

bkr  
S/S  
2023



**YOUR WATER BOTTLE SOULMATE**

# OUR STORY



In 2011, Tal and Kate, two girlfriends knew they needed to drink more water but were really tired of single-use plastic water bottles and hated all the metal and plastic reusable replacements. So, they invented the cult favorite glass + silicone bkr water bottles: small-mouth, dishwasher-safe, sleek and addictive.

Once they saw their bottle actually helped people to stay hydrated and drink more water, they began dreaming about the things they wished existed that would hydrate (and delight) bkr people around the world and would make their beloved reusable bkrs more vital to them than any disposable could ever be. So, they created the most hydrating, clean, vegan lip balm in the world and engineered a special cap to connect it to the bkrs. Magically, balm was always within reach, lips were repaired, and minds were blown.

Next, they listened and made what everyone wanted most—a custom bkr straw cap and soft silicone straws engineered to fit the bkrs perfectly. Welcome to the good sip.

And just like that, the most coveted reusable bottle in the world has become more and more indispensable and unforgettable.

bkr is on a mission to become your hydration everything and the ultimate destination for people who know that healthy, wellness and beauty start inside.

XX

Tal  
winter

& Kate  
Cutler

**CEO + FOUNDER**

**HEAD OF STRATEGY  
+ CO-FOUNDER**

“

**EVOCATIVE, ON-POINT.**

—*VOGUE*

**DISRUPTING THE BEAUTY SPACE.**

—*HUFFINGTON POST*

**SO CHIC THEY ALMOST  
FEEL LIKE AN ACCESSORY.**

—*CONDÉ NAST TRAVELER*

**A WATER BOTTLE WITH A LIP BALM  
COMPACT BUILT RIGHT INTO THE CAP.  
IF THAT'S NOT LOW-KEY GENIUS,  
WE DON'T KNOW WHAT IS.**

—*REFINERY29*

**BEST WATER BOTLE EVER.**

—*SELF MAGAZINE*

”

# *AN ELEVATED* **ALTERNATIVE TO PLASTIC**

## **SMALL MOUTH**

for easy, no-spill sipping

## **LEAK-PROOF**

ergonomic cap

## **DISHWASHER SAFE**

## **NON-TOXIC**

all parts bpa-,  
bps-, bpf- and  
phthalate-free

## **GLASS**

is endlessly  
reusable and  
doesn't taste  
like metal

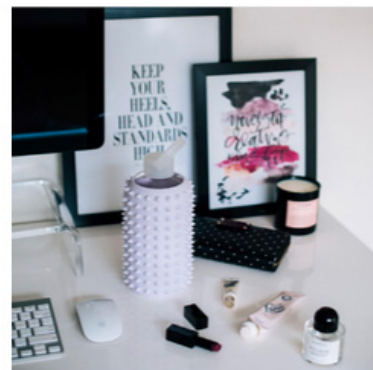


# SIZE MATTERS



*BIG*  
**1L — 32 OZ**  
2X/DAY

**FOR:** When you're thirsty. On your bedside table, at your desk, by your side when working out



*LITTLE*  
**500 ML — 16 OZ**  
4X/DAY

**FOR:** Everyday drinking. In the car, in your bag, on you always.



*TEENY*  
**250 ML — 8 OZ**  
8X/DAY

**FOR:** A full glass of water on the go. For beauty elixirs, wellness tonics, for your little ones, in your ultra-cute handbag.



# PARIS WATER BALM



**ORIGINAL**  
clear semi glossy finish



**BITTEN**  
sheer juicy boysenberry

## ULTRA-HYDRATING GLOSSY LIP TREATMENT

A proprietary complex of rose, algae and essential biolipids with a natural peppery French rose scent.

## CLEAN TECHNOLOGY

This blend of 16 thoughtfully-chosen natural plant actives nourishes and hydrates while 4 innovative clean ingredients deliver the benefits. The Water Balm was formulated in the EU under the strictest safety standards in the world, is REACH compliant and will never be harmful to humans, animals or the earth.

## ACTIVE INGREDIENTS

Mediterranean Algae increases your own hyaluronic acid and stimulates the expression of collagen, French Rose hydrates and balances, and the bkr Paris Essential Biolipid Complex softens, plumps and prevents moisture loss.

## PROVEN EFFECTIVE

Clinically tested and shown to soften, moisturize and protect lips:

- 86% of users reported lips were softer, nourished and comforted
- 90% of users reported lips were moisturized
- 100% of users reported lips were protected



**ELLE**  
sheer glossy coral



**BEDROOM**  
glossy sheer raspberry tint  
with violet iridescence

# *THE CHERRY* **ON TOP**



**Wait, is that a lip balm on your bottle?** Our ultra-hydrating Paris Water Balm can be snapped on top of your bkr bottle with our innovative and patented compact cap sold separately. The balm itself is easily removable, so you can snap it on and off to throw your bkr in the dishwasher, toss your balm into a pocket or a bag, and buy refills when you run out.



**THE COMPACT CAP**  
available in 1L and  
500mL/250mL

# THE GOOD SIP

bkr straw caps and soft silicone straws



## COMPLETE YOUR BKR BOTTLE

with our soft silicone straw and straw cap

### BKR STRAW CAP

Fits our 250ml, 500ml, and 1L bottles

Splash resistant cap with a zero-yuck removable silicone valve

BPA-free, phthalate-free  
food-grade polypropylene

Use with our soft silicone straws

### BKR SILICONE STRAW

BPA-free, plastic-free, phthalate-free  
food grade silicone

100% dishwasher safe

Custom designed for the perfect  
thickness, width, and strength

Safe alternative to glass and metal straws

No rubber, metallic, or plastic taste



### STRAW CAP

available in 1L and  
500mL/250mL



### STRAW SETS

Custom soft silicone straws available in  
sets of 3 in Tutu, James, Doe and Frost.  
Available in 1L, 500mL and 250mL.



# *CORE* **ASSORTMENT**



*TUTU*



*TEDDY*



*LALA*



*JAMES*



*GRACE*



*DOE*



*LONDON*



*FROST*



*WINTER*



*FIFTH AVE*



*JET*

# *ONGOING* **ASSORTMENT**



*DREAM*



*HAVEN*



*HEATHER*



*SLOANE*



*JUNIPER*

# *LIMITED* **ASSORTMENT**



*PUFF*



*MALIN*



*SAWYER*



*ASPEN*



*OLIVE*

**BEAUTIFUL  
SKIN REQUIRES  
*HYDRATION,*  
NOT A MIRACLE**



bkr

**MYBKR.COM**

*@MYBKR*

**WHOLESALE@MYBKR.COM**