

Hydretain's benefits are far more than isolated claims. Major university studies and greencare professionals from around the world continue to herald the benefits of Hydretain and its unique ability to reduce watering requirements by up to...

**50%**  
...or more!



Hydretain is available in a variety of sizes in both liquid and granular forms to suit your needs.



The difference is clear...

Think  
**Hydretain**

Professional Moisture Management  
... made simple

Represented by:

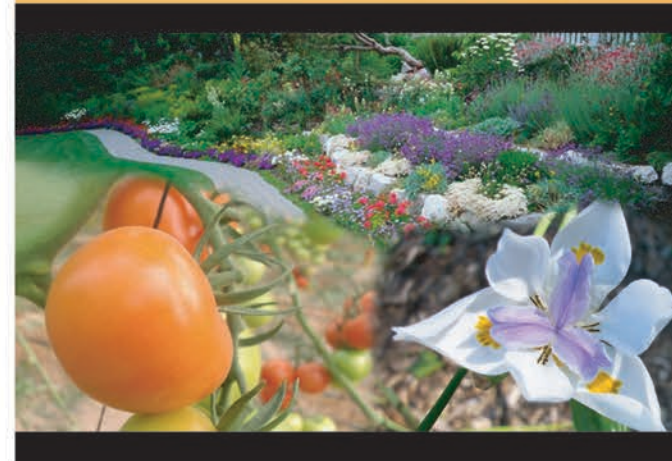
Hydretain is manufactured in the United States

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Or for more information, visit us at:

[www.hydretain.com](http://www.hydretain.com)

Drought  
Stress  
putting your  
Greenery  
at Risk?



Think  
**Hydretain**

Most of us connect the health of our plants with maintaining proper moisture levels. When conditions are dry we will often increase watering frequency and volume to compensate. This can be a costly and ineffective solution due to many factors at work beneath the soil surface. Understanding these factors is vital to moisture management where it most counts - in the root zone.

When we apply water, we are facilitating a critical balance of moisture, air, nutrients and beneficial microorganisms that are available to the roots of your plants. Moisture also provides an important vehicle by which other nutrient elements can be carried through the soil matrix. This process continues as long as proper moisture is maintained. Interrupting this process can put your plants at risk of drought-related stresses.



## Understanding Drought

Whether you're a greencare professional, a gardening enthusiast or a home owner, maintaining healthy, green and beautiful turf grass, trees, shrubs, flowering plants or vegetables is no easy task - even under ideal conditions.



Gravity and evaporation constantly work against you, pulling moisture out of the reach of roots as it returns to the atmosphere and aquifer. These two forces combine to create the potential for total moisture loss in the soil matrix when rainfall is scarce.

If left unchecked, this damage can cause wilting, browning and loss of leaves and delicate structures. By the time these drought stresses become evident, much of the plant's internal processes have begun to shut down as it enters a survival mode. It is during this time that the plant becomes most susceptible to opportunistic disease and pests.

Chronically dry soils can become **hydrophobic** or moisture-resistant. Attempting to hydrate soil in this condition can be difficult as hydrophobic soils tend to channel moisture away through voids in the soil matrix and poor absorption results. This moisture is lost to gravity and offers little benefit to plants.



As drought conditions progress, roots **stops growing** as they encounter dry soil. Delicate root hairs begin to shrink, desiccate and die, leading to even more severe stresses and symptoms above the surface. Overwatering to compensate can lead to fungus and rot which can be equally damaging.

Hydretain acts like water magnets to capture moisture vapor that comes in contact with roots to form countless tiny reservoirs that will prove vital to the plant's survival when moisture levels drop out of reach of the roots. This prolongs healthy internal processes, dramatically reducing or even eliminating drought-related stresses.

An advanced and environmentally-conscious chemistry - The complex Hydretain molecule forms a thin persistent film on root surfaces. Once treated, instead of channeling moisture away, the soil now permits absorption and dispersion of newly available water, suspending it in the soil and making it readily available to the root systems of your plants.

## Outlasting Drought

Persisting through multiple waterings, Hydretain repeatedly captures vapor and forms droplets, ensuring that plants have an uninterrupted supply of vital moisture. The Hydretain film also travels with roots as the grow. As your plants respond to changing moisture conditions, be assured that they will benefit from Hydretain's lasting effects.



The benefits of Hydretain become clear in comparing treated and untreated plants. Hydretain has consistency shown its unique ability to restore and maintain a proper moisture balance in dry, or even drought-stricken soils.

Untreated plants took longer to recover from drought stress while plants that were treated with Hydretain generally go twice as long without irrigation before ever entering drought stress.