

5 April 2025

A statement from KURE spokesman, Andrew Blow

We welcome scientific scrutiny, especially from individuals with relevant expertise in emerging areas such as nano oxygen delivery and hydration science.

As with any innovation that challenges conventional thinking, critique is expected, but it should be grounded in current evidence and scientific understanding rather than based on traditional assumptions.

The study conducted by London South Bank University represented a valuable step forward for KURE. While this was not a large-scale, peer-reviewed trial, it was independently carried out under blinded and placebo-controlled conditions by a respected academic team.

The results showed measurable physiological changes after drinking just one bottle of KURE.

These included a reduction in blood lactate accumulation, lower blood pressure following exercise, and increased tissue oxygenation, results that would be very unlikely if KURE had no functional difference from standard spring water.

One of the most notable findings was the observed increase in transcutaneous oxygen levels, suggesting a unique physiological effect that cannot be explained by hydration alone and opens up important new questions for further research.

KURE was developed as a functional supplement. It is a clean and natural way to deliver additional oxygen to the body through water. The product contains only two ingredients, spring water and oxygen. Certified to contain in excess of 100mg/L of dissolved oxygen, KURE has at least 10x more oxygen than regular water.

KURE is certified by Informed Sport, part of LGC Assure, a global program that ensures products are tested for banned substances and manufactured to the highest safety and quality standards. This certification is trusted by professional athletes, health professionals and regulators around the world.

London South Bank University is one of the United Kingdom's leading institutions for applied health and sport science. Moreover, 68 percent of all research conducted by LSBU was rated as world leading or internationally excellent by REF21. We are proud of our collaboration and we fully support the process and findings of the study.

This pilot study was designed as an early investigation into a novel oxygen delivery method via water. The strength of the results has encouraged us to move forward with larger and more comprehensive independent research. While we are proud of and excited by the findings, this study was not presented as conclusive evidence for any medical, therapeutic or diagnostic claims. It was an exploratory study and, like all good science, it represents the beginning of a journey, not the final word.

We welcome fair and informed discussion, and we remain fully committed to advancing KURE through transparent, independent, and responsible scientific research.

We also invite anyone with interest to visit the Trustpilot platform, where more than 180 people have shared their personal experiences with KURE. These are genuine, unsolicited reviews that reflect the growing interest in KURE.

There is still much to learn, and we are fully committed to continuing this journey with transparency, integrity and scientific rigour.

We look forward to having our first shipment on Australian shores in the coming weeks and are excited that Australians will have an opportunity to try it for themselves.

Any Media Watch viewers who are interested in learning more about our breakthrough nano-particle oxygen water should feel free to reach out to me directly on info.au@kureoxygen.com.