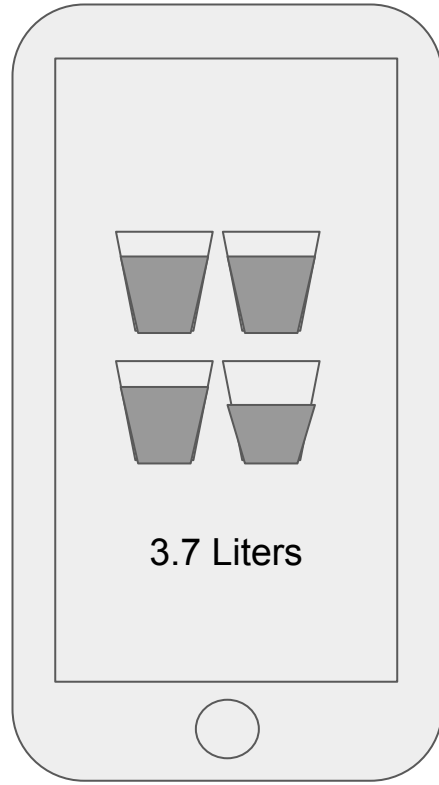


He is never able to remember how much water he drinks, and ends up drinking too little. This gets him in trouble with his coach and his team.

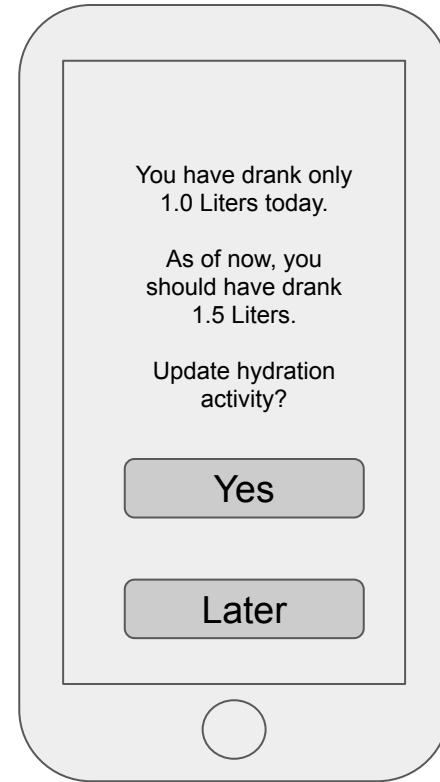
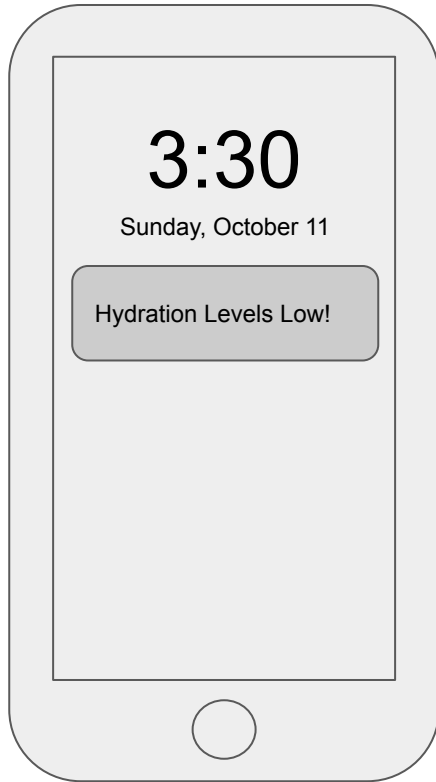


FORGETTING TO DRINK WATER?  
DOWNLOAD THE HYDRATION APP  
TODAY!

