

WQA AQUATECH USA 2012

Selling POU and POE Water Treatment Into the Exploding *Health and Wellness* Market ...What You Need to Know

Part I

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Presentation Objectives

- Tell the water treatment industry and its dealers they are best qualified to take advantage of the exploding *Health & Wellness* market opportunity for POU and POE.
- Show manufacturers and dealers how to begin to regain their influence and status as a primary source for information, products and services to this market.
- Introduce you to the unique characteristics of this market and the essential knowledge required for stable, long-term success.
- Help you steer clear of the misinformation and hype that is just beginning to send the industry on a slippery slope.

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Health & Wellness "Traits"

- Realize a healthy lifestyle has the most influence on how long and how well we live and that genetics plays less a role than once thought.
- Reject mainstream health and past dietary and lifestyle habits.
- Discriminating and investigative – generally do their homework but often fall for fads and hype.
- Take responsibility for their own health, questioning conventional medicine and often self-medicate using superfoods and supplements.

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Health & Wellness Explosion -The Evidence

- \$106 billion on natural health advice, alternative healthcare, wellness products and services.
- \$70 billion on nutritional supplements.
- \$24 billion on health clubs and resorts.
- Surplus of Internet healthy lifestyle sites, books and newsletters.
- Health stores as big as supermarkets.
- Movement toward alternative, integrative and complimentary health.
- Expansion of nationwide health exhibitions, events, media.

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Current State of Affairs...

- The "legitimate" water industry lost its way and failed to serve the exploding *Health & Wellness* market needs.
- Internet marketing, direct sales and MLM companies seized the opportunity. Some are responsible but a minefield of water product misinformation and hype target this market.
- Alternative bottled waters (oxygen, redox, alkaline, frequency imprinted, structured) offer special water effects and enhancements that have little scientific basis.

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Mercola.com
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- Warning: Fluoride in Your Water Will Lower Your Child's IQ
Warning: Fluoride in Your Water Can Lower Your Child's IQ ... million (ppm) of fluoride in water. This is below the ... its all' way Fluoride in water is not even regulated ...
- US Finally Admits Too Much Fluoride in the Water
... recommended level of fluoride in drinking water for the first ... recommended level of fluoride in drinking water by nearly 50 ... recommended level of fluoride in drinking water will be reduced ...
- Fluorides Deadly Secret: The Truth About Water Fluoridation
... been told about fluoride in the water is far from the ... recommended level of fluoride in drinking water from 0.7 ... Council review: "Fluoride in Drinking Water" published ...
- Think Fluoride is Healthy? Find Out the Shocking Truth in The Fluoride Deception 6/9/04
... surrounding the use of fluoride in water, toothpaste ... who found that fluoride in water produced nervous ... thought twice about fluoride in your drinking water, this book is ...
- Indian Children Blinded and Crippled By Fluoride in Water
... Just How Dangerous Fluoride in Our Water is ... Pooled ... , high fluoride content in water and Vitamin A deficiencies ... concentrations of fluoride in water, according to ...
- CDC Reveals Its Serious Hazards of Water Fluoridation

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Water and Wellness “Tour” ...

There's more to it than just wet and pure

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Getting to Know *Health & Wellness* Water Interests and Concerns


- They want pure water – free of contaminants...but what are the most important ones?
- They especially value the hydrating and cleansing properties of water.
- They want modified and enhanced drinking water to “deliver” nutrients, information and “effects”.
- They're very aware of the risks water contaminants of bathing.
- They are often distracted and misinformed by product claims that have little scientific basis, only to lose sight of the primary concern: contaminant reduction.

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The “Dimensions” of Water

- Physical/Chemical
 - “A list of elements & chemicals (inorganic/organic, colloidal, dissolved/undissolved); microbiological; “frogs & twigs”...
- Structural
 - Intermolecular arrangements/information; clusters; hydrogen bond angles; Van der Waals; biological water/protein folding; Homeopathy...
- Energetic
 - “Fields”; vibration; quantum; subtle energy; “Intention”; imprinting; Sacred Geometry,



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Today's Water Treatment Trends

- Alkaline water
- Ionized redox water
- Active Hydrogen water
- Oxygenated water
- Structured, Micro-clustered, Hexagonal water
- Magnetic effects water
- Vortexed water
- Frequency and vibration imprinted water
- Hologram imprinted water

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Alkaline Water Defined


- "Alkaline Water" means its pH >7. That's all.
- Users typically prefer pH levels in the 8.5 to 10.5 range.

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Why Alkaline Water?

- Albert Szent-Gyorgyi, Nobel Laureate, stated "*The body is alkaline by design, but acidic by function.*"
- The *claimed* benefits of alkaline water include alkalizing and balancing the body's pH by "neutralizing metabolic acids caused by stress, modern diet and pollution."



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Bad Science?

Chemistry 101:
The **pH** of water is not the indicator of its capacity for neutralizing acid. **Alkalinity*** is.



**Alkalinity measures the ability of a solution to neutralize acids."
(Wikipedia)
*Alkalinity is the sum of the bicarbonate (HCO_3^-), carbonate (CO_3^{2-}) and hydroxide (OH^-) buffers.

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Real Science, Real Health



It is not **alkaline** water you need,
it is water with **alkalinity**.



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pH is Like Temperature...Alkalinity is Like BTU's

451 °F	451 °F
	
1 BTU	50,000 BTU

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Alkaline...Alkalinity...Alkalize

They may sound alike but each means something quite different. This confusion allowed *Alkaline pH* to be sold as *Alkalinity*.
A solution that is alkaline is not automatically alkalizing.

