

Puronize Purifiers PVT. LTD.

FAQ

Q: Are all bottled waters the same diameter and healthful?

A: All waters are not created equally. Out of all the waters coming from municipalities there are No waters fit to drink. New York City talks about their municipal water and how great it is--I've tested it. The water is acidic and is not fit to drink. In fact, you would be better off drinking the water from the Thames River in London than drinking the water out of a New York City water tap. There is a lot that has to be done to create the water that is healthy. Very few water's in the world are healthy. In fact, the majority of them are unhealthy or acidic.

Q: What is the mechanical correlation between large water diameters, high-positive milli-volt, and ORP readings?

A: Large-diameter water is the high-clustered water. Have you heard the word "cluster"? H₂O molecules cluster together when they lose their electrical charge or the charge is compromised by acid. Generally, tap water can be anywhere from 10 to 40 molecule clusters. The averaged bottle or municipal water is 20 molecule clusters. The reason the water clusters is because dietary and/or metabolic acids act as molecular glue that causes the water molecules to stick together. All acidic water has a larger-diameter. When you drink it, it feels heavy. It might even bloat you because it is not permeable. Conversely, the lowest diameter water would be in a mono-molecular state where you just have one molecule of H₂O. That would be ideal. Water ionization will break the acid bonds creating a water diameter that is smaller. You would then have the smaller diameter water ranging from four to six molecules. This water would be more permeable or what I refer to as, the wetter water. A smaller diameter or low clustered water is lighter. When you can drink it, you feel it going into the tissues. The body absorbs this low clustered water to hydrate the cells of the body. I see this under the microscope at the cellular level. I know what a hydrated cell looks like and what a dehydrated cell looks like. A dehydrated blood cell is concave in the center. A hydrated cell is plump and round. It's even in size and even in color. It doesn't have what is referred to in hematology as a target or a bulls-eye in the center of the cell. So, I can tell very simply whether someone is hydrated or not hydrated regardless of whether you're drinking a lot of water or not. If you're drinking a lot of water and drinking the wrong kind of water, there's no way for that water to get into the cell to hydrate the cell. Molecularly the water is too large.

It's very, very important to break those molecular clusters down. Now, when break apart the water molecules you create greater surface area. And when you create a greater surface area you create a greater surface charge. When you ionize the water you not only increase the pH, but you also increase the electrical potential of the water. When you drink ionized water you are drinking water that has more surface area that can carry more electrical energy to the body. Ionized, smaller diameter water can hydrate, alkalize and energize every cell in the human body. And when your cells are hydrated, alkalized and energized you feel stronger, healthier and more vibrant.

Q: Is there a positive milli-volt, or ping reading, that water becomes electron-hungry, taking electrons from our body, causing oxidation. In other words, is there a plus 100 milli-volt, plus 200, plus 300, plus 500, where water becomes harmful to the cells of the body?

A: Any water that carries a positive milli-volt or ping reading is enervating to the body. The energy of the water, or the "oxidative reduction potential" or "ORP" water is a very important measurement. Oxidation refers to the acidic effect of the liquid being tested and reduction refers to its alkaline effect. When I measure the energy or "ORP" of a liquid, it is measured in milli-volts. Those milli-volts can be positive or negatively charged. The protons or electrons or the positive or negatively charged elements of the liquid or water being measured will make either energy withdrawals if positively charged or energy contributions if negatively charged. When I break down the molecular clustering, I can increase the electrical potential or negative charge of the liquid or water. The charge of the liquid or water is measured in milli-volts. If you have a positive charge milli-volt, that liquid or water will act as a stimulant to the body and will use up the electrons in your body and pull energy from your body. When your body is reacting to increased levels of positive charges you wrongly interrupt this as energy. But, if you have not gained energy, you have been robbed of energy. This is how a stimulate works. It steals energy from your energy reserves. That is why you are tired after the surge of energy is used up. If you are drinking coffee or tea or eating chocolate, which have a high "ORP", or positive milli-volt, or saturation of protons or positive ions, the coffee or tea or chocolate will steal energy from your body. At first you will feel "energized." But then what happens after you feel energized? You feel tired. You then have another cup of coffee, tea or eat another piece of chocolate and feel the elusion of energy again. The energy from coffee, tea and chocolate is an illusion because they have no energy to give. They have only energy to steal. All you've done when you drink coffee or tea or eat a piece of chocolate is rob energy from your energy reserves and deplete your energy bank account. Your energy goes up and down, up and down throughout the day, which does not happen when we're eating or drinking electron-rich, alkaline, low diameter, low ORP, negatively charged fluids or foods.

Q: Is there a milli-volt reading of water which would be bad for us?