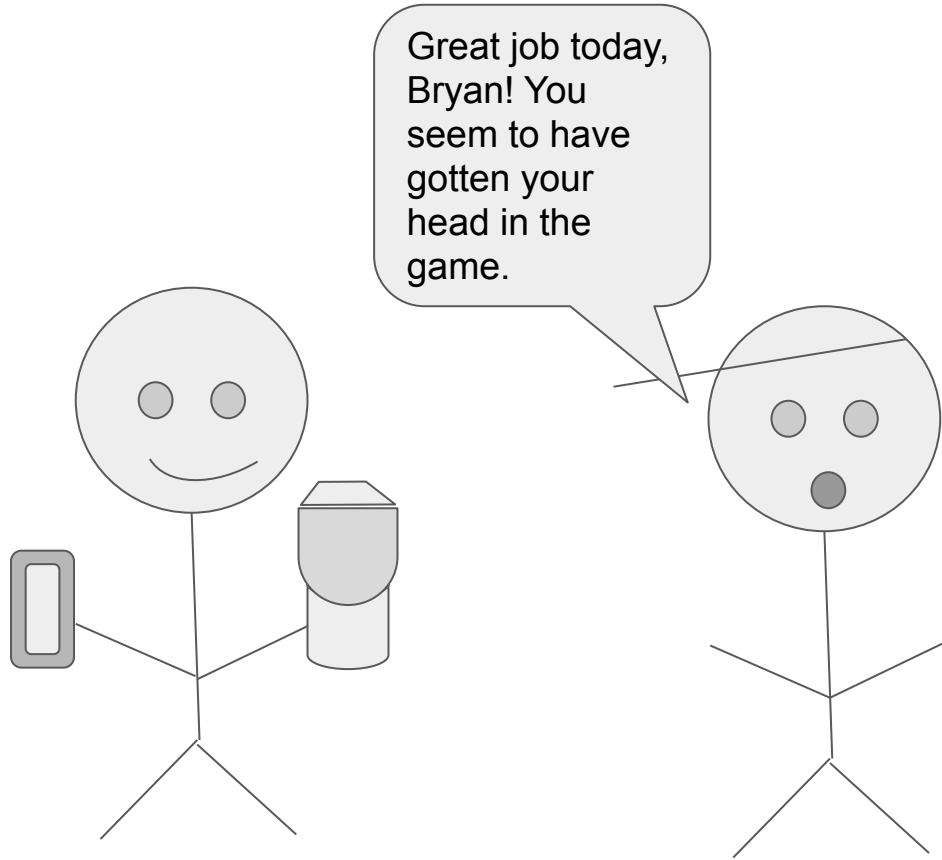
While biking home from practice, Brian notices a sign that tells him about an app that tells him when he needs to drink water.



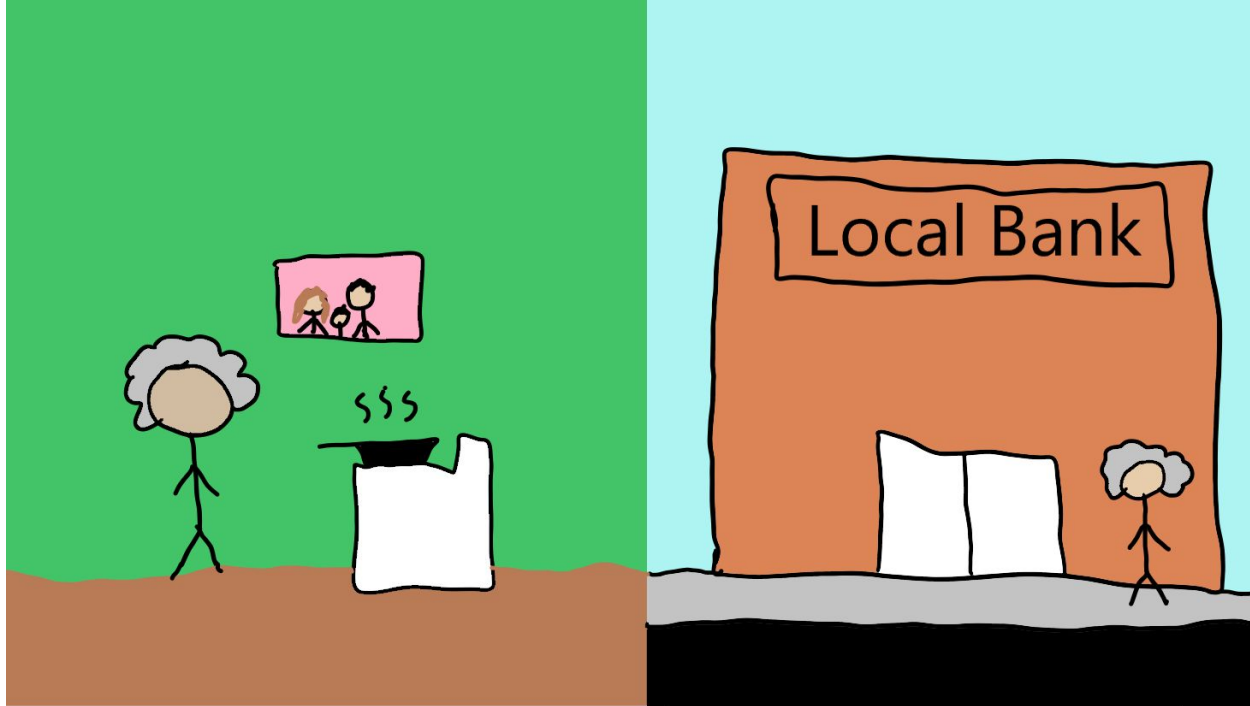
He decides to download the app. It allows him to track how much water he drinks every day! It is a great app for athletes like him.



