

HAWAII'S BusinessToday

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Hilton names VP

Jerry Gibson new area vice president, director of Hilton Hawaiian Village | C3



You better stop around

Connections increase travel time, but FareCompare.com reports they can be much cheaper than nonstop flights | C5

THE EXCHANGE

Nikkei* ▲ 412.23 Close: 12,624.46

Dollar* ▲ 2.17 Yen

Late Tokyo 108.65 Yen

*as of Monday (last night, Hawaii time)



Eco-friendly indulgences

Natural personal care products — free of synthetic ingredients — are growing in popularity despite a soft economy | C3

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Pure Pacific dives into deep-sea water market

Big Island company bottles 2 products: aloha deep and spring water aloha pure

BY ROBBIE DINGEMAN
Advertiser Staff Writer

A new Big Island-based company — Pure Pacific International Inc. — is the latest business to tap into the growing demand for desalinated deep-sea water, while also marketing a spring water alternative.

The company was founded last year by Ernie Ganaden and Steve Sparks. The bottling facility, near Hilo, can produce up to 90 million bottles each year of the two bottled water varieties,

aloha deep and aloha pure.

The water made its debut on O'ahu recently in specially labeled bottles distributed as "the official water" of the Hawai'i Convention Center. The distribution was expanded to the general public last week when Don Quijote stores began carrying aloha pure, the company's spring water product.

Aloha pure is pumped from an artesian well in Kea'au. The well taps into an aquifer that recharges at a rate of 740 million gallons a day fueled by the area's abundant rainfall and melting snow from Mauna Kea and Mauna Loa, Ganaden said. "It's one of the purest waters you can find," he said.

The company now employs a dozen people but expects that to grow as

production increases, he said.

The deep-sea water used to fill the aloha deep bottles is drawn from a deep-sea water source off the coast of O'ahu, desalinated, and shipped to the 14,000-square-foot processing plant on the Big Island. Ganaden said he expects aloha deep to be in stores beginning next week.

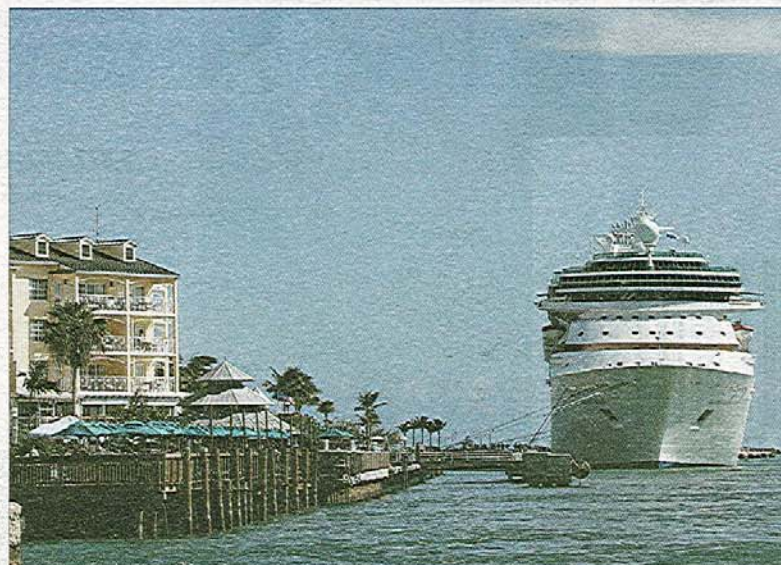
Aloha pure will be sold for around 99 cents for a 500 milliliter bottle, while a similar size bottle of aloha deep will retail for around \$1.89 to \$1.99, Ganaden said.

Before joining Pure Pacific, Ganaden was president of The Daily Wellness Co. which sold nutraceutical products

SEE WATER, C6

TODAY'S FOCUS | TOURISM

Cruise lines alter courses to save fuel



ASSOCIATED PRESS FILE PHOTO | June 2008

Royal Caribbean's Majesty Of The Seas is shown docked in Key West, Fla. Royal Caribbean International and other cruise companies are beginning to change courses, exploring new routes that require less fuel, one of the industry's biggest costs.

New itineraries mean more revenue for some ports, less for others

BY CLARKE CANFIELD
Associated Press

PORTLAND, Maine — When the 1,020-foot Explorer of the Seas cruises through North Atlantic waters next year, it'll spend more time off the coast of New England and less time near Canadian shores, and it's not because of better vistas.

Royal Caribbean International and other cruise lines have begun charting a new course in search of routes that eat up less fuel. Already one of the industry's biggest costs, record fuel prices have cut heavily into the bottom line.

The impact of shifting itineraries will certainly have implications beyond the bottom line of cruise operators, creating winners and losers in port towns all

SEE CRUISES, C4