



What you should
KNOW
about the
WATER
you drink



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INTRODUCTION



KANGEN WATER™ MEANS PERFORMANCE

The best water for any athlete would have the ability to hydrate at the cellular level, balance the body's pH, increase blood oxygenation, and provide protection against free radicals by being a source of powerful antioxidants. Kangen Water™ is alkaline, filled with powerful antioxidants and increases hydration of the body's cells. It can help increase blood oxygenation and help reduce the buildup of lactic acid. Kangen Water™ gives you the right water at your fingertips.

**“The right
water at your
fingertips”**



A photograph of a person swimming in clear blue water. The swimmer is wearing a blue swimsuit and goggles, performing a butterfly stroke. The water is bright blue and reflects the light.

SECTION

1

The Kangen Difference

HYDRATION IS THE KEY

There's no question, water is the key to life. Water helps us absorb and digest our nutrients and eliminate toxins. Water lubricates our joints, helps protect our tissues, and gives flexibility to our muscles, tendons, cartilage and bones. Each of our cells contains water. Like a fish tank, the better the condition of the water, the healthier the fish. We need to be sure we consume sufficient amounts of good water, and the evidence is mounting that water with a higher pH, and high levels of negative ORP has been providing more stamina, less fatigue and better cellular hydration, flushing out the toxins and helping the body operate at peak efficiency.

Most people drink lots of fluids, but not enough water. In fact, with the SAD Diet (Standard American Diet) a lot of us are consuming alarming amounts of processed foods, soft drinks, refined sugars, and other convenience items in lieu of the fresh, whole foods that have been shown to provide a much richer source of nutrients. Unfortunately for a lot of people, about the only time they drink water is to swallow their medicine. To be properly hydrated our



**“Unfortunately
for a lot of people,
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medicine.”**

cells need an ongoing supply of water to help speed repair and help reduce the buildup of lactic acid. If your body is not properly hydrated at the cellular level, your health and well-being will not only suffer, but your athletic performance will falter. Drinking Kangen Water™ is an excellent source of improved hydration.

Try it, see for yourself.



THE ROOT CAUSE OF CANCER

Dr. Otto Heinrich Warburg

Noble Prize Winner

Biochemist Otto Heinrich Warburg, one of the twentieth century's leading cell biologists, discovered that the **root cause of cancer is too much acidity in the body**, meaning that the pH, potential hydrogen, in the body is below the normal level of 7.365, which constitutes an "acidic" state. Warburg investigated the metabolism of tumors and the respiration of cells and discovered that cancer cells maintain and thrive in a lower pH, as low as 6.0, due to lactic acid production and elevated CO₂.



He firmly believed that there was a direct relationship between pH and oxygen. Higher pH, which is Alkaline, means higher concentration of oxygen molecules, while lower pH, which is acidic, means lower concentrations of oxygen...the same oxygen that is needed to maintain healthy cells.

In 1931 he was awarded the Nobel Prize in Medicine for this important discovery. Dr. Warburg was director of the Kaiser Wilhelm Institute (now Max Planck Institute) for cell physiology

at Berlin. He investigated the metabolism of tumors and the respiration of cells, particularly cancer cells. Dr. Warburg observed: **“Cancerous tissues are acidic, whereas healthy tissues are alkaline. Water splits into H+ and OH- ions, if there is an excess of H+, it is acidic; if there is an excess of OH- ions, then it is alkaline.”**

In his work, *The Metabolism of Tumours*, Warburg demonstrated that all forms of cancer are characterized by two basic conditions: acidosis and hypoxia (lack of oxygen). “Lack of oxygen and acidosis are two sides of the same coin: where you have one, you have the other.”

“All normal cells have an absolute requirement for oxygen, but cancer cells can live without oxygen—a rule without exception.”

“Deprive a cell 35% of its oxygen for 48 hours and it may become cancerous.” Dr. Warburg has made it clear that the root cause of cancer is oxygen deficiency, which creates an acidic state in the human body. **Dr. Warburg also discovered that cancer cells are anaerobic (do not breathe oxygen) and cannot survive in the presence of high levels of oxygen, as found in an alkaline state.**

“all forms of cancer are characterized by two basic conditions: acidosis and hypoxia (lack of oxygen).”