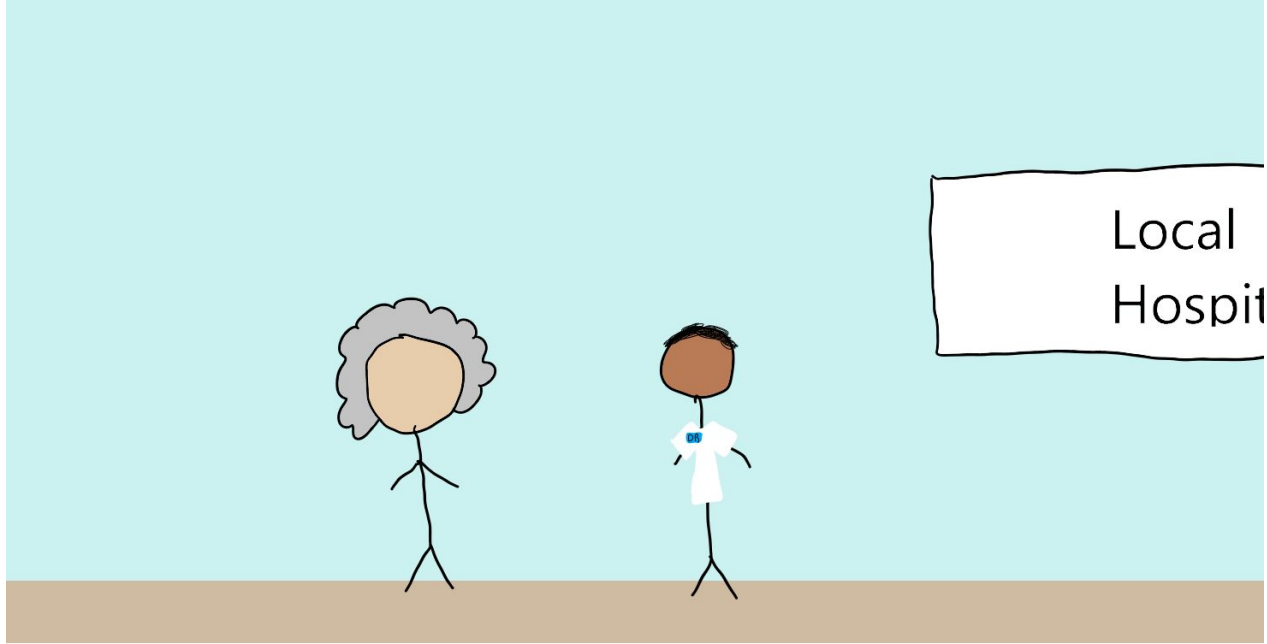
The app even reminds him when he is running low on water based on how often he updates his hydration activity.



Bryan wins the most recent game for his team! He no longer has to worry about being dehydrated during sports.

