



**For Immediate Release**

**Media Contacts:**

Shanna Baccari  
Shanna.baccari@drinkkarma.com  
585.218.0022 ext.104

## **Karma® Wellness Water Introduces Natural Lift Variety**

*Tropical Burst For A Natural Lift, added as sixth variety of Karma Wellness Water*

**Pittsford, N.Y., November 8<sup>th</sup>, 2015**— Karma Culture, LLC., the makers of Karma Wellness Water, have launched a new variety to join their five core offerings. Karma Tropical Burst For A Natural Lift has hit the shelves in the USA and Canada. The new variety delivers a "Natural Lift." Karma believes this variety will appeal to consumers who crave a healthy, yet energizing beverage. Karma Tropical Burst is exhilarating, natural, non-GMO, only 20 calories and free of lactose and gluten. The new variety is meticulously formulated with 110% of seven essential vitamins and natural caffeine.

### ***Discover Six Natural Varieties***

With the addition of the Tropical Burst variety, Karma Wellness Water is now available in six natural varieties, each containing 110 percent of the recommended daily allowances of vitamins A, B3, B6, B12, Niacin, D, and E:

- **Tropical Burst For A Natural Lift**— natural caffeine, yerba mate and green tea extract pack an invigorating punch into this variety for a natural, yet exhilarating energy boost.
- **Orange Mango For Sharper Thinking**— specially formulated for mental alertness, providing yerba mate, choline, and coenzyme Q10. Choline and yerba mate support clarity and stimulate focus, while coenzyme Q10 is an antioxidant that helps fuel the body's daily activity.
- **Raspberry Guava Jackfruit For Fitness Acceleration**— offers sodium and potassium, as well as glucosamine, calcium, and vitamin D. This mix works to replenish essential electrolytes, combat the risk of osteoarthritis, and maintain healthy bones.
- **Passionfruit Green Tea For Mood Elevation**— contains ginseng and L-theanine. These ingredients and others help recover from stress, and encourage relaxation.
- **Acai Pomegranate For An Immunity Boost**— provides 1,000 mg of vitamin C, as well as zinc, berry extracts, and tea polyphenols. This is 1,667 percent of your daily dose of vitamin C, which can help prevent cold and flu symptoms.



- **Pineapple Coconut For Healthy Hydration**– includes trans-resveratrol, magnesium, and potassium, which have biological, physiological, and anti-aging effects that impact vitality, along with other natural ingredients that increase alertness and replenish energy.

Karma Wellness Water begins with a gift from Mother Nature in the form of pristine spring water, while many competing brands use filtered municipal water. Karma is naturally sweetened with a blend of stevia and pure cane sugar. Each 18-ounce bottle contains only 20 calories and is free of preservatives, gluten, and lactose.

Karma Wellness Water is available for purchase online at [DrinkKarma.com](http://DrinkKarma.com) and [Amazon.com](http://Amazon.com). In addition, it is currently available in select grocery, convenience, and drug store chains, for a suggested retail price of \$2.39 to \$2.89. For more information about Karma and where to find it, visit [www.DrinkKarma.com](http://www.DrinkKarma.com).

#### **About Karma Culture LLC**

Karma Culture LLC, based in Pittsford, N.Y., is a manufacturer of naturally enhanced, flavored spring water. Founded in 2011, the company's Karma® Wellness Water provides unprecedented levels of vitamins and nutrients in a mix-to-drink form. The line includes five functional varieties, each meticulously formulated to deliver distinct wellness benefits for mind, body, spirit, balance, and vitality. Karma was born from the universal truth that if you do something positive, you'll get something positive in return. It meets the needs of people with active lifestyles who are looking to make good choices that will positively impact their health. For more information about Karma Wellness Water, visit [DrinkKarma.com](http://DrinkKarma.com).

###