ORP SPELLS PERFORMANCE

Ionized, restructured water supplies the body with extra free electrons that can be used to help neutralize disease-causing free radicals in your body. Kangen Water™ has an alkaline pH along with a strong NEGATIVE “ORP” Oxidation Reduction Potential—which makes it a very potent antioxidant. Soft drinks, sports drinks and even most of the bottled waters, have acidic pH and positive ORP—that means they’re not antioxidants; they’re actually oxidizing your body. Now you can begin to see why athletes from around the world are discovering the benefits of Kangen Water™.

WHAT ARE ANTIOXIDANTS?

Antioxidants are substances such as vitamins C and E, beta carotene and selenium, that may prevent damage to your cells or even repair damage that has been done. Antioxidants may also improve immune function and perhaps lower your risk for infection and cancer. Antioxidants work by slowing or preventing the damage caused by free radicals that can lead to cell dysfunction and the onset of problems like heart disease and diabetes*.

*American Diabetes Association



HEALTH EFFECTS?

While the body has its own defenses against oxidative stress, these defenses are thought to become less effective as we age. Research suggests that free radicals play a part in a number of degenerative diseases associated with aging, cancer, cardiovascular disease, and Alzheimer's**.

** International Food Information Council (FIC)

KANGEN WATER™ AND ANTIOXIDANTS

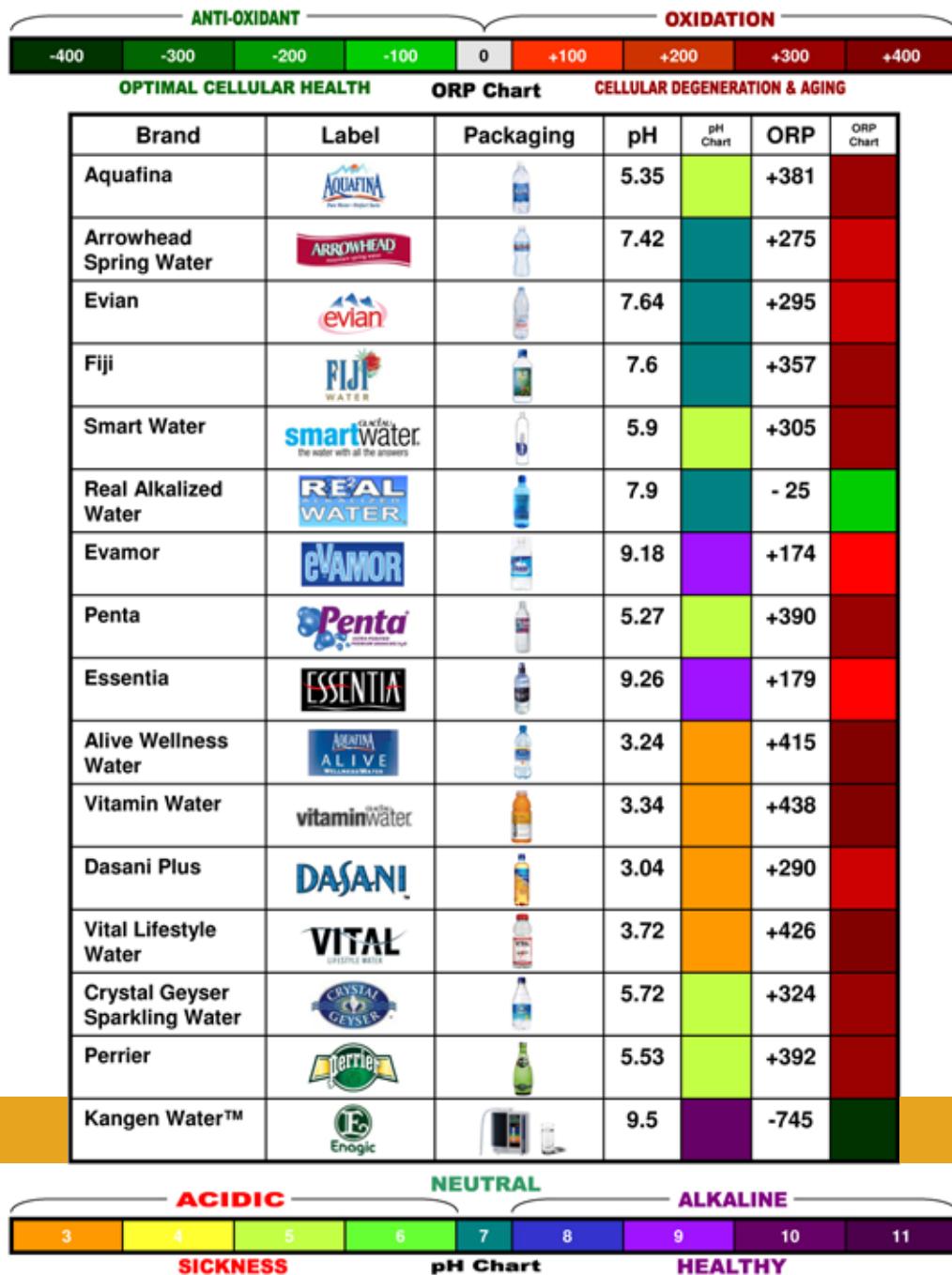
Kangen Water™ contains large quantities of negatively charged ions that act as antioxidants in the body. These ions are measured and expressed as “ORP”—Oxidation Reduction Potential.