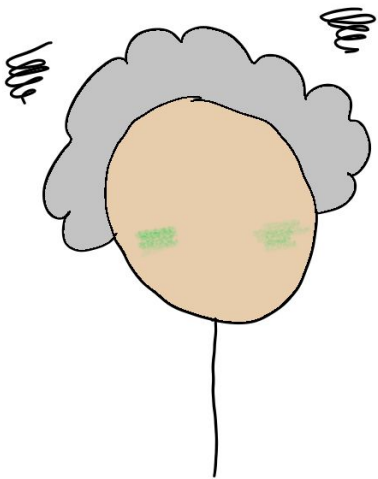


Between working at the local bank and spending time with her family, Lauren leads a busy life.

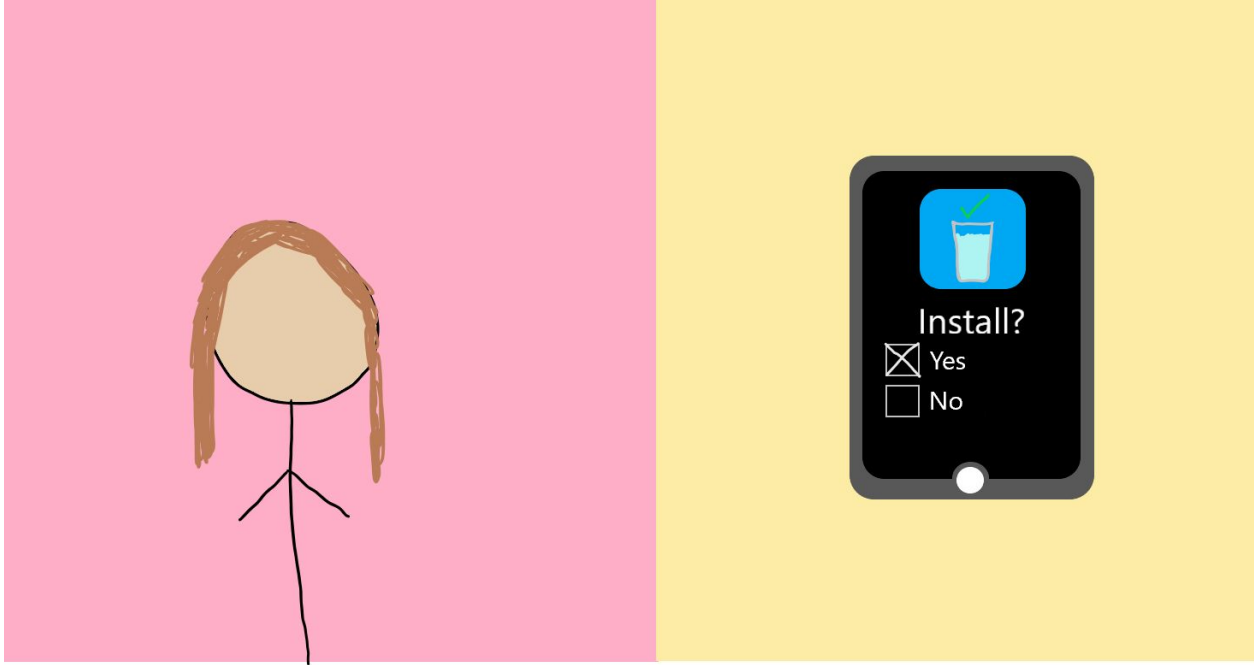


Since the age of 12, Lauren has been diagnosed with type one diabetes. Her doctor recommended that she remains hydrated as to avoid feelings of nausea and dizziness.