A: Yes. The ideal food or liquid to ingest for providing energy for the body should be a milli-volt or ORP reading of negative 150 to 350 milli-volts. Anytime you are drinking a liquid or water that carries a negative milli-volt, whether it's negative one, two or three, it will make an energy contribution to the body. As long as the food or drink carries a negative charge you will increase your energy bank account. Negatively charged food or water does not pull energy from the body. Any food or drink that is positively charged, positive one, two, three and up, such as coffee, tea, soda pops, chocolate, animal protein, cheese, milk, sugar, just to name a few, you will decrease your energy bank account. All the so-called energy drinks have positive charged milli-volt readings that range from positive 250 to 1200. All energy drinks are stimulates and pull energy from your energy bank account leaving you wanting more. The negative charge or "ORP" of all raw foods are generally going to run, negative 150 to 250, and will contribute energy to your energy bank account. All processed foods are positively charge and will run, positive 250 to 450, and will withdraw energy from your energy bank account. The food you eat and the liquids you drink are critical. To keep your body alkalized and energized you will have to eat and drink electron-rich, alkaline, negatively charged food and liquids. Beginning with the most important - the water you drink!

Q: What I'm doing is buzzing around the country, testing well-calibrated or the pH of municipal systems. I've tested water in Arizona at positive 100 milli-volts. And up to a positive 630 in my hometown, Colorado Springs. Is there one of those plus readings on the "ORP" scale that becomes good for the body?

A: Any plus reading on any water will pull energy from the body. So that's why it's critical to reverse the polarity of the water from positive to negative. You can do this by breaking the clustering with ionizing. If you're drinking liquids or water that has a positive charge this will cause a huge drain on your energy system. It cannot be healthful to the body and eventually the positively charge liquid or water is going to end up causing a pH imbalance that will lead to enervation, irritation, inflammation and then ulceration and degeneration. This is why it is so important to drink negatively charge liquids and water. These kinds of liquids or water are full of electrons that will buffer dietary and/or metabolic acids and contribute electrons to your energy bank account. That is why it's important to realize that all water has to be filtered, all water has to be purified, all water has to be structured, meaning water has to be broken down into its smallest molecular state, all water has to be alkalized, and finally all water has to be electrically charged through the process of ionization to be healthful to the body - whether animal or human.

Q: Does the diameter of water effect our bodies' hydration?

A: Most definitely . The diameter of the liquid or water must be no greater than 6 molecules and preferably 1 molecule in order to hydrate the cells of your body.

Q: Is chlorine something we should have in our drinking water?

A: Chlorine should not be in our water. It is not an energizing agent because it does not break down water clustering. All of the chlorine water tested shows a positive charge and would therefore pull energy from your body.

Q: For optimal health, what percentage of water should an adult's body be?

A: When we were born, we were 90% water. When we're dead, we're approximately 50% water. And somewhere between birth and death, we become dehydrated--we've accepted as normal somewhere around 70%. So anything above 70% would be ideal, moving more towards 90%. I think that's what makes babies to supple. You know, you touch their skin and it's soft, it's pliable, it's supple. This is because the skin is hydrated. And we lose that over time from dehydration.

Q: Back on the water--with an adult, such as a person in their 40's and 50's, when their water percentage drops below that 70% content to 60% or even 50% content, what are some of the negative things that could occur to the body?

A: When someone becomes dehydrated, besides the feeling that they're constantly thirsty, the skin becomes dry and the bowels become constipated. The skin is not supple--it becomes dry. And a lot of the skin challenges that we see is because of that. The dryness and the coarseness of the skin, is affected. Not only is the outside of the body affected but the inside is also affected from the lack of alkaline water. This is what can happen within the body. All of the cells of the body that make all tissues and organs need water for staying healthy. Water, next to salt is one of the most important buffers of dietary and metabolic acid. When you do not have sufficient water, you cannot buffer the acids from diet and/or metabolism. Also, you cannot remove the dietary and/or metabolic acids through the four channels of elimination. Realizing that all metabolism or the production of energy or the utilization of energy or the consumption of energy produces acids that need to be buffered with electron-rich alkaline water. And, without electron-rich alkaline water, you cannot eliminate the biological waste products that are being created on a moment-by-moment basis. So, it is very important that exchange of electron-rich alkaline water takes place, and if it does not, this is when you will see internal pollution buildup and the beginning of latent tissue acidosis that leads to ALL sickness and dis-ease.

Q: Tell us about the advantages of an in-home Ionizer. How can this machine change the structure of water for us?

A: Ionization of water was invented by the Russians many years ago where they discovered how to separate positive and negative ions through magnetism. Passing water over several titanium/platinum plates they were able to pull acid elements to one side that were positively charged and to the other side alkaline elements that were negatively charged, creating two streams of water. The first water was electron-rich and alkaline with a small diameter and the second water was proton-rich and acidic with a large diameter. Over the years, we have become more sophisticated in the design of our ionization plates--using titanium/platinum beveled plates in order to create more surface area, to attract more electrons on one side, and more protons to the other side. By in doing this, I was able to create two functionally very good types of water. One, which was proton-rich and acidic, and could be used for disinfecting purposes, and one that was electron-rich and alkaline, that could be used for ingestion with a smaller molecular structure or diameter, that was wetter, that could contribute greater electrical energy to the body, and could actually energize and alkalize the body at the same time.

Q: So, would be fair to say that your countertop ionization machines change the water, by creating the smaller diameter water that is electron-rich and alkaline water?

