



Water, the All Seasons Drink

Water: The Ideal Beverage

Year Round

Wintertime can bring to mind brisk outdoor temperatures, hot cocoa, and cozying up to a fire; but a tall glass of cold water isn't one of those images! We'd save that thought for a hot summer day. However, drinking water is just as important in winter as any time of year to prevent dehydration.

Did you know? Cold weather can actually increase your risk of dehydration. According to research, our brains just don't make hydration a priority when the temperature drops, like it does in hot weather.

All the more reason to help your family key into winter water drinking habits with these tips!

- **Sips of water.** Suggest family members think of drinking water throughout the day in mouthfuls instead of glasses; such as sips from a bottle of water at your work desk or from a drinking fountain. Small amounts more often do the trick!
- **Exercise hydration.** Repeat this mantra to your family... "drink water before, during and after exercising even when thirst may not kick in". By repeating the phrase and role-modeling when your family is exercising together, a healthy year-round habit can develop.
- **"Water up" before going outside.** Cold, dry air can sap moisture from your nose and mouth passages when you are outside. Encourage your family to drink water before going outside for an extended period of time to keep hydrated. Also pack a bottle of warm water for family members heading out into the elements. It's much more appealing to drink warm water in a cold climate!
- **Mealtime beverage.** Provide water at meals and encourage family members to drink water in addition to normal mealtime beverages or in place of them. Water is the ultimate beverage; calorie-free and vital for life!

Discuss with family members the barriers they have with drinking water in the winter. Choose a family tip from those above or create your own to work on this week!

Nestlé Pure Life has partnered with Healthy Kids Challenge to help raise awareness among families about the caloric impact beverages can have on daily intake, and the importance of establishing healthful beverage habits at an early age.