

As a prevalent issue in Australian society, responsible use and consumption of alcohol is something that we openly acknowledge and take very seriously at Hydrodol.

We also accept that many Australians enjoy alcohol responsibly but can still suffer the side effects of consumption from time to time. Hydrodol was designed and is intended for use by the latter group of Australians as a means of harm minimisation and hangover relief – never to promote excessive drinking.

The brand's tag line 'Tomorrow morning, brought to you by Hydrodol' implies that the customer can reclaim their early mornings despite having had wine with dinner or a few drinks with friends.

We have positioned the product for people with busy lives who enjoy an occasional drink but can't afford to not be performing at their peak – for example, corporates who entertain clients but still have an early morning flight to catch, mums who like the odd night out but have to deal with children the next day, and people who enjoy dinner and drinks with friends but don't want to miss that 6:00am PT session.

As responsible drinkers ourselves, the team at Hydrodol have developed an effective natural remedy that our target customers enjoy responsibly. We believe that adults who lead busy lives or choose to take part in certain activities should be able to take steps to minimise the effects of alcohol to their health and wellbeing.

Hydrodol does not target those who drink excessively for a number of reasons:

- According to research from the Australian Alcohol Guidelines, people who tend to suffer hangovers most are light drinkers, with 76% of light to moderate drinkers experiencing hangovers, whilst heavy drinkers report much lower rates.
- Hydrodol is not effective for binge drinkers – it is for a mild hangover, not alcohol poisoning. Hydrodol is a natural preventative containing vitamins, minerals, amino acids and herbs. It is most effective if taken just before drinking or with your first drink and only if a moderate amount of alcohol is consumed.
- Hydrodol is expensive. Binge drinkers do not prioritise their health and therefore do not spend their disposable income on natural supplements like Hydrodol – they would rather spend this on another pint or glass of alcohol.
- Hydrodol's main sales channel is through pharmacies, and thus accessing the product late at night or even while intoxicated is not possible, meaning planning and preparation are required – something that those with a focus on drinking are less likely to do.
- All Hydrodol products state 'Drink Responsibly' on both the front and back of pack. This is not a mandatory statement (like it is with alcohol), however we choose to take this position to ensure our intentions are not mistaken. We also include this statement on all promotional material for Hydrodol.