A: Absolutely! These Ionizers are fourth generation and the best machines on the market for filtering the water, reducing the diameter of water, alkalizing the water and decreasing the oxidative reduction potential (ORP) of the water, creating the best water for human and animal consumption. The Ionizers produced pure ionized water through multiple filtrations and electrical ionization. The micromesh filters range from .01 to .001 microns to take chemicals, drugs and heavy metals out of the water. After the water goes through the micromesh pre-filter the water travels through several carbon filters, then through a tourmaline filter, and finally a coral calcium mineral filter to help with the re-ionization process. The water then travels to the ionization chamber, where the water runs across seven titanium/platinum ionization plates. This is where the water is divided into two types of water creating the proton-rich acid water and the electron-rich alkaline water. The Ionizer can take acidic municipal water and clear it from chemicals like chlorine and pollutants like bacteria, yeast, mold, parasites, and mercury, just to name a few and create a water that's actually going to be good for the body--that's going to be alkalizing and energizing for the body. A water that can hydrate the cells and buffer dietary and metabolic acids.

Q: Of the public waters that you've tested is there any that you've tested that is not electron-hungry and is good for the public to drink?

A: I have tested several hundred municipal waters and I have yet to test one that is good or healthful to drink. They are all electron-hungry and will acidify the blood and tissues. I do not recommend drinking municipal water or bottled water, except for those bottled waters that are ionized and bottled in glass.

Q: Will electron-rich alkaline water disrupt digestion by diluting the hydrochloric stomach acid.

A: The stomach is not an organ of digestion but an organ of contribution. The main contribution from the stomach is the secretion of sodium bicarbonate to alkalize the food and liquids ingested. The hydrochloric acid in the stomach is a waste product of sodium bicarbonate production and falls into the gastric pits of the stomach away from the food and drink ingested. Hydrochloric acid destroys the energy potential of the food or drink making it unfit for transformation into stem cells. When you drink electron-rich alkaline water you help alkalize the food and drink ingested and you buffer the hydrochloric acid in the stomach. This then aids the stomach in alkalizing the food and drink and preparing it for biological transformation into stem cells. This transformation into stem cells can only take place in an electron-rich alkaline environment. Therefore, drinking electron-rich alkaline water aids in the reduction of acid, including hydrochloric acid, and aids in the preparation of the food in the stomach and then in the small intestine for transformation into stem cells and then red blood cells.

Q: Why are alkaline machines [water ionizers] so expensive?

A: First, if you compare alkaline water machines to medical equipment, they're not expensive at all. But I'll explain how the expense of an alkaline water machine breaks down. 1) The water ionizer contains platinum coated plates. Platinum is quite expensive. Cheap water ionizers that use alloys are not able to ionize as efficiently or safely. 2) Design, electronics, fine workmanship and warranties are also quite costly.

Q: Why do electric water ionizers need platinum coating on the electrodes?

A: The reason that alkaline water machines must use platinum is: Platinum [along with titanium] is a very hard & dense metal and will not break down and leach into your alkaline ionized water - even over time. So the electrodes will virtually last forever and platinum catalyzes [speeds up] the electrolysis process allowing water to ionize instantly as the water passes through the alkaline water machine's

electrolysis chamber. A water ionizer [alkaline water machine] wouldn't ionize water well at all without platinum.

Q: Are there any cautions about drinking ionized alkaline water?

A: You should start slowly. Set the controls to the lowest alkaline level. Assuming the water agrees with you, increase the amount you drink and the level of ionization intensity. High levels of alkalinity -- up to 9.5-10.0 -- are best for drinking water; the highest levels, 11pH or higher, can be used for cooking. Use the "Purified Water" setting for taking any medications that your doctor advises not to be taken with alkaline water. Do not drink the acid water that comes out of the lower spout.

Q: What is pH and how do I test my body's pH?

A: PH stands for "potential hydrogen". It basically means how acid, alkaline or neutral something is. On a scale of 1 - 14, 1 - 6.9 would be ranges of acidity (with 1 being the most acid) and 7.1 - 14 would be ranges of alkalinity (with 14 being the most alkaline), and 7 would be neutral. In a healthy state, our saliva should be slightly alkaline (a little above 7.3).

Q: Does it change the pH or ORP of ionized water to mix it with flavor-aids or alcohol?

A: Yes it does. Chemically-created drink mixes remove a good deal of the benefits [of pH and ORP] of ionized water. They'll actually make it acidic in many cases. However, adding alcohol to ionized water doesn't change the pH or ORP for some reason

Q. Can alkaline water from Purozizer water ionizer assist me to alkalize my body?

A: We are not in a position to make therapeutic claims. We can only refer you to the list of people who have reported health changes to us, or to medical professionals who recommend our products. For example, Dr Theodore Baroody, author of Alkalize or Die, states that he has recommended thousands of people over a long period of time and continues to do so. So do countless more clinics and medical practices in Japan where water ionizers are sold over the counter in local chemist stores.

Q. Why can't I just drink water?

A: You certainly can, but if you're like us, you have never really got into the water habit because the water felt too much like a lead balloon. Ionized water from water ionizers feels light and you can drink it throughout the day without feeling bloated.