ORP is a measurement of the Oxidation Reduction Potential of a liquid. Positive numbers mean oxidizers, negative numbers are antioxidants. So Oxidation/Antioxidant potential is measured just like golf: the lower the score the better. **The pH** however, is like baseball, low scores are bad, below 7 (which is neutral) they mean a solution is acidic.

Kangen Water™ contains the GREATEST ANTIOXIDANT POTENTIAL of any water!

Examples of popular beverages with their ORP and pH

A test of the following beverages was conducted July 2008 in California using a calibrated PinPoint Combo pH / ORP Meter.



SECTION 2

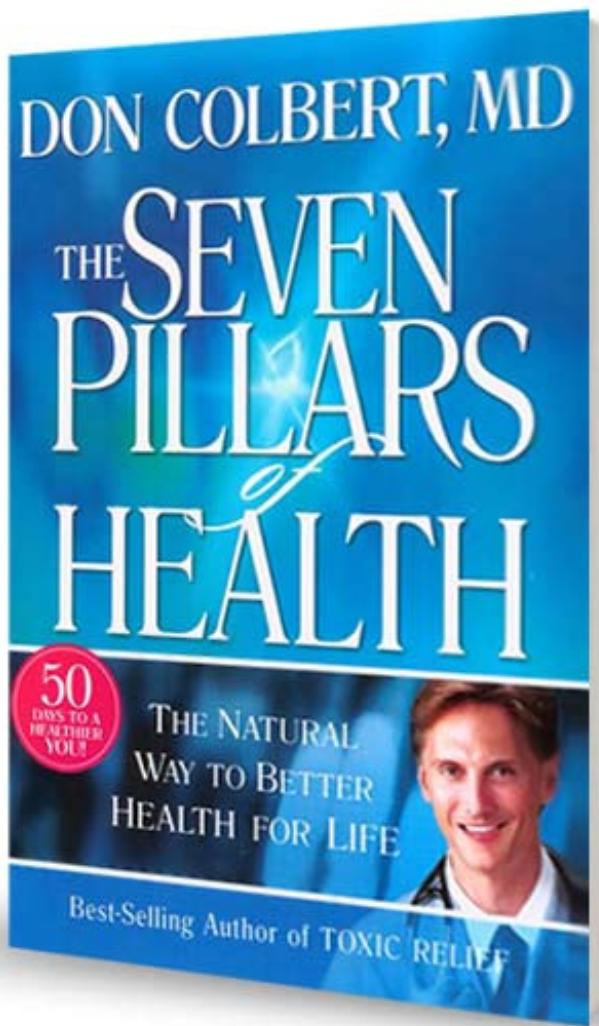
Literary Excerpts



“In an **alkaline environment your tissues
GET RID of impurities **more efficiently.**”**

Your body thrives in an alkaline environment since it is able to detoxify more efficiently than in an acidic environment. In an alkaline environment your tissues get rid of impurities more efficiently. When cancer patients come into my office to begin nutritional treatment, their bodies are almost always very acidic and toxic. My first task is to get their tissues alkalinized with alkaline water and alkaline foods.