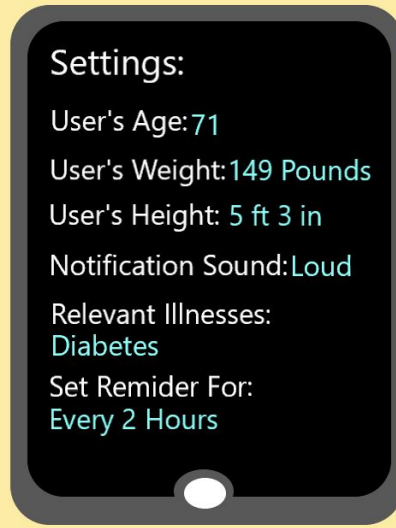




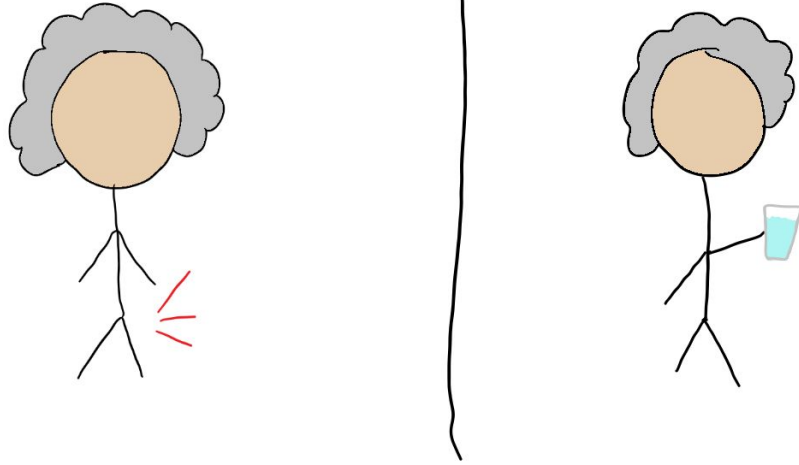
Despite this recommendation, Lauren still forgets to drink water. Because of this, she frequently experiences the exact same symptoms her doctor said she would: nausea and dizziness.



Lauren's daughter, Rosetta, notices how her mother forgets to drink water. She decides to download an app that reminds the user to drink water on her mother's phone.

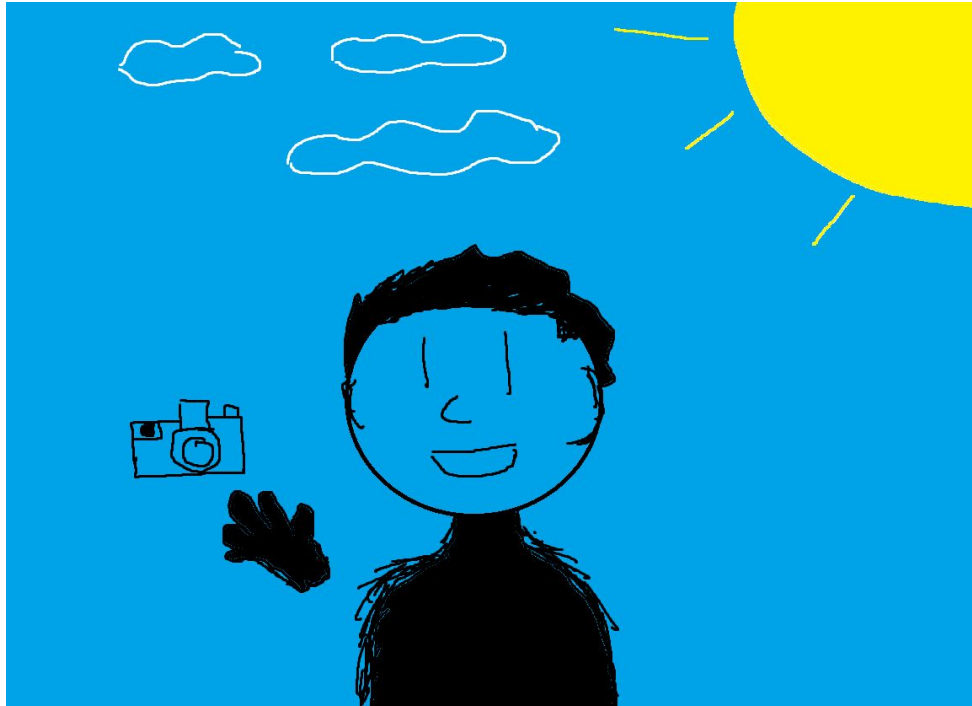


Rosetta alter's the settings to fit her mother's needs. Because Lauren has limited exprience in technology, she makes it so the app is easy for her to navigate.

