

SevenPoint2 Introduces HydroFX for Water®, its Newest Alkaline Wellness Product

HydroFX for Water makes a splash on Black Friday with its ultra-hydrating molecular hydrogen performance and recovery powder formula specifically-designed for water.

December 1, 2016 (Tempe, Arizona) - An exciting new product launched on Black Friday, November 25th, when SevenPoint2 released the much-anticipated HydroFX for Water®. This first-of-its-kind water-soluble powder supplement has a unique patented formula and all-new eye-catching label design. Featuring one of the world's most powerful antioxidants, molecular hydrogen, HydroFX for Water transforms every day water into performance water for a health experience like no other.

Clinically-tested and doctor-formulated, HydroFX for Water is designed to be used before and after workouts for maximum benefits. Catering to competitive athletes and physically-active individuals, HydroFX for Water may help maximize performance and recovery, energize the mind and body plus alkalize the body to maintain wellness. "For optimal results, this product is ideally formulated to be used in tandem with Recovery with HydroFX®, our flagship molecular hydrogen product. These two supplements have completely different delivery systems with unique benefits and are designed to complement one another," says Dr. Howard Cohn, Co-Founder and Chief Product Officer.

HydroFX for Water can be used everyday, by anyone and of any age for overall health and wellness benefits. To be added to drinking water, HydroFX for Water recovery powder, offers a zero calorie, pure-tasting and ultra-hydrating experience. HydroFX for Water is also ingredient-friendly — vegan, gluten-free, sugar-free with no preservatives, artificial flavors, colors or sweeteners, soy, dairy or GMOs.

Creating peak-interest on social media, HydroFX for Water made a big splash during its debut on Black Friday with a Double Deal to also coincide with Cyber Monday. SevenPoint2 teased their newest product with a week-long unveiling before its final reveal. "We kept our Associates and Customers excited and engaged in our product launch by revealing minimal information at a time. It was fun for them and our interactions were at an all-time high," says Jason Boreyko, Co-Founder and C.E.O.

"We're excited to bring back this amazing product in its new and improved form. HydroFX for Water really got the field pumped up which will create unsurpassed momentum leading into 2017," says Philip Townsend, Senior V.P. Field Development.

HydroFX for Water is available online at http://www.sevenpoint2.com/products_sc.html#hydrofx

About SevenPoint2®

SevenPoint2, located in Tempe, Arizona, is a renown leader in alkaline wellness since 2012. With its global network of associates who benefit from and share the positive health aspects of the 7.2 products and generous compensation program, SevenPoint2 delivers the mission for people all around the world to experience the positive difference of optimal health and feeling better every day so they can live the life they love.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to treat, diagnose, cure or prevent any disease.