Alkalinity and acidity are measured in terms of pH. On the pH scale of 1 to 14, a pH of 7.0 is considered neutral. Anything under 7.0 is acidic; anything over 7.0 is alkaline. Blood has a constant pH of 7.4—it's alkaline. But most Americans' tissues are very acidic, meaning their bodies are less efficient at removing toxins. Many health problems are associated with being too acidic. Many of my patients have been pain free within a couple of months after adjusting their urine pH to 7.0 to 7.5 simply by consuming adequate amounts of alkaline water and alkaline foods.



EXCERPTS FROM

THE SEVEN PILLARS OF HEALTH

by Dr. Don Colbert, M.D.

Siloam, A Strang Company,
Publisher

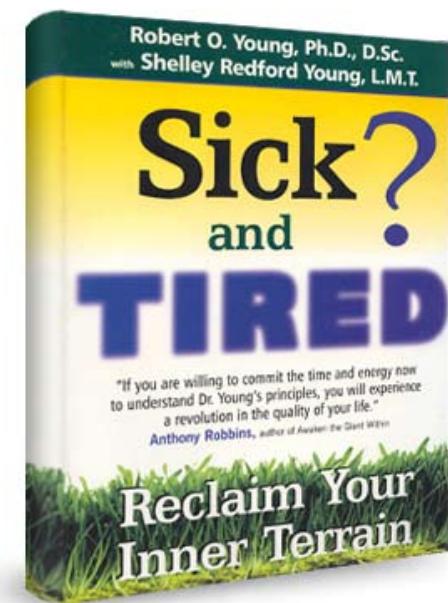
EXCERPTS FROM

SICK AND TIRED

Robert O. Young, Ph.D., D.Sc.

with Shelley Redford Young, L.M.T.

Woodland Publishing



“Water helps maintain alkalinity in the blood, lymph, and intracellular and extracellular fluids by diluting excess acidity born out of metabolism and acidic LIFESTYLES, DIETS AND THINKING.”

The importance of water is more than obvious since we are a gelatinous material in a body of water. Water helps maintain alkalinity in the blood, lymph, and intracellular and extracellular fluids by diluting excess acidity born out of metabolism and acidic lifestyles, diets and thinking. The pH level of our internal fluids affects every cell in our bodies and has a profound effect on body chemistry.

Extended pH imbalances of any kind are not well tolerated by the body. Indeed, the entire metabolic process depends on a balanced pH. A chronically over-acidic body pH corrodes body tissue, slowly eating into to 60,000 miles of veins and arteries like acid eating into marble. If left unchecked, it will interrupt all cellular activities and functions, from the beating of the heart to the neural firing of your brain. Over-acidification interferes with life itself, leading to all sickness and disease.

“Lack of water—dehydration—makes it harder for nutrients and toxins to move through the ground substance that is in between cells”

Inadequate hydration causes the body to extract water from non-vital tissues in order to shunt water to key organs (heart, brain and kidneys). Such stopgap water management can produce a significant drop in overall energy. Scientists have even shown that insufficient hydration can have a negative effect on memory. There are three processes within the cell that unnecessarily consume large amounts of energy, produce premature aging and cause widespread damage: oxidation, inflammation and glycation. All of these processes are affected by what you eat.

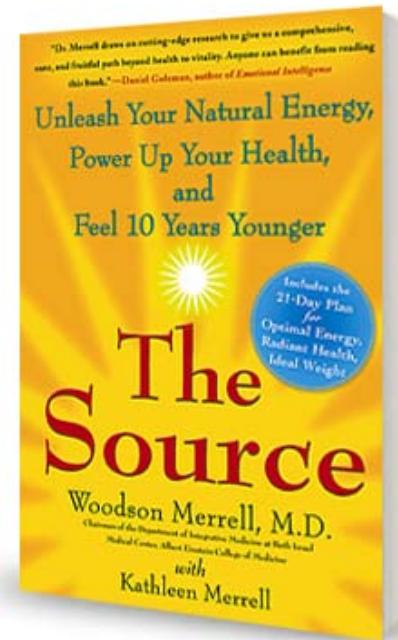


EXCERPTS FROM

THE SOURCE

by Woodson Merrell, M.D.

