

Only the best for Mum

AOX Water founder Jeffrey Tan shares how the antioxidant alkaline water has done wonders for his mum.



Five years ago, Jeffrey Tan decided to venture into the health market and established AOX Water. While his mother, Madam See Beng Kim, applauded his business acumen, she was less than eager to embrace his product – AOX antioxidant alkaline water.

By nature, Madam See didn't like drinking water. However, with gentle coaxing from Jeffrey, she started consuming AOX Water and soon grew fond of its fresh, pure taste.

Today, the 82-year-old Madam See not only drinks AOX Water but also instructs her maid to cook with it. She also soaks all her vegetables in AOX Water to remove dirt, pesticides and other impurities. In fact, she is so accustomed to the distinctly good taste of AOX Water that she can immediately discern the difference when she is served other types of water.

Uplifted in the lift

Jeffrey recounted with pride and some amusement a recent episode in the elevator of his mother's building. "A neighbour saw her and said, 'Auntie, how come you look stronger

and younger every day?'" recalled Jeffrey. He added, "My mother was very pleased, naturally. Many people have remarked on her robust appearance for a woman of 82."

Real improvements

Jeffrey also noticed how his mother's diabetes and high blood pressure conditions have measurably improved since regularly drinking AOX Water. With the aid of medication, both conditions are now under control.

Medical issues aside, Jeffrey has also noticed a positive change in his mother's temperament. Up until the last few years, Jeffrey would visit his mother on alternate Sundays to take her out to the seaside or to a restaurant. However, his intentions were usually thwarted because his mother was in a glum mood or felt vaguely unwell.

"Now we are having more good times together than ever before. My mother's energy levels are up and she really looks forward to our family outings," said Jeffrey.

"Seeing the changes in my own mother was a source of great motivation to continue striving for success in my business," explained Jeffrey.

Mum has the last word

When Jeffrey recently received the Emerging Award at the SME One Asia Awards gala dinner, Madam See attended the event.

"I looked around and saw that there were no other old folks there. Only my son invited me," Madam See said in Hokkien, with barely concealed pride. "He's always been a filial son. Whenever he travels, he never fails to bring me back a gift," she added.

At the end of the day, the greatest gift of all is the gift of good health. It's what every caring mother wants for her son, and every filial son wants for his mother.