You can just drink water and you will harvest some of the benefits we speak of, but it still can't penetrate your cells like hydrogen-enriched, alkaline, ionized water can. This is why ionized water with its bounty of hydrogen molecules is able to help rid you of acid wastes in your cells. It can go where ordinary water cannot, and it has the ammunition to help neutralize free radicals, the cause of many problems. This is also the fundamental and important difference between water ionizers and so-called bottled anti-aging water that contains no saturation of hydrogen molecules.

Q. Why are some waters healthier than others?

A: People located in the Hunza Districts of Pakistan, Shin-Chan areas of China, the Caucasus in Azerbaijan, and in the Andes Mountains live longer with less health problems. Researchers believe that these waters are very pure and have a negative redox potential caused by either intimate contact with certain native volcanic materials/minerals or by cascading over certain igneous rocks. It is believed that Puronize water ionizers are able to produce a very similar effect using advanced technology.

Q. Cannot our body heal itself naturally?

A: We still come across a few practitioners who believe in the old paradigm that somehow the body has a miraculous ability to balance its own pH and heal itself - regardless of lifestyle and food choices. Certainly, in times when we ate more unprocessed food and didn't repress stress the way we do today, this might have been more so.

However a study of almost 1,000 Americans by Dr Linda Frassetto of the University of California in 1999 has turned this old idea on its head. She found the opposite; that we are now storing acid in our body fat because we have become incapable of eliminating the increased tide of acid wastes that we are now assailed with. This is an evolutionary change never before seen in our evolutionary history, and must be seen in the context of an unmanageable acid tide within.

Q. What is acidosis?

A: Every living cell within our body creates acidic waste by-products. The nutrients from our food are delivered to each cell and they burn with oxygen to provide energy for us to live. The burned nutrients are the waste products. Whether you eat the best of foods or the worst, all foods generate acidic waste products. Foods, when classified as good or bad, are based on the amount and quality of the waste products they produce. Most of our cells go through metabolism and these old dead cells become waste products.

Our body will discharge this waste through urine, feces and perspiration. Basically, all waste products are acidic and that is the reason our skin and urine often has a low pH level. The real problem is that our body does not get rid of 100% of the waste it produces. Our life style, such as lack of rest and exercise plus the types of foods we eat and our environment help produce these waste products, but does not help us eliminate them. In the vast majority of our population, diets these days are too heavy in meat, fried, processed & junk foods, carbohydrates, soft drinks, and sweets build up acid salts in the body, as does stress and exposure to environmental pollutants.

What happens to those non-disposed acid wastes? As they build up within our body, these waste products become solid wastes, such as bad cholesterol, fatty acid, kidney stones, etc. This accumulation of non-disposed acidic wastes is called acidosis. This condition accelerates the degeneration of cells, tissues, and the body as a whole. It accelerates the aging process. Drinking alkaline water makes it easier for the body to dispose of acid wastes. Just as the accumulation of wastes accelerates the aging process, the reduction of acid wastes retards the aging process and perhaps - according to a researcher Dr.Sang Whang -- even reverses it. Alkaline water is not a medicine to treat or cure any diseases but if consumed regularly, alkaline water can reduce acid waste, helping with a natural health improvement.

Q. How do I know if I have acidosis or an acid-overloaded system?

A: Most Indians do. The pace of life, and the concentration of acid-producing items in our diet means that the vast majority of people are overloaded.

You can use litmus (or pH) paper to test your urine or saliva and to give you some idea of your acidity. This is not foolproof, however, because your body is always attempting to balance your acid and alkaline levels and could well be getting rid of a load of acid at the time of the test. For more accurate results it is recommended to test at different times of the day over time.

Eating processed foods, chemicals, lack of gentle exercise and stress all create an acid buildup. There are a number of good books on how to become healthy on an alkaline diet. They also come with lists of acid and alkaline-producing foods.

Q. Is it ok for children to drink ionized water?

A: Absolutely - even nursing infants. And since children have usually not accumulated toxins in their bodies, they experience no detoxification symptoms. (A few adults might).

Q. I know what I should eat and drink to be healthy, but I can't seem to keep to a consistent program. How will an ionizing filter help me?

A: Ionized, micro clustered alkaline water is perfect for people like you. You only need to drink it to enjoy its many health benefits. Each ionizer has a number of graduated settings of ionization to meet anyone's needs.

Q. Are there any cautions about drinking alkaline, ionized water?

A: You should start slowly. Set the controls to the lowest alkaline level. Assuming the water agrees with you, increase the amount you drink and the level of ionization intensity. Medium levels of alkalinity -- up to 9.5-10.0 -- are best for drinking water; the highest levels can be used for cooking.

In a few individuals, the detoxification effects from drinking alkaline ionized water can cause headaches and diarrhea for a short time. And for some older people, ionized water can tend, at first, to open the bowels. This is why a slow start is advised. Use the "Purified Water" setting for taking any medications that your doctor advises not to be taken with alkaline water. Do not drink the acid water. Having said all of the above, be aware that millions of Japanese have been drinking alkaline ionized water daily over the last 30 years. The water ionizer has been approved as a Household Medical Instrument by the governments of Japan and South Korea. In addition, test results on safety by the Welfare Ministry in Japan reveal no harmful influences on the body.

