

Ad Campaign

Why Be Thirsty?

Look at you. Your skin is dry, your lips are cracked, and your throat is parched. There's only one thing that your body needs: water. The one drink that you can't live without.

Don't be thirsty. That's for other people to worry about. Drink water.

Water: Because No One Likes Salty Milk

Ever had milk with pizza? There's only one thing that resets your taste buds. Water. Cool, quenching, and available almost everywhere.

Wash the taste out with something that actually works. Drink water.

Dominate Your Thirst And Make It Your B*TCH

Don't let your thirst win. Make it beg for mercy. Drink water.

Wanna Make Thirst Your B*TCH? Here Are Five Facts About Water to Help

1) Water is hungry for a stability it will never find

Because water is polar, the molecules cling to each other with hydrogen bonds. The hydrogen bonds break and reform every few picoseconds, and this constant shuffling is what gives water its unique properties.

2) Most of Earth's freshwater is locked away in ice

Get out your ice picks and have at it. Most of Earth's freshwater (about 68%) is locked away in snow, ice, glaciers, and ice sheets. Only about 30% of the Earth's freshwater is groundwater.

3) It's the best clue we know of for life on other planets

When looking for aliens, it's less "little green men" and more "is there water there?" All life that we know of needs water, and most scientists believe water is the best bet for finding life in the universe.

4) Tastes can differ

Water *does* have a taste, based on the minerals and chemical compounds dissolved in it. If you find your water not to *your* taste, throw in a piece of lemon or pour in electrolyte powder. That'll make your taste buds happy.

5) It can kill you without drowning you

When hydrating, be careful of water intoxication. Too much water too quickly will dilute your sodium levels, causing nausea, seizures, coma, and death. Make water your B*TCH. Don't become its victim.