

Water Babe

AS AN EX MODEL AND BALLET DANCER, VALERIE COLLING HAS A PASSION FOR DRINKING LOTS OF WATER AND THE BENEFITS IT BRINGS, SO MUCH SO THAT SHE HAS NOW LAUNCHED HER OWN BRAND. LA DI DA MEETS HER...

Even as a child Valerie was obsessed by water. While other children had to be persuaded to put down fizzy drinks and drink water, she was the opposite, turning into quite the water connoisseur even at such a tender age.

There is a sense of destiny then that she ended up following her heart and creating a water brand that reflected her passion and beliefs with Love Tide Water.

“I would take bottles to school with me,” she explains. “I didn’t like to drink tap water at school; I was quite sensitive to the different taste of different waters, even bottled waters, at an early age.”

In an age where water sommeliers are all the rage, we have become accustomed to the properties and tastes of individual waters and it’s easy to forget how unusual drinking bottled water was on such a regular basis.

“I seem to sense intrinsically that water was good for me. When I did ballet I used to drink a lot of water to keep me healthy and hydrated. Later as I went into modelling, drinking lots of good, quality water was an essential. I had developed a healthy habit for life,” she says.

After years working at a high level in other people’s businesses, she decided it was time to follow her own dream.

She set up Karma Water Company which reflected her own spirituality and belief system with Love Tide Water as the name of the water itself. Valerie does a lot of yoga and Tai Chi and wanted to imbue her water with messages and beliefs that nourished and cultivated positivity.

“Water has a vibrational energy to it as we are all made up of water,” she explains.

On the inside of the bottles are different secret messages. The glass water bottles bear the words ‘Be Love, Be Joy, Be Calm, Be You’ in hot pink. So when you look through the glass you can see the words shimmering through the water and sending a private

message to the bottle’s owner. The plastic versions have ‘Drink in the Good Karma’. It’s a lovely designer feature which reflects the specialness of the water inside and sends out positivity.

Our fashion team fell in love with both the water and the bottles when it was provided for a recent fashion shoot and considerable time was spent capturing the words for the perfect instagram shot.

Valerie has spent a long time looking for just the right water.

“I searched the length and breadth of the country to find exactly the right one,” she said. “I wanted quite an alkaline water and then I found it, on a farm, on protected land, free from chemicals and contaminants.”

Those values also carry through to the packaging. All of Love Tide’s glass is recycled and they also use BPA free plastic which is bio degradable.

“It sounds crazy but minerals are actually taken out of a lot of waters,” Valerie reveals. “But ours are all kept in. The water has a lovely, soft taste. I get a lot of positive feedback from people who like sparkling water in particular, saying they love our sparkling water because of its soft feel and delicate taste.”

• *Love Tide is available in still and sparkling and can be found at places such as Rockliffe Hall and Mint Hobo in Yarm. Check out www.lovetidewater.com for further stockist information.*