Q. I am told that you claim a lemon will help to alkalize your body, but other people say the opposite. What's the truth?

A: This is all about a basic misconception most people have about food and its effect on the body. It is true that if you plunge a pH meter into a lemon it will read as acid. But once you have consumed (burnt up/converted to energy/metabolized) a lemon, what is left is alkaline. It is what is left of all of our foods that determines our acid/alkaline balance, not the pH of the food we are about to consume. This is known as the "ash" of a food.

After food has been completely burned up and converted to energy, the leftover minerals are what makes up our mineral content and therefore our pH or acid/alkaline balance. Unfortunately many other factors affect our pH balance, including pollution, stress and our own body's metabolic wastes.

We are not "what we eat". We are what is left over after we eat.

Q. What is a pH saliva test?

A: In a healthy state, our saliva should be alkaline. However, a large majority of Asians, North Americans and Europeans are in an acid condition, and this can be demonstrated. If you're curious as to whether you're acidic, get a simple test, special pH papers are used to measure the acidity /alkalinity of saliva under carefully controlled conditions. This can give you a relative, general picture.

Q. I have read elsewhere that I should have slightly acid to neutral body tissue?

A: It's not so simple. Different parts of the body need different pH levels. At a cellular level, there are two factors working together to keep our energy up. The interior of each cell is alkaline. The Mitochondria - the power producer of the body, swim in an alkaline sea inside the cell's membrane. Outside, the interstitial (between cells) fluid is saline, alkaline and mineralized. This is the fluid that transports nutrition to the cells. The cell allows it in after checking it with its many receptor antennae that swim in the alkaline fluid. Once inside, the mitochondrion consumes it and converts it to energy - electrical energy. Here's where the minor miracle of life repeats itself billions of times a day. Through the tiny antennae that protrude into the interstitial fluid, and via the actual cell membrane, electrical energy is transmitted. This process permits the cell to pass the energy as electricity from positive to negative, just like a car or household wire passes power! Consider for a moment the effect of poor conductivity. (acid to alkaline) Energy flow would be greatly reduced.

So it's incredibly important for the interstitial fluid to be correctly alkaline because if it's not, the power can't flow, the tiny antennae that detect germs etc can't work properly, and we lose energy.

It's also important to realize that we are never just acid or alkaline. We change by the hour, even the minute, and our body is a marvel of design and engineering as it shunts around alkaline minerals to neutralize excess acids within minutes of them entering the body.

It's probably also obvious to you now that if we use minerals to maintain our balance, they must come from somewhere. This idea of a body miraculously adjusting its balance really makes no sense at all because without a ready supply of alkaline minerals how could it balance anything? These are the same minerals we spoke about in the "lemon" question, and the great advantage of drinking water loaded with ionized alkaline minerals that they get into the body without metabolism occurring - that is, they just go straight to work!

Q. Is alkaline water suitable for livestock and pets?

A: Alkaline water is used for horses, commercial dairy operations and for dogs and cats.

Q. How does a water ionizer work?

A: All our electric ionizers can be connected directly to the cold water line through your counter top or directly to a diverter valve at the end of your faucet. Connecting directly to your faucet takes about 10-15 minutes and enables your water ionizer to use a two step process. The first task is to help filter out harmful components of the water: chlorine, tri halomethanes, phenols, sediment, odor, taste, organic waste, and bacteria of all kinds. A Puronize ionizer achieves this by the use of our Japanese Ultra Water filter. Next, a small electrical charge is introduced into the water through platinum-coated titanium electrodes. The process of electrolysis that follows takes place in a patented chamber designed to separate the water into two streams (acid and alkaline) of ionized water. The acid water makes up about 30% of the water and the alkaline water 70%.

Positively charged ions gather at the negative electrode to create "reduced water", which concentrates available alkaline minerals, such as calcium, magnesium and potassium from the source water. This clean, healthy, micro clustered, alkaline ionized water is drawn for drinking and cooking, through the main stainless steel spout. This water is ideal for drinking and cooking.

Negatively charged ions gather at the positive electrode to make oxidized water, which concentrates acid minerals such as nitrates, sulfides, chlorides, and

fluorides from the source water. This acid, ionized water has a myriad of external uses. It is discharged into the sink when not needed.

A range of pH settings from neutral to very alkaline or very acid is available at the touch of a button. The electrodes are cleaned in an automatic cleaning cycle.

Q. Just what is the magic in a water ionizer?

A: The "magic" is really a simple process called electrolysis, or ionization, something your body has to do every day to make energy available. It is backed up by the high tech ability of micro-circuitry to maintain quality and regular output, plus the ability, through ionization and filtration, to remove harmful chemicals and retain beneficial minerals. This is why Dr Sang Whang, author of "Reverse Aging" calls it REVERSE AGING WATER.

A custom designed motherboard controls all aspects of the process of ionization, including flow rate, water temperature, and a range of four separate pH output settings.

