

Experience the next level of hydration with Vitaminwater 2.0. This innovative redesign features a reduced use of plastic, saving you cost and helping reach sustainability goals. Impress the eco-conscious younger generation with a simple label, made from recycled paper for a more natural touch. Vitaminwater's new mission is to refresh not just your thirst, but the planet too.

This new bottle highlights the features that made vitaminwater great, as well as making an upgrade. The previous dome was slimmed down. Aside from converting over to a paper label and reducing plastics use, no other sustainability measures were improved on- the recyclable cap and recyclable PET bottle remain here to stay.

And that's not all - we've made a small but meaningful change by matching the cap color to the label, enhancing the experience for consumers with disabilities.