



## Fact Sheet

Misty Artesian Water, Inc. (Misty Artesian Water) is the finest, pure artesian water bottled in meaningful, ribbon-shaped packaging and available in **eight different colors. Each bottle color is designed to raise awareness and funds for over 1,000 causes**, such as cancer, disease and mental health. Headquartered in Atlanta and bottled in the United States, Misty Artesian Water is naturally filtered, preserved in deep natural caverns and packaged in recyclable, biodegradable or compostable materials – offering a revitalizing, satisfying and eco-conscious way to support worthwhile causes.

**Leadership:** Founded by **Misty Washington**, Misty Artesian Water is an entity of Mystic Entities, Ltd., a full-service, custom-bottled beverage distribution network in the United States. Misty Artesian Water is a **social impact company** rooted in meaningful charitable initiatives and ecological practices to develop a more sustainable, inclusive and forward-thinking society.

**Timeline:** **2014:** Misty Artesian Water, LLC was established by CEO and Founder Misty Washington and sold through e-commerce and in local establishments in Louisville, Kentucky.  
**2015-2017:** The company grew its e-commerce product offerings, diversifying its online presence.  
**2018-2019:** Misty Artesian Water, LLC decelerated its e-commerce sales as it developed a new mission, leadership team and sales structure to position the company for continued growth.  
**2020:** Misty Artesian Water, LLC dissolved and Misty Washington and Brooklyn Butler founded Mystic Entities, Ltd., re-establishing the brand as Misty Artesian Water, Inc., an entity of Mystic Entities, Ltd.  
**2021:** The company relocated to Atlanta to take advantage of the city's welcoming business climate for start-up companies, its robust philanthropic community and its diverse talent pool. It also launched its non-profit affiliate, Ribbons of Awareness.

**Products:** **Pink Ribbon Artesian:** Includes breast cancer awareness, Paget's disease and overall women's health issues  
**Purple Ribbon Bottle:** Represents cystic fibrosis, epilepsy, Alzheimer's disease and over 70 other health issues  
**Blue Ribbon Bottle:** Raises awareness for child abuse, sex trafficking, education and over 100 other issues  
**Green Ribbon Bottle:** Acts as a symbol of hope for over 45 conditions and issues including bipolar disorder, global warming and glaucoma  
**Yellow Ribbon Bottle:** Supports an abundance of social issues including suicide prevention, prisoners of war and adoption  
**Orange Ribbon Bottle:** Provides hope for ADD/ADHD, diversity, poverty, gun violence prevention and a multitude of other causes  
**Red Ribbon Bottle:** Represents substance abuse and addiction, HIV/AIDS, sickle cell anemia and heart disease in addition to many other illnesses  
**Gray Ribbon Bottle:** Symbolizes diabetes, brain cancer and asthma among a variety of additional health conditions

**Giving** Misty Artesian Water donates a portion of annual sales to its non-profit affiliate, **Ribbons**

**Program:** [of Awareness](#), equipping philanthropists with an all-inclusive network of colleagues, volunteers and donors to expand the reach of non-profit organizations across the United States. For every 12 bottles sold, \$1 is donated to Ribbons of Awareness.

The beverage company is also committed to providing organizations with community grants designed to accelerate societal advancement and change within their communities. [Learn more about how organizations can partner with Misty Artesian Water to create a better tomorrow.](#)

To foster a service-oriented environment, Misty Artesian Water implements Dollars for Doers, an employee-giving program that rewards employees who dedicate time and effort to a philanthropic cause. For every 15 hours an employee volunteers, Misty Artesian Water donates \$95 to the non-profit.

**Retailers:** Misty Artesian Water is available on its [e-commerce website](#).

**Pricing:** Pink Ribbon Artesian Water (12-pack): \$44.99  
Pink Ribbon Artesian Water (24-pack): \$64.99  
Pink Ribbon Artesian Water Subscription (12-pack): \$39.99/month

**Website:** [mistywater.com](http://mistywater.com)

**Facebook:** [facebook.com/mistyribbonawareness](https://facebook.com/mistyribbonawareness)

**Twitter:** [twitter.com/MistyArtesian](https://twitter.com/MistyArtesian)

**Instagram:** [instagram.com/mistyartesianwater](https://instagram.com/mistyartesianwater)

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