Simon & Schuster, Publisher





“As antibiotics in the last fifty years of the twentieth century helped ‘cure’ many infectious diseases, so antioxidant will effect a ‘cure’ of many supposedly incurable diseases in the twenty-first century...”

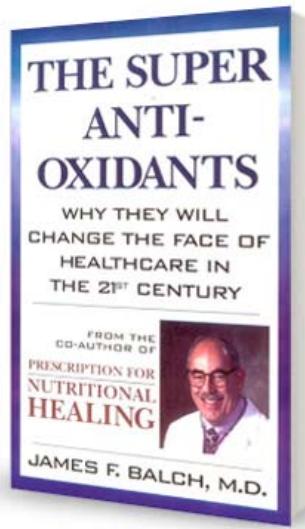
Free radicals and aging are strongly linked. More than eighty age-related diseases can be alleviated by antioxidants that neutralize oxidant particles. These diseases that we doctors still attribute to your age really have little to do with time, but are directly related to the accumulation of free radical damage in the cells of your body. Age is related to time only by the rate at which oxidative stress is taking its toll on your body. And more important to you, that rate of free radical damage can be changed. Antioxidants are available that will dramatically slow the aging of your body! As antibiotics in the last fifty years of the twentieth century helped “cure” many infectious diseases, so antioxidant will effect a “cure” of many supposedly incurable diseases in the twenty-first century and slow the process of aging dramatically.

EXCERPTS FROM

THE SUPER ANTIOXIDANTS

by James F. Balch, M.D.

M. Evans & Company, Publisher

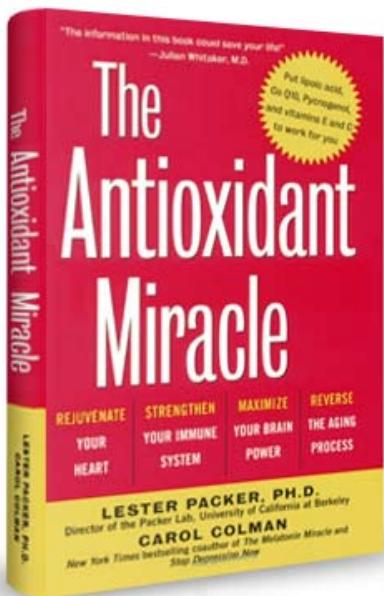


EXCERPTS FROM
THE ANTIOXIDANT MIRACLE

by Lester Packer, Ph.D.,

and Carol Colman

John Wiley & Sons, Publisher



“Simply by fortifying the body’s antioxidant network, it is now possible to give the body the tools it needs to wage an effective fight against disease.”

Our growing knowledge of the antioxidant network now enables us, for the first time, to practice real preventative medicine. We now understand the role that free radicals play in the onset and progression of nearly every known disease, and more important, how they can be controlled by antioxidants. Simply by fortifying the body's antioxidant network, it is now possible to give the body the tools it needs to wage an effective fight against disease. The antioxidant network and its boosters offer new hope for preventing the epidemic of cancer and heart disease that devastates the lives of millions of Americans each year. Just as the discovery of penicillin changed the practice of medicine ... the antioxidant network has the potential to create a new paradigm for health.



“YOU Tip: Shower Your Insides.”

You hear the advice about drinking eight 8 ounce glasses of water almost as much as you hear “The tribe has spoken”. There’s no magic to this number, the right amount varies according to your activity level and size, so if you want, just drink enough water so that your urine is clear. Or 8x8 ounces might be easier. Of all the reasons H2O (preferably filtered) is oh-so-good, the work it does for your guts is one of the best. For starters, it helps lubricate everything so food can slide through more easily. Plus, it helps quell hunger, fights bad breath, and helps you avoid dry mouth. Your mechanism for detecting thirst doesn’t work as well when you’re older as it does when you’re young, which makes it that much more important to remind yourself to drink regularly throughout the day—before your body even tells you it’s time.