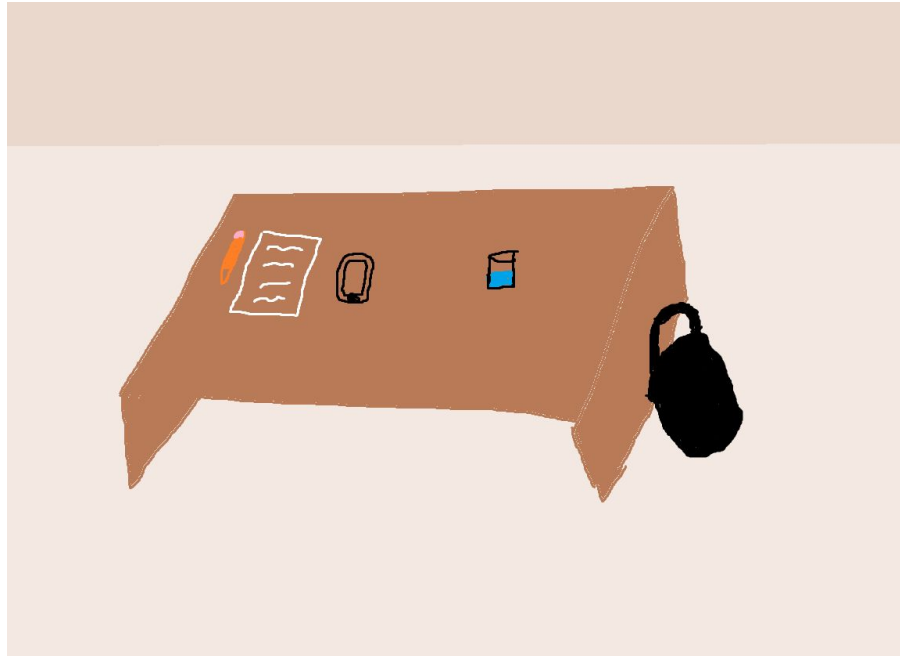


Now, Lauren is reminded to drink water every two hours because of the app. She feels much better now that she doesn't feel dizzy and nauseous!