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Alkaline Ionizers and Additives... Truth or Hype?




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About Alkaline Ionizers & Additives

- Uses electrolysis to separate water into two streams, alkaline pH and acidic pH.
- Alkalinity is primarily from the water supply it's connected to – ionizer adds very little real alkalinity.
- Minimal treatment technology - removal of contaminants is inadequate for Health & Wellness criteria.
- Concentrates some heavy metal contaminants.
- Transforms water into a strong antioxidant with *negative* ORP (good).


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Alkaline vs. Alkalinity Misconceptions

Additive/Device	pH	Alkalinity mg/l
Ionizer on Southern California Water	10.0	30 mg/l <i>added</i> to tap water alkalinity
Ultimate pH drops	10.8	< 20 mg/l
1/2 tsp Baking Soda	8.4	1500 mg/l
Gerolsteiner Sparkling Mineral Water	6.4	1790 mg/l
Spinach Juice, fresh	6.7	2250 mg/l
Alka-Seltzer Gold 2 Effervescent Tabs	5.9	800 mg/l


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Alkaline pH Misconceptions

Natural Food	pH
Lemon juice, fresh	2.69
Apple Cider Vinegar	3.42
Spinach juice, fresh	6.69
Cilantro juice, fresh	6.95
Carrot juice, fresh (organic with tops)	6.50
Perfect Food mix	6.10

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The Proven Way to Alkalize

- Baking soda (sodium bicarbonate) or potassium citrate (½ to 1 tsp) in water is the most effective traditional method.
- Consume foods and beverages rich in mineral alkalinity buffers. Green juices are best.
- Mixtures of alkaline mineral powders (sodium, calcium, magnesium, potassium compounds) are second best.
- Look up PRAL* chart on alkalizing mineral content of foods.

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Alkaline Deception?

Drink TruAlka For Your Health
9-10 pH Alkaline Water with Ionic Minerals

Visit TruAlka.com For More Information

New POU Trend – Alkaline Filters

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Alkaline Filter Performance

Alkaline Device	Gallons Treated	pH (RO = 6.4)	ORP mV (RO = +200)	Alkalinity mg/l (RO = Negl.)
Brand A (Post RO) ¹ Alkaline Cartridge	24	9.7 to 10.4	-375 to -700	30 to 35
Brand A (Post RO) ² Alkaline Cartridge	300	9.4 to 9.7	+70 to +80	20 to 25
Brand B (Post RO) ¹ Alkaline Cartridge	6	6.9 to 7.6	+170 to +220	20
Brand B (Post RO) ² Alkaline Cartridge	50	6.8 to 7.1	+250 to +380	20
Brand C (Post RO) ² Alkaline Cartridge	6	10.6 - 10.8	NA but +	50
Brand C (RO 1 lpm) ² Alkaline Cartridge	6	9.0 – 9.3	NA but +	20

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Antioxidant (-ORP) Water Primer

- REDOX potential determines if oxidant or an antioxidant.
- REDOX potential is measured by ORP (Oxidation Reduction Potential) in + or - millivolts.
- + ORP: water is an oxidant. -ORP: water is an antioxidant.
- Most natural and conventionally treated waters are +ORP.
- REDOX potential of water can be modified *electrically* (ERW) or *chemically* (CRW) . Both donate electrons.
- Alkaline Ionizers can produce strong -ORP water.
- Special media can produce strong -ORP water (cartridges)
- Special powders and tablets dissolve to make -ORP water.

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-ORP Water Modification

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Proposed - ORP Health Benefits

- -ORP antioxidant water donates massive numbers of electrons to neutralize free radicals which damage cells.
- Significant health improvement has been reported from proper use of -ORP water.
- Electron-fortified Hydride ions, H⁻, are active ingredient.
- Strong -ORP water should only be consumed when one's physiological condition requires it (physical activity, fatigue, stress, ill health, toxicity, etc.).
- *Excessive* consumption of strong -ORP water may upset some physiological functions.

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Basic Health & Wellness Water Recipe

- Significantly reduce all categories of contaminants including Fluoride and Radionuclides. Distillation and RO with activated carbon are unequaled.
- Re-mineralize and structure the water with a wide variety of primary and trace elements. Sea salt or processed raw seawater are best.
- When necessary, add alkaline mineral compounds of sodium, calcium, magnesium, potassium.
- When strong antioxidant is required, modify the water from a positive to negative ORP.
- *Optional:* Impart energetic enhancement

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Bathing & Showering Risk

- Addressing only drinking water may not be enough to protect us from contaminants in public water supplies.
- Bathing and showering can be a serious source of daily exposure to water contamination.
- The body is exposed to disinfection byproducts (DBP's) and VOC's not only from drinking water but also through the skin and inhalation while bathing.
- THM vapor creates a contaminant gas chamber effect in the shower.
- Consumers are not educated to make discriminating choices in water treatment to protect themselves.

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Shower Filter Hype


- The wide variety of shower filters on the market is limited to removing chlorine. They are not capable of significantly reducing any serious contaminants such as DBP's, VOC's or chloramines
- The combination of small media volume (low CT <2.5 seconds!) and warm water make many shower filter claims invalid.



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Bathing and Showering Answer

- A *properly designed* Point of Entry (POE) system is the **ONLY** effective and practical way to reduce bathing & showering water contaminants.



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