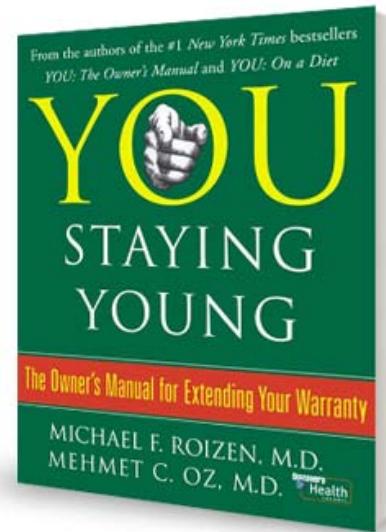
EXCERPTS FROM

YOU STAYING YOUNG

Mehmet C. Oz, M.D.

and Michael F. Roizen, M.D.

Free Press—Simon & Schuster,
Publisher



EXCERPTS FROM
**NUTRITION FOR
EVERYONE**

Centers for Disease Control and
Prevention
www.cdc.gov



Water: Meeting Your Daily Fluid Needs

Ever notice how lifeless a house plant looks when you forget to water it? Just a little water and it seems to perk back up. Water is just as essential for our bodies because it is in every cell, tissue, and organ in your body. That's why getting enough water every day is important for your health. Healthy people meet their fluid needs by drinking when thirsty and drinking fluids with meals. But, if you're outside in hot weather for most of the day or doing vigorous physical activity, you'll need to make an effort to drink more fluids.

Where do I get the water I need?

Most of your water needs are met through the water and beverages you drink. You can get some fluid through the foods you eat. For example, broth soups and other foods that are 85% to 95% water such as celery, tomatoes, oranges, and melons. What does water do in my body? Water helps your body with the following:

- Keeps its temperature normal.
- Lubricates and cushions your joints.
- Protects your spinal cord and other sensitive tissues.
- Gets rid of wastes through urination, perspiration, and bowel movements.

Why do I need to drink enough water each day?

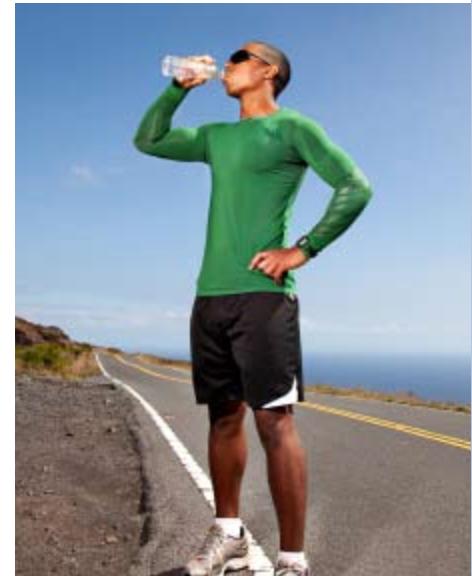
You need water to replace what your body loses through normal everyday functions. Of course, you lose water when you go to the bathroom or sweat, but you even lose small amounts of water when you exhale. You need to replace this lost water to prevent dehydration.

Your body also needs more water when you are...

- In hot climates
- More physically active
- Running a fever
- Having diarrhea or vomiting

To help you stay hydrated during prolonged physical activity or when it is hot outside, the Dietary Guidelines for Americans 2005 recommend these two steps:

1. Drink fluid while doing the activity.
2. Drink several glasses of water or other fluid after the physical activity is completed.



Also, when you are participating in vigorous physical activity, it's important to drink before you even feel thirsty. Thirst is a signal that your body is on the way to dehydration. Some people may have fluid restrictions because of a health problem, such as



kidney disease. If your healthcare provider has told you to restrict your fluid intake, be sure to follow that advice.

Tips for Increasing Your Fluid Intake by Drinking More Water

Under normal conditions, most people can drink enough fluids to meet their water needs. If you are outside in hot weather for most of the day or doing vigorous activity, you may need to increase your fluid intake.

If you think you're not getting enough water each day, the following tips may help:

- Carry a water bottle for easy access when you are at work or running errands.
- Freeze some freezer-safe water bottles. Take one with you for ice-cold water all day long.
- Choose water instead of sugar-sweetened beverages. This tip can also help with weight management. Substituting water for one 20-ounce sugar-sweetened soda will save you about 240 calories.
- Choose water instead of other beverages when eating out. Generally, you will save money and reduce calories.
- Give your water a little pizzazz by adding a wedge of lime or lemon. This may improve the taste, and you just might drink more water than you usually do.