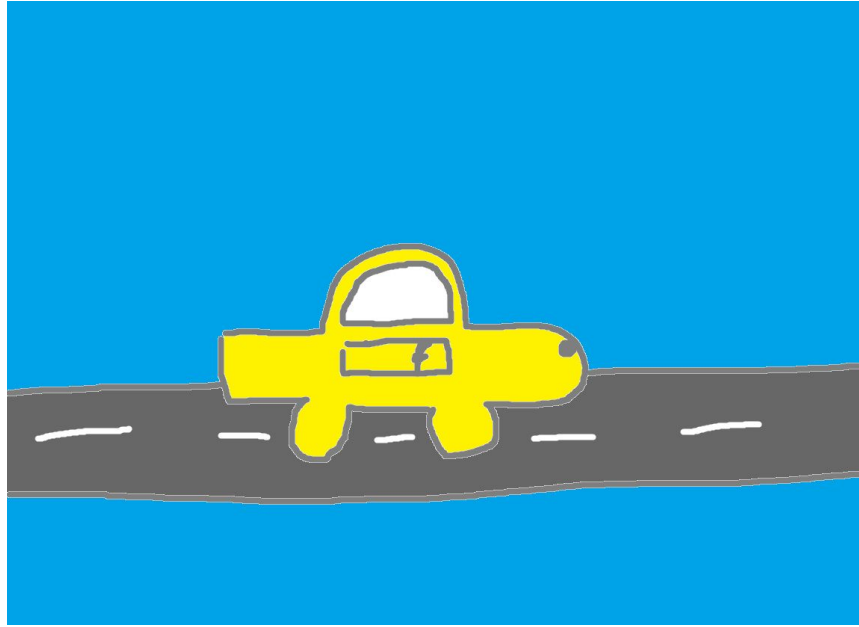
# Kenny



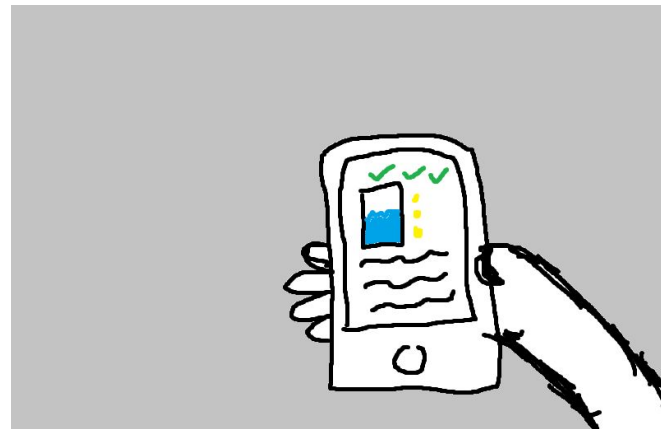
Phil is a freelance filmmaker that travels around the U.S to get clients for work



Since he's always on the move and never in one place, he is always forgetting to drink enough water before working with clients. Carrying a lot of equipment is tough work.

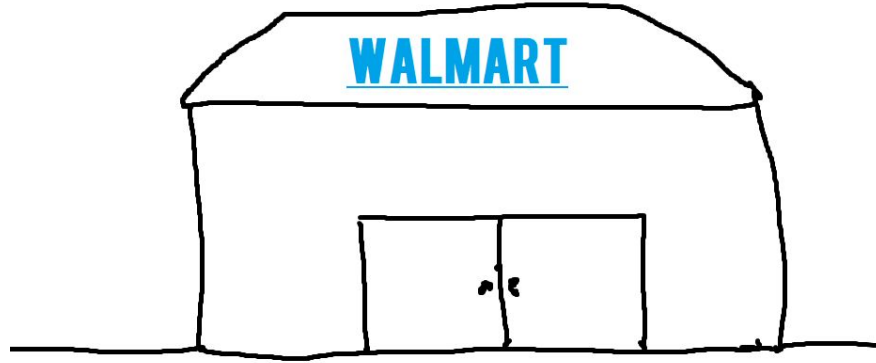


On his way to one of his clients downtown in Michigan, he hears this app that reminds you to drink water on the radio. Intrigued, he plans on downloading it after arriving at his designated place.

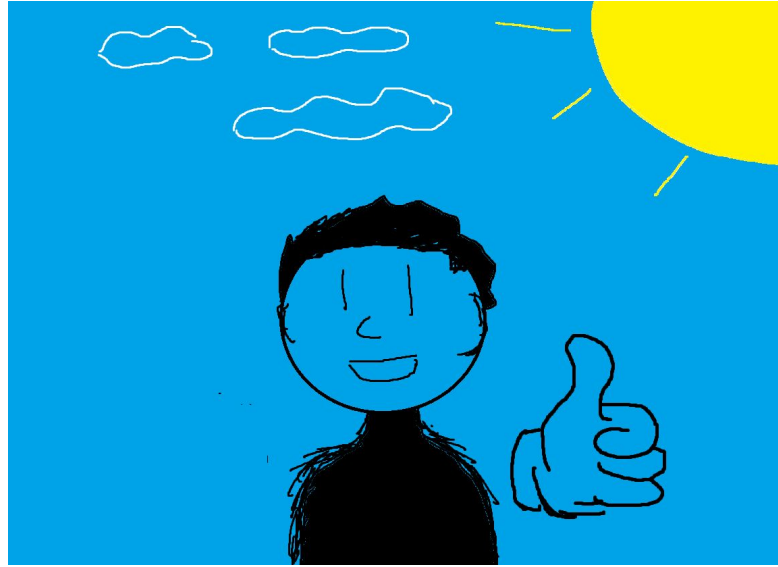


After arriving, Phil takes his phone out and searches for the drinking water reminder app. He installs it and sets it up based on his preferences





After Phil's meeting with one of his clients, he makes a quick stop to the closest store and piles up packs of water-enough to last someone a couple months!!



Phil being all hyped up hoping to improve his health, he is now reminded to drink a bottle of water every few hours! And with this knowledge, he spreads it to all of his clients.