Q. What type of water can I use to produce ionized water?

A: Regular tap water is best. Distilled water or water filtered by reverse osmosis does not have any minerals, therefore it cannot be easily ionized. Water ionizers can be used with most well water. The two most common problems found in well water are hydrogen sulfide (rotten egg, sulfur smell) and high iron or calcium content. Both of these conditions can be remedied with the proper pre-filter (contact us). The mineral content of your source water directly affects the strength of ionized water you can produce. The more minerals, the stronger the ionization: higher alkalinity and higher antioxidant potential. Very high calcium levels in the water can cause scale build up.

Q. What advantages does ionized water have over reverse osmosis or distillation?

A: Unlike Reverse Osmosis (RO) and distillation, which remove all minerals - leaving the water dead and acidic - ionized water concentrates health giving alkaline minerals like magnesium and calcium, after removing harmful contaminants. Water from RO and distillation is very acid (pH 4.5-6.5) and so contributes to the over acidity of our bodies. Alkaline water helps counteract acid / alkaline imbalance. Because RO and Distilled waters are mineral deficient and strongly acid, there are warnings from a number of physicians not to drink them on a sustained basis.

While RO and distilled waters are strongly oxidizing, alkaline ionized water is a proven powerful antioxidant.

Having been completely demineralized, RO and distilled water and most bottled water are understandably flat tasting. The tastiness of water from Puronize ionizers is one of its most immediate qualities: it brings delighted responses from everyone! Along with this go superior hydrating qualities due to the ionization. This ionization is also what happens in nature when water is allowed to bounce over rocks and waterfalls.

Finally, let's compare the ongoing costs: In home RO water is approximately 20% more expensive than ionized water. In home distillation is 700 - 1000% more expensive than ionized water. Bottled water is more expensive than RO or distilled water.

Q. Why does the water ionizer filter leave some minerals in and not others?

The filter (depending on model) filters up to 0.01 microns and is efficient at removing solid particles. However it does not filter out the essential alkalizing minerals that are in solution.

These essential alkalizing minerals remain present in water that passes through a water ionizer in a natural bio-available dissolved form.

Q. Is the ionizing water filter just another new, unproved fad?

A: Water ionizers have been in use worldwide for more than 25 years. The same concept has been used for home and industrial applications. In Japan & Korea, it has been approved by the Ministry of Health and Social Welfare. Millions are already in use in Japan. In the USA large companies are now beginning to use commercial alkaline water ionizers for bottling water.

Q. So what if water is easier to absorb?

A: With the addition of hydrogen molecules into the water, it is more readily absorbed into your body and gives a natural anti-oxidant effect. Your skin and hair becomes significantly softer. In addition, it can enhance the absorption of vitamins and minerals into your body. It also may help clear up some wellness issues.

Q. What are the various levels of alkalinity and acidity (pH) for?

A: Puronize water ionizers provide, at the push of a button, water that varies from mildly alkaline to highly alkaline. This enables you to accustom yourself gradually to higher levels of alkaline drinking water (e.g. pH 9.5 to 10). You should start slowly at the lowest alkaline setting and work your way up to higher levels and amounts. If you experience any discomfort from detoxification, just move back to the previous level or smaller quantities. It also allows different members of the family to dial up their preferred level. The highest levels of alkalinity are also used for cooking.

In addition there is a button for water that is "purified" only - filtered but not ionized. Its pH level will be close to the level of your regular tap water. This water is for those taking medications which should not be combined with alkaline water.

As for the various levels of acid ionized water, you will probably use the most acid level for the long list of uses for acid water.

Remember: the pH level of ionized water will vary with the pH of your source, i.e. your tap water. In addition, if you wish to make the water more alkaline or more acid, simply slow down the flow of water, and the pH level will change by approximately a value of 1. A simple to use free pH test kit is provided free with every Puronize water ionizer, if you wish to occasionally check pH levels for yourself.

Q. How do I get my ordinary tap water once it's attached?

A: The diverter has a lever which swaps your water flow from tap water outlet to alkaline water outlet. It has an incorporated aerator for your tap water.

Q. How do I know when the filter needs replacing?

A: An LED or counter indicator on the front panel gives an approximate indication of remaining filter life. Generally the standard filter lasts about 12 to 18 months. But this depends on the source of water and the amount of use. For example, if your tap water contains between 0.4 and 1.0 ppm (parts per million) of chlorine, a filter can last 12 months for one person's use. If greater than 1.0 ppm, the filter may last 9 months. A family of four on a typical Indian water supply will use a filter about every 9 months. By changing your filter at regular intervals, you are assured of the inner hygiene of the filter.

Q. How do I change the filter?

A: Open the front, grab the filter, press down a little, and pull it out. After installing new filter, run the system for a few minutes to clear away any loose charcoal.

Q. Can I store the water? For how long?

A: Yes, alkaline ionized water is best kept in an airtight glass or quality plastic container. It can be refrigerated or kept in a cool place. Avoid storage in metal, especially aluminum containers. The alkaline properties can be retained for up to 1-2 weeks, but alkaline water is always strongest when fresh (on a day-by-day basis). The antioxidant properties (amount of dissolved hydrogen molecules in water) start to diminish after 18-24 hours. So for the best benefits, drink it within a day or so. If using plastic please check to see that the plastic container used is good quality. Bottled water is usually stored in cheap plastic that leaches chemicals.

