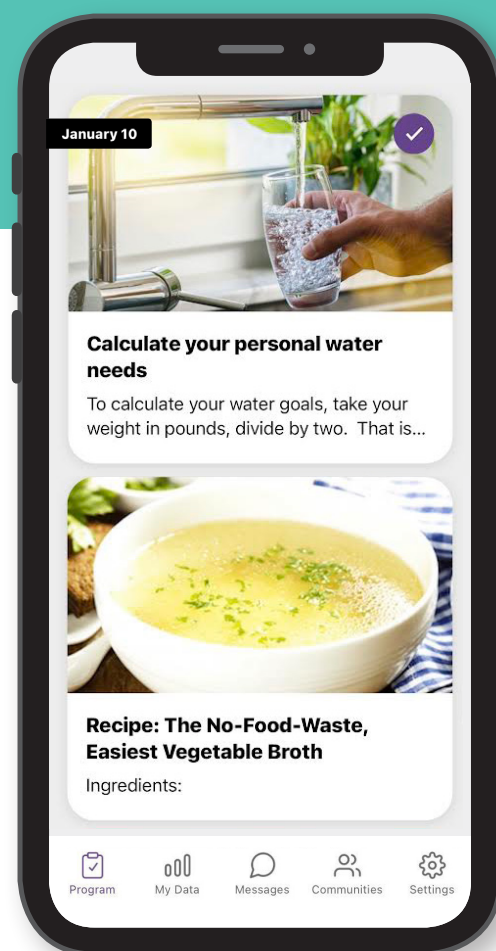


# The BNP Water CHALLENGE™

If there's one thing we all need to survive, it's water! Just how much water is adequate, how can we creatively get more in, and what makes it so important anyway? Did you know that water acts like an escort for those precious water-soluble nutrients you are consuming to get into your cells? Together with Ashley Koff, RD you'll explore these and many other water related topics this a week-long water challenge. Knowing 'WHY' is half the battle in prioritizing this important habit. In this program we will have some fun with trackers, and talk you through tips and tricks on how to build better water drinking habits. Why not include a friend, family member or a co-worker to see who meets their daily amount the most frequently. We know you'll find beautiful results on the side and out!

## WHAT'S INCLUDED

- One week of The BNP Water Challenge™ content delivered daily to your app
- A one-on-one session with your coach & unlimited messaging during the program
- Bi-weekly group sessions with award-winning nutrition expert **Ashley Koff RD** + other experts
- Deliciously doable recipes
- Tips & Tricks to help you get in more H<sub>2</sub>O
- VIP Online support community



### READY TO GET STARTED?

Simply make your purchase and then look for an email from [Programs@thebetternutritionprogram.com](mailto:Programs@thebetternutritionprogram.com).  
*We look forward to meeting you and helping you get that water in, in a delicious way!*

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*These programs are not intended to replace or contradict your practitioners recommendations including medications, supplements, and food recommendations. Access is available only through a licensed or credentialed healthcare professional.*



**The BNP Water Challenge™**, powered by **The Better Nutrition Program** and **Ashley Koff RD**, is an interactive program to engage and challenge you in a significant pillar of health- water intake. We've all heard 'drink your water' and there are numerous articles about it every where we turn. Why is it so important? Water serves many functions in the body including eliminating waste (how are your bowels doing?), escorting minerals and nutrients to cells (you need water to expand fiber!), lubricating your joints, regulating body temperatures and so much more. It allows our body to run better in a number of ways and when we're properly hydrated, we feel better, inside and out.

This one week program is a fun way to help you identify and track how much water you're getting in, and how to efficiently increase your intake throughout the day. Maybe you're great at getting in the amount your body needs, but it's all in the evening hours while you play catch up, Perhaps you do not like drinking water and need some creative ideas. Most importantly though, we're going to educate you on WHY it's so critical to do so. Each day you will get tips, videos, and inspiration for learning about the importance of drinking water and increasing your intake. In addition you will meet virtually with a coach to help personalize the recommendations for you and your lifestyle (plus, you can message them any time!). AND because we thrive in community, we offer access to Koff and her team of experts in live group sessions. We know there is a big difference between knowing what to do and doing it more often. This personalized program meets you where you are and helps you make getting water in both fun and doable.

If you are up for a challenge to drink more H<sub>2</sub>O, and feel better as a result, this program IS FOR YOU. It's as easy as asking your practitioner to sign you up, and getting a welcome email from us with your access to the app. You will receive a message from your coach and your first video from Ashley Koff RD. Our personalized approach will guide you every step of the way. Let's do this!