

# Ionized Alkaline Water: The Powerful Properties

There are three properties that make this water different from any other water in the world: Hydrogen-Rich, alkalinity & anti-oxidation. Alone, each of these have tremendous benefits, but when they come together, they create an incredible combination!

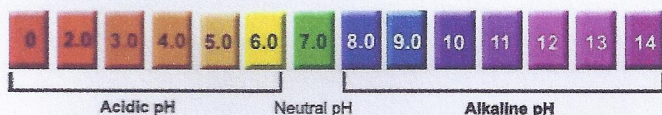
Tap water enters the water ionizer where it first passes through an internal filter, where impurities and chemicals, like chlorine, are removed. The filtered water then passes through a series of electrically charged electrodes, also known as "plates", where a positive and negative charge physically separates ions of the water into two streams; one is acidic, the "positive" water and one is alkaline, the "negative" water.

## The Benefits of Molecular Hydrogen

- ✓ FAST BLOOD TRANSFORMATION
- ✓ ALKALIZING
- ✓ NEGATIVE ORP (ANTIOXIDANT)
- ✓ SELECTIVE ANTIOXIDANT
- ✓ 100% BIO-AVAILABLE
- ✓ ANTI-INFLAMMATORY
- ✓ ENHANCED CELLULAR HYDRATION
- ✓ SPORTS RECOVERY & PERFORMANCE
- ✓ FAST CELL DELIVERY
- ✓ MAXIMUM IMPACT
- ✓ ENABLES ANTIOXIDANT PRODUCTION
- ✓ NATURAL & SAFE

## ALKALINITY

Most people have no idea about the importance of maintaining a balanced pH level in the body. The pH level of the blood is the most vital and sensitive in humans. Balanced blood pH is 7.365, with a very slight margin for change in either direction. A major imbalance of the blood's pH can lead to severe problems, including, in the most extreme cases, death.



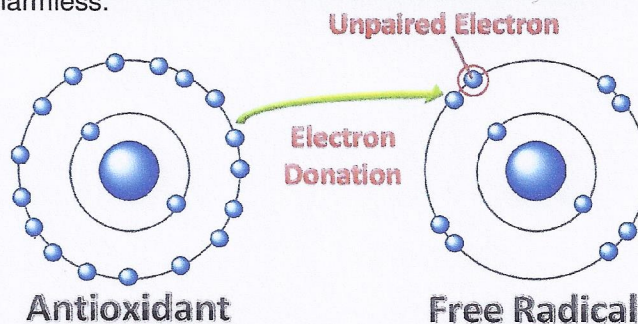
Since the pH level of the blood is so vital, when pH values adjust to dangerous levels, the body will "steal" pH rich minerals from other less important parts in order to keep the blood balanced. In essence, your body will steal from itself, which is basically killing you slowly, to prevent you from dying immediately.

If this happens, the body goes into survival mode, just trying to stay alive, which weakens natural defenses. The body starts using so much energy and resources for basic functions, that the entire system becomes susceptible to disease and degeneration. Unfortunately, the lifestyle choices of most Americans put them in an acidic state of being, known as acidosis. This is a growing problem that affects even those in good health. Many times people are just staying ahead of chronic issues, which may manifest if routines change, like by an injury or sudden stress.

Drinking alkaline rich ionized water helps the body to replenish the necessary alkalinity and assists in bringing balance to a body that is overly acidic.

## ANTIOXIDANT

In addition to alkalinity, ionized water is also loaded with active hydrogen, which serves as an antioxidant when it interacts with the body. Active hydrogen contains an extra electron that it is able to donate to a free radical, which then neutralizes the free radical and renders it harmless.



When tested using electronic equipment, the level of antioxidant power of ionized water can be measured. Oxidation Reduction Potential or ORP of any liquid indicates if it is an oxidant, which has a positive reading, or an antioxidant, which has a negative reading. Ionized water typically has a negative ORP value of -300 to -700 or lower, depending on variables in the source water and the amount of power being supplied to the electrode.

These properties can be created by virtually any water ionizer, but it is the "staying power" of the properties that is important. Not all water ionizers are created equal, so be sure to find out which one produces the strongest properties before you consider investing in your own water ionizer.