“Give your water a little pizzazz by adding a wedge of lime or lemon.”

SECTION 3

Excerpts from Periodicals



BOTTLED WATER NO PURER THAN TAP WATER, STUDY FINDS

Tests on leading brands of bottled water turned up a variety of contaminants often found in tap water, according to a study released Wednesday by an environmental advocacy group.

The findings challenge the popular impression—and marketing pitch—that bottled water is purer than tap water, the researchers say.

However, all the brands met federal health standards for drinking water. Two violated a California state standard, the study said.

An industry group branded the findings “Alarmist.” Joe Doss, president of the International Bottled Water Association, said

AN ARTICLE FROM

USA TODAY

October 15, 2008

By Jeff Donn, Associated Press

the study is based on the faulty premise that a contaminant is a health concern “Even if it does not exceed the established regulatory limit or no standard has been set.”

The study’s lab tests on 10 brands of bottled water detected 38 chemicals including bacteria, caffeine, the pain reliever acetaminophen, fertilizer, solvents, plastic-making chemicals and the radioactive element strontium. Though some probably came from tap water that some companies use for their bottled water, other contaminants probably leached from plastic bottles, the researchers said.

“In some cases, it appears bottled water is no less polluted than tap water and, at 1,900 times the cost, consumers should expect better,” said Jane Houlihan, an environmental engineer who coauthored the study.

AN ARTICLE FROM

INTERNATIONAL HERALD TRIBUNE

The Global Edition
of the New York Times
March 19, 2008
By Erica Gies

RISING SALES OF BOTTLED WATER TRIGGER STRONG REACTION FROM U.S. CONSERVATIONISTS

Bottled water sales in the United States reached 8.82 billion gallons in 2007, worth \$11.7 billion, making the U.S. market for bottled water the largest in the world, according to Beverage Marketing, a provider of beverage industry data. Worldwide, water bottlers sold 47 billion gallons, or 178 billion liters, in 2006, up from 43 billion gallons in 2005.

Campaigners against bottled water cite concerns that include energy consumption and greenhouse gas emissions, waste, the environmental effect of water extraction, the perils of privatization and social issues.

“We’re at the beginning of an awakening of the costs of our bottled water use,” said Peter Gleick, president of the Pacific

Institute, a sustainable development research organization in Oakland, California.

In the United States, city, state, and county governments have legislated to limit bottled water use or promoting tap water. Restaurants, schools, and religious groups have adopted similar policies, according to the Earth Policy Institute, in Washington.

The energy required to make water bottles in the United States is equivalent to 17 million barrels of oil annually, Gleick said.

Globally, the bottling industry uses the equivalent of nearly 100 million barrels of oil each year, excluding transportation. Gleick said the Fiji brand of bottled water sold in Los Angeles traveled about 2,000 miles, or more than 3,000 kilometers, from the source to the store, effectively doubling its use of energy.



“Bottled water is often 1,000 times more expensive than tap water”

“Making plastic water bottles causes greenhouse gas emissions and uses water—about three liters of water to produce one liter of bottled water,” Gleick said. In the United States, less than 20 percent of water bottles are recycled, according to the Container Recycling Institute.

Jane Lazgin, spokeswoman for Nestlé Waters North America, said Nestlé was an industry leader in reducing the plastic in bottles. In April 2007, it introduced a bottle that used 30% less plastic than regular bottles. The company planned to move all of its products to the new bottle, she said. Bottled water is often 1,000 times more expensive than tap water, and the industry subtly undercuts public faith in municipal supplies, Kellett said.

“Coke and Nestlé and Pepsi have spent tens of millions of dollars a year manufacturing a demand for water as a commodity to be bought and sold for profit,” she added. In 2006, the industry spent \$162.8 million on advertising bottled water in the United States, according to ZenithOptimedia. Lazgin defended the industry, saying its growth represented a shift from soda to water, not from the tap to bottled water. “The reality is 70 percent of what we drink in America comes in a can or a bottle,” she said.



H₂Origin

Change Your Water  Change Your Health