



For immediate release

BUXTON® LAUNCHES PLANT+ WATER – A REFRESHING PICK-ME-UP

BUXTON® team launches plant polyphenol infused water



Put a spring in your step this summer with the launch of PLANT+ WATER by BUXTON®. Created with a refreshing blend of spring water, plant polyphenols and magnesium, PLANT+ WATER by BUXTON® has been expertly crafted to give you a gentle uplift throughout the day.

Combining fresh spring water with distinctive fruit and herb flavours, giving a great taste in every drop, PLANT+ WATER by BUXTON® is available in three refreshing flavour combinations; Lemon, Lime & Sage, Pomegranate & Basil and Blood Orange & Rosemary.

With the trend for plant-infused waters blooming, PLANT+ WATER by BUXTON® has been carefully created with polyphenols extracted from raw green coffee beans. Our polyphenols have been delicately balanced with spring water, natural fruit and herb flavours, lemon juice and a hint of magnesium – proven to help reduce tiredness and fatigue – to give you a gentle uplift all day long.



Warren Plaskett, Head of Marketing for Nestlé Waters said: “At BUXTON®, we are constantly looking for new ways to innovate and inspire our consumers. Recognising the growing movement towards plant-based diets, our team started exploring the power of plants within drinks some years ago. We are now in the exciting position to be able to launch PLANT+ WATER by BUXTON® - a refreshing plant-infused spring water that not only hydrates, but also provides a gentle uplift throughout the day – perfect for those with an active lifestyle.”

PLANT+ WATER by BUXTON® is available to purchase exclusively from selected Boots stores nationwide from 6th July 2020 with an RRP of £1.79 per 500ml bottle.

ENDS

For more information, or high-resolution images, please contact:

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Notes to editors:

- RRP: £1.79 per 500ml bottle.
- Stockists: Boots
- Website: www.plantpluswater.co.uk
- Instagram: [@plantpluswater](https://www.instagram.com/plantpluswater)

About Nestlé Waters

Nestlé Waters “The Healthy Hydration Company”, is the water division of the Nestlé Group and the number one bottled water company worldwide. We operate in 34 production countries with 95 production facilities and more than 33,700 employees. We are present in most distribution channels and consequently offer a large portfolio of 49 unique brands. In the UK these include our local brands, Buxton Mineral Water, PLANT+ WATER by BUXTON® and Nestlé Pure Life as well as our international sparkling water brands Perrier and S.Pellegrino.