



Natural alkaline water vs Artificial Alkaline Water (Ionizers)

What is the difference?

Alkalinity- FACTS

The term alkaline water is referring to the pH of the water.

pH is the quantity of hydrogen ions, which can be applied to anything; hair, skin, water, milk e.c.t....

Alkaline has a pH of over 7. If it's 9.5, it's alkaline water. If it's 13, it's alkaline water.

Few hydrogen ions or none = an alkaline pH.

Ionizers use a process called electrolysis. In short, this is a process that splits apart water molecules with electricity and artificially creates a new type of alkaline water.

Ionizers artificially produce alkaline water whilst Pure Ionic Water systems naturally produce alkaline water

Ionized Water is not the same as water with alkalinity.

Ionized water isn't sufficient to neutralize the acid. There must be alkaline minerals in the water first in order to produce alkalinity in the water.

The only thing that neutralizes acid is alkalinity, *not the water being ionized.*

Ionizers are highly dependent upon the source of the water supply for alkalinity. There has to be enough alkaline minerals in the source water supply to create alkalinity of water.

The Pure Ionic Water System uses Activated Enhancement Technology to ensure the water you drink has a natural alkaline pH through the addition of trace amounts of alkaline minerals. The alkaline minerals used creates a self-regulating pH system. The Pure Ionic Water System is engineered to create a naturally occurring alkaline pH of 8-9.5 from any source water and is completely self-regulating.

Minerals- FACTS

Minerals play a large role in biology so it is no surprise they are a prerequisite to perfect water. The body needs a constant supply of alkaline minerals to replenish its acid-buffering reserves. Additionally, if water doesn't have enough minerals when it is consumed, the water itself will steal minerals from the body

The health benefits claimed from drinking "alkaline ionized water" are entirely based on the assumption that water that is alkaline is more healthful as it provides mineral assets to the body. What most people

don't understand is that **it is the minerals from alkaline water that the body needs**. So what is the water getting from an artificial pH, which merely has an abundance of OH⁻ and less H⁺?

The PH of any natural water has to perfectly match its mineral content. If it doesn't, it has an **unstable PH**, as the concentrations were artificially altered and the water will quickly revert back to the PH in harmony with its natural mineral content.

Ionizers that produce alkaline water is artificially altered so cannot guarantee there are alkaline minerals in the water.

Despite a pH testing device measuring pH 9.5, an alkaline pH is only beneficial to the body if it is natural, i.e. due to minerals in the water. In fact, the artificial variety can causes problems.

The most common side effects of consuming water with an unstable and artificial pH is nervous tension, over-alkalisation in the upper bowel, and compromised immune function. Further studies have revealed injury to cardiac tissues resulted from drinking ionized water

If a water ionizer uses electricity, it's the type you want to avoid.

Clinical studies demonstrating side effects from ionized water consumption:

<http://www.ncbi.nlm.nih.gov/pubmed/9524951>

<http://www.ncbi.nlm.nih.gov/pubmed/9198011>

<http://www.ncbi.nlm.nih.gov/pubmed/9922944>

Pure Ionic Water has a stable pH that perfectly corresponds to the mineral content of the water. Pure Ionic Water systems keep the good essential minerals and salts but eradicate the lead, aluminium, bacteria, chlorine hormones, pesticides, nitrates and other harmful contaminants. **Moreover, water** filtered by the Pure Ionic Water system is activated and packed with negatively charged hydroxyl ions. They act as powerful and pervasive antioxidants, perfect for rehabilitation, recovery and the enhancement of good health. By activating water in this way it is absorbed more efficiently into cells, improving hydration and detoxification, as well as enhancing delivery of essential nutrients.

Waste

Ionizers create a waste stream of acid water as a byproduct of their operation. They actually create just as much acid waste as drinking water!

Pure Ionic Water Systems do NOT produce any waste

Conclusion

Do not confuse artificial ionized alkaline pH water with Pure Ionic natural alkaline water.

	Pure Ionic Water	Ionizers
	Activation	Ionization
Natural Alkaline PH	✓	×
Filtered	✓	×
Stable PH	✓	×
Natural Softening without Salts	✓	×
No Electricity	✓	×
Heavy metals Removed	✓	×
No Waste Water	✓	×
1000 Gallons plus	✓	×