Factors that affect how long the pH and -ORP will be maintained are heat, movement, type of container and light. Because of this there are no set numbers.

If water is stored in a cold dark place in a glass container then that is the best.

Q. Can I cook with alkaline ionized water?

A: Yes, in fact your food will taste better and your body will assimilate the nutrients more readily. You will notice the difference especially at the most alkaline settings (higher pH): your greens will be greener, rice fluffier, tea and coffee tastier.

Q. What can I use the acid water for?

A: Acid ionized water is destructive to bacteria and is astringent. As a result it has found widespread application commercially in: nurseries, surgeries, food preparation areas, sprout and wheatgrass growers, florists, hospitals, etc. In the home it is an excellent cleansing and sterilizing agent, with uses in the kitchen, for hair and skin care, extending the life of flowers, promoting plant growth and many others.

The acid water is a 'free' bonus. It is excellent for all manner of skin complaint. We use it as an astringent face wash last thing at night, we fill the fountain with it and at last the fountain doesn't go green in 3 days, it's excellent for acne, sores, bench top and more. Hardly a week passes without a call from a client who has found a new use for it.

We collect it in the sink and after rinsing our dishes we dip them into the acid water to sterilize them before putting them away. We also put it onto our house plants because it closely resembles rainwater.

Q. Why does the ionizer split the water into acid and alkaline?

A: The splitting of the inlet H₂O is the proof that the ionizer does what it says it does. The process of splitting causes the following:

a. Approximately 70% of the H₂O input is molecularly rearranged into OH⁻ and hydrogen molecules or alkaline, negatively charged water.

b. Approximately 30% of the input H₂O is molecularly rearranged into HO, or acidic water.

Some companies sell units that just use magnets or magnetic rock to affect the water. Products that claim the benefits of water ionizers but do not electronically split the water will not hold the negative charge long enough for it to be of any real value, or will not be able to exert enough magnetic power to cause the water to become negatively charged. The water will reunite very quickly back into ordinary H₂O.

Q. Is it necessary to test my water or body to determine what the pH currently is so I adjust the machine appropriately?

A: No - we are almost all too acidic due to poor food, environmental pollutants, lack of gentle exercise and stress.

Even if not too acidic, our bodies will continue to benefit from alkaline foods and water. When beginning to use alkaline water start at a low (gentle) alkaline setting. This water really does work and change lives and as a result for first few days there may be symptoms of detox such as mild headache, mental confusion and diarrhea. Once these symptoms past then it is fine to go up to a level that feels comfortable.

Ionizer performance varies with the mineral content of the source water. We include a free pH reagent kit with each unit so you can test the output water at the various settings. We also sell pH test strips for testing your body pH. Please note that diet, stress and environmental factors all have a significant effect on our body pH.

Q. Is it necessary to test the water to determine which contaminants are before I buy a machine?

A: Not necessary unless you have untested well water or water from a private source. The filter in Puronize ionizer does an excellent job of removing what is not wanted while allowing the essential alkalizing minerals in solution to pass through.

Q. What is ORP?

A: ORP is "Oxygen Reduction Potential".

Potential energy is energy that is stored and ready to be put to work. It's not actually working, but we know that the energy is there and we can measure it. Another word for potential might be pressure. Blow up a balloon, and there is air pressure inside. As long as we keep the end tightly closed, the pressure remains as potential energy (when released it becomes kinetic energy). In electrical terms, potential energy can be measured. When we use the term "potential" in describing ORP, we are actually talking about electrical potential or the stored electrical tendency as expressed in voltage. In the case of ORP, this energy is measured in millivolts with an ORP meter. We are reading the very slight voltage in water which is actually measuring the presence of oxidizing and reducing agents, thus Oxidation Reduction "Potential". High pH water has more "reducing" agents (-ORP) and low pH water has more oxidizing agents (+ORP).

Normal tap water in the India exits the tap at +200 to +600mv. Ionized water demonstrates the most health benefits with an ORP of -250mv or lower. This is what produces the "antioxidant" effect in the water through the creation of OH⁻ or the negative hydroxyl ion.

A good -ORP shows the presence of H₂ (hydrogen molecules in solution) which are a natural antioxidant and can more easily penetrate to the cellular level to heal the body by removing acid toxins. When water becomes stagnant by staying in dams, pipes and bottles the ORP becomes very positive. When water bounces over rocks or a waterfall the ORP becomes negative. The ORP of mineral rich water from where the Hunza people live (for example) is very negative.

Q. What is so different about Puronize water ionizers?

A: Puronize ionizers are far, far more than just a filter.

Initially, the filter inside the ionizer functions effectively using silver activated granulated carbon to purify the incoming water, just like 99% of household filter systems. What separates it from ordinary water purifiers are 4 important additional benefits. These benefits are what makes your water clean AND healthy.

