

Conscious Couple Inspired to Create Positive Change for the Planet

by Sarah Miller

Today, it seems people and companies alike are striving to go "green" or become more eco-conscious. And it isn't just individuals taking responsibility for the growing ecological footprint associated with human demands for resources. Companies such as H2Om Water with Intention, the first water company to take on a full production responsibility practice, have created a new form of product, interactive and eco-friendly.

H2Om Water with Intention is the first company to bring sustainability and education to the water industry. In the previous decades Americans have been participating in a tug of war between the guilt and pleasure of their purchase. But as awareness of the effects of mass production, corporate farming and green house gases has increased, so

has the demand for products from companies whose leaders strive to create inspiring eco-conscious products. Two such leaders are Sandy Fox and Lex Lang, entertainment industry professionals turned entrepreneurs.

Fox and Lang, owners of H2Om Water with Intention, were inspired while on their honeymoon on the island of Kaua'i in 2004 to create an "interactive" bottled spring water designed to enliven and educate the consumer. Sandy and Lex were meditating one morning on Po'ipu Beach. As part of their meditation, they sent positive blessings for the planet into the ocean, asking the water to carry that energy out into the world so that anyone



who was touching the water would receive their positive intentions.

"After our meditation, we walked into town for breakfast. On the table of the restaurant was an 'Inspiration Magazine.' The cover story read 'The Miracle of Water ~ Send your

Blessings into the World.' The article was on water and its unique ability to retain information. We said 'Wow, we were just doing this!' A few months later we saw the hit movie 'What the Bleep Do We Know' where water's receptivity was again featured. The next morning at 5am Lex awoke from a powerful dream and saw a floating banner with images of the bottles and the name H2Om ~ Water with Intention, and the slogan 'Think It While You Drink It' floating in front of him. After almost two years of research we opened our doors for business. That was nearly four years ago," said Fox.

"Initially we approached H2Om from a vibrational level, focusing on the intentions. We created powerful labels our customers could use as a reminder to focus upon creating intention as part of their daily rituals. We even played restorative frequencies to the water after it was bottled. But as we began to learn more about the bottled water industry we realized that it was in need of some serious change. Companies needed to step up and find solutions for many problems that the industry was facing. Solutions that would preserve our beautiful planet," said Lang.

But how can a bottled water company be working towards preserving our planet, you ask?

This inventive couple has redefined the way beverage companies are doing business. They have created full production responsibility standards for bottled water companies to comply with, including accountability for the materials used during production, the use of petroleum, recyclability, full disclosure of water sources, purification processes and carbon footprint responsibilities. But it doesn't stop there. Fox and Lang believe that it is also the responsibility of the consumer to do their part.

"Consumers needed to be educated and encouraged to participate at a personal level," Lang said. "Plastic is a huge issue on the planet right now. The average person believes that plastic water bottles make up the majority of landfills, yet plastic from bottled water is only 1/3 of 1 percent of the plastic in the landfills. The rest

are items like your shampoo bottles, your make-up, your laundry detergent bottles, your prescription bottles, packaging from the items you buy at the grocery store. It's incredibly important for all of us to recycle," Lang said.

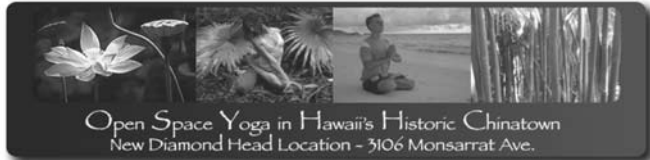
What makes H2Om stand out from the plethora of other bottled waters is that all of their bottles are 100% recyclable and reusable, and their new bottles are made from 100% recycled material with zero additional dependence on petroleum. Their boxes are made from post consumer recycled material, educate on ways to preserve our planet, and are printed on recycled materials with soy inks. In their search for eco options, H2Om has been testing the new biodegradable additives to plastic, but in their opinion, the additives are still too unstable under heat and sunlight conditions, and have the potential to compromise the recycling stream and the purity of the water.

After researching more deeply I found that H2Om has also created several recycling education programs and the company has a ZERO carbon footprint - actually a negative carbon footprint - through its partnership with Carbonfund.org. But it doesn't stop there. H2Om is contributing to the congressional hearings on bottled water so that other water companies are held accountable for providing their source, purification process, and labeling practices.

"H2Om's mission is three-fold: to inspire individuals to create daily positive thoughts and intentions, to provide a clean source of natural spring water which has never been exposed to chemicals or groundwater contamination while educating consumers on how to keep our watersheds and water resources safe and clean, and to align with and support organizations working to heal water issues on local, national and global levels. Our vision for H2Om is to inspire people across the world to create positive intention in their own lives and inspire them to actively participate in creating positive change on the planet," said Fox.

H2Om Water with Intention is recommended by the Environmental Media Association and recognized by TIME Magazine and The Wall Street Journal as a leader in enlightened products and the original creator of a new water segment. Voted as one of STYLE.COM's 5 Great Enhanced Waters, and the 2009 Best Tasting Water in the World at the Berkeley Springs International Water Tasting Competition, the varieties include Love, Perfect Health, Gratitude, Prosperity, Will Power, Joy and Peace.

For more information visit their site www.H2Omwater.com



Options Abound at Open Space

It was in November of 2004 that Open Space Yoga first started offering classes on Maunakea Street. Owners, Mary Bastien, RYT and Rain Magyar, saw Chinatown not only as a cultural melting pot, but also a developing neighborhood filling with new art galleries, restaurants and shops. With an initial schedule of three classes a day, there are now numerous styles and times to choose from! Having moved to its current location above the Louis Pohl Gallery on Nu'uano Avenue, Open Space Yoga also lends its walls and clean space to local artists every first Friday!

Five years later, a second and already successful studio has opened on Monsarrat Avenue in the Diamond Head community. Consisting of two rooms, a small boutique with seating area and plenty of parking, the Diamond Head studio makes it easy to get your yoga fix! While waiting for a relax-deeply class or while deciding how you'd like to refuel after a vigorous vinyasa flow, students can choose from a variety of healthy, local restaurants all along Monsarrat. And the walk from Waikiki is a great warm-up for any visitors wishing to maintain their

fitness routine while on vacation!

Mary began her yoga practice in 1997 and continues to study under Shiva Rea and Rod Stryker in the tantra lineage. Her carefully chosen family of teachers are all graduates and continuing students of registered yoga schools, including Open Space Yoga! The various backgrounds, styles and personalities that each teacher brings are a wonderful representation of the belief that we can all share the same goal while traveling down a different path.



Along with the regularly scheduled classes, students can enrich their practice with weekend workshops held at both locations. And for those who are interested in teaching, Open Space Yoga offers a 200 hr level teachers training each year! Class schedules and descriptions, packages and rates, instructor bios and much more are all easily available online at www.yogaopenspace.com. Most new students opt to try as many classes as possible by purchasing the two weeks of unlimited yoga for thirty dollars!

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