Benefit One:

The filter in the your water ionizer while taking out what is not wanted allows the essential alkalizing minerals to pass through. These essential alkalizing minerals include calcium for the bones and magnesium for the heart. Our ionizer filters are manufactured in the Japan and have been independently verified to remove 99.9% of virtually all contaminants.

Typical water companies use Reverse Osmosis to take out all that is bad AND good then use ozone to get rid of the taste and smell. By doing this the water becomes very acidic and difficult for the body to absorb.

Benefit Two:

The water in a water ionizer is (not surprisingly) ionized. Water that comes from dams, pipes and bottles is "dead" and stagnant water. This can be measured by an ORP (oxygen Reduction Potential) meter. For water to be healthy and easy to be absorbed and utilized by your body it needs to carry a strong negative charge and thus contain a good amount of molecular hydrogen. This happens in nature when water bounces over rocks or moves in rivers and streams and is recreated by science in a water ionizer.

Benefit Three:

The water in a water ionizer is split into two streams - an acid and an alkaline stream. We use the alkaline water for drinking and cooking. The acid water is a "free" bonus and can be used for sterilization, skin, and plants. Poor quality food, unclean air, stress and lack of rest and gentle exercise all increase the acid levels in our bodies leading to a gradual breakdown in our physical condition.

Benefit Four:

With Puronize's filtration technology you can enjoy your water knowing that 99.9% of most contaminants have been removed. These results were from an independent EPA certified lab.

Q. Where are the Puronize water ionizers made?

A: All our ionizers are made in Japan. All our ionizer cells are manufactured in Japan itself.

Q. How do I get support before, during, or after purchase?

A: Call us Toll Free or email. We're happy to help you.

Q. Why are ionizers expensive?

A: Frankly, they are not. When compared with other units on the market, we have to say that our water ionizers are exceedingly good value. Further, compared to bottled water solutions, it is both economical and environmentally preferable.

Q. How soon do you ship products?

A: In-stock products will normally ship the same business day if purchased before noon. In-stock products purchased after that time or on the weekend will ship the next business day.

Q. What maintenance do water ionizers require?

A: All models have automatic self-cleaning reverse polarity systems.

Q. Are your water ionizers electrically approved?

A: They are. All our models have US "UL" approval plus US NSF approval.

Q. What warranty do you offer?

A: All Puronize water ionizers come with a limited lifetime warranty. The warranty is void if the unit has been tampered with, altered, or subject to improper use.

Q. What are some of the harmful chemicals removed by the Ultra Water filters?

A: Chlorine, trihalomethanes, suspended solids, cryptosporidium, organic compounds, heavy metals and pharmaceuticals. In addition, the ionization process that follows filtration reduces the amount of acid minerals (such as sulfates) in the alkaline water. It also has the effect of greatly reducing fluoride concentration.

Q. How reliable are Puronize ionizers?

A: Puronize water ionizers are built to last. Our manufacturers have been manufacturing water ionizers for over 16 years. By keeping quality at the highest level and prices reasonable; and by their determined commitment to Research and Development, our manufacturers have set a standard by which others measure themselves.

Puronize water ionizers have a less than 1% defect rate, the lowest in the industry. The platinum coated titanium electrodes, which are the heart of the ionizer, are built in Japan to last at least 20 years. The manufacturing plants have been granted over 20 patents and been approved by the Japanese Ministry of Health and Welfare for every Medical Device Certification they have applied for. Their water ionizers

have been awarded the status of Health Product by the Ministry of Health, a designation difficult to achieve.

Q. Does the unit come with a manual?

A: All units come with a user manual.

Q. Is there additional detailed information available for purchase?

A: Puronize trained staff are available to answer any questions.

Q. How long will a filter typically last for one person, or a family of 10, using the machine?

A: One filter produces about 12000 liters) of water. We estimate for an average family of four with average daily consumption using treated water, a filter will last about 1 to 1.5 years.

Q. Do I need a special nozzle to attach it to the sink?

A: Your water ionizer comes with an adapter kit which will fit most traditional outlets but will not fit some of the designer taps which have pull out handles with a flexible hose. Give us a call and have a talk about your requirements before ordering.

It is actually simpler than most water ionizers . You attach the sturdy diverter valve to your faucet; attach the supplied hose to the diverter, and the other end to the inlet valve. Another hose attaches to the ionizer to allow the astringent (acid) water out of the Filter.

Q. How do I get my ordinary tap water, once the ionizer is attached to the tap?

A: By the flick of a lever on the diverter.

Q. Is it easy to install, even for a non technical person? Are the instillation instructions designed for the same mechanically challenged person?

A: Yes - we successfully sell many units to older people and those with little practical ability. If a problem arises Puronize is a call away.

Q. Can you explain the difference between the units and what the benefits are of each unit? Why should I spend the extra money for this unit?

A: In general our units:

a) Utilize two new patented features which produce a better range of pH and ORP

b) Have latest technology and micro-circuits

c) Have longest warranties (5 years)

d) Look better

e) Have more options

f) Have a new patented cleaning device which will eliminate mineral scaling due to hard water, This improves performance and the life expectancy of your investment.

g) Have a hot water option too.