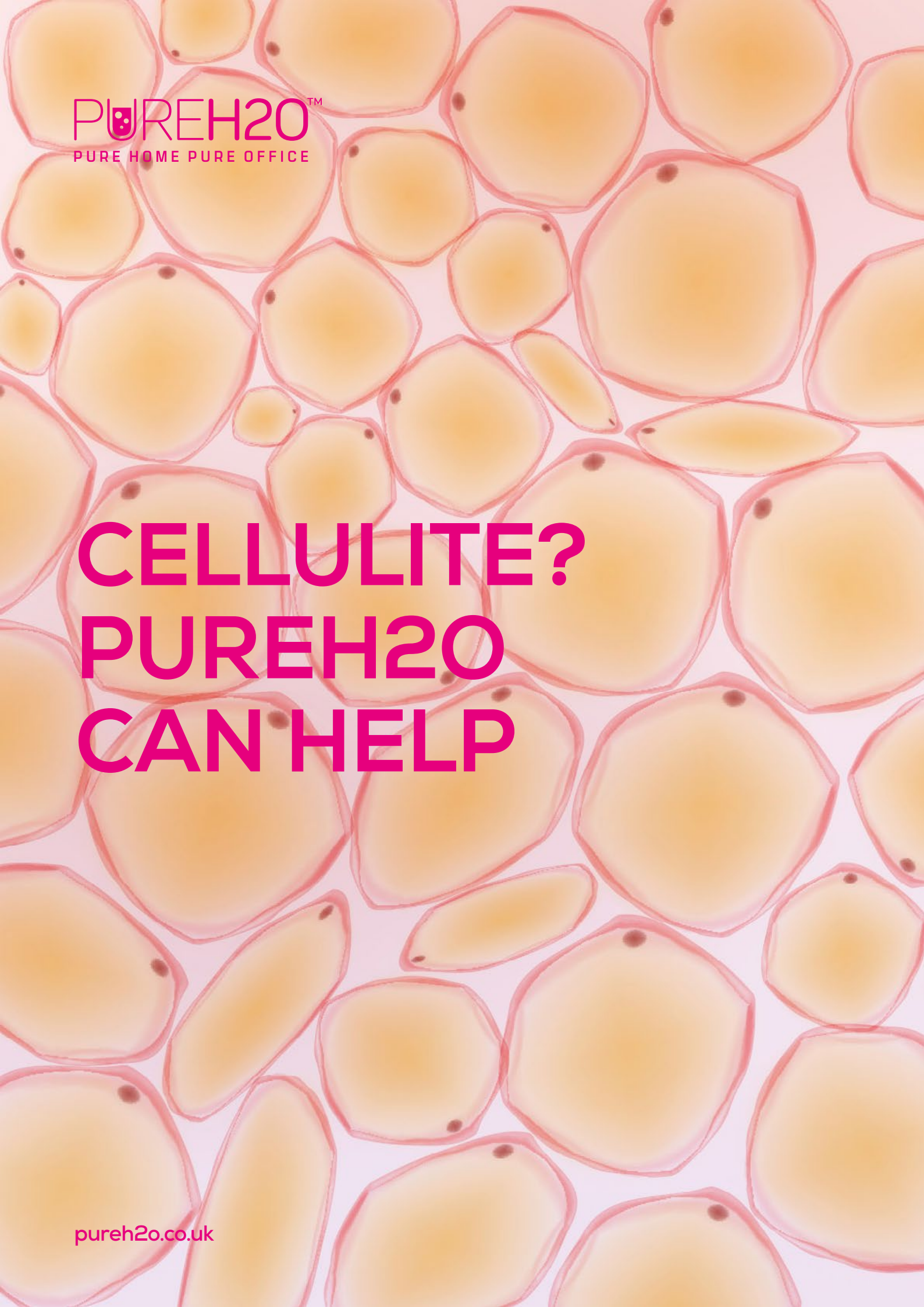




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CELLULITE? PUREH2O CAN HELP

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DRINKING PUREH2O COULD BE THE ANSWER TO CELLULITE

According to health experts, maintaining hydration is key to the prevention of cellulite, and may even reverse it. Cellulite is a common lipodystrophy in women caused by compaction of adipose tissue, which puts pressure on connective tissue, causing the 'orange peel' effect.

When we look at the numerous functions water plays in the body, we see how it really is the most amazing and essential part of our daily lives. Drinking the right quantity of water helps to combat digestive disorders, prevent high cholesterol, reduce high blood pressure, flush out unwanted bacteria from the kidneys and bladder, speed up joint repair, stop weight gain and slow the ageing process!

Regular hydration with water also helps the body get rid of excess fat cells. The presence of cellulite indicates that there are too many fat cells in the body and because the adipose tissue needs to be bathed in lipids, it holds onto water.

So we see how water retention and cellulite go hand in hand. Water retention doesn't mean that you are drinking too much water, quite the opposite - it may be caused by dehydration. Consuming the wrong foods or liquids with

excessive salts, sugars or alcohol doesn't help with hydration. Our bodies need plenty of pure water to enable fat cells to release the toxins they hold so that they can be flushed out of the body through the urine.

Of course, most people understand the relationship between hydration and wellbeing: 60% of our body weight is water and 90% of our blood is water. We lose water constantly through the skin, by breathing and through urination, so it's important to drink water throughout the day to maintain hydration. The easiest way to check how well hydrated you are is to look at the colour of your urine. If it's dark yellow then you are dehydrated, but clear urine indicates a good level of hydration.

Few probably realise that a reduction in the level of water in our bodies can cause serious harm: fatigue and lethargy are the tell-tale signs of dehydration, so our advice is to drink PureH2O before you go to bed and first thing in the morning; this habit will almost certainly eliminate headaches. Drinking PureH2O regularly throughout the day will help to reduce the mid-afternoon slump and associated desire to snack, and keep your body and brain functioning at their optimum.

Did you know that there is more than one type of cellulite? According to Rafal Kuglarz in his Health and Nutrition Tips:

► **Water cellulite** is "associated with disturbances in the body's water balance. Water cellulite is often faced by slim people with extremely dry skin. Fatty cellulite is caused by excessive fat storage, which in turn causes the skin to stretch. This is the most common type of cellulite and it occurs most often as a result of excessive weight gain. Circulating cellulite is the combination of water and fat cellulite.

Regular drinking of water is a way to reduce cellulite. This rule works for all types of orange peel, but it works especially well when you suffer from water cellulite. Water helps to get rid of excess fat cells from the body, it also flushes out toxins. Hydrated skin is supple and elastic. In addition, water prevents snacking, i.e. helps maintain a healthy body weight.

Regular drinking of water is one of the easiest ways to fight cellulite. Is there a special anti-cellulite diet? No. However, it is worth following a few rules that may help. At the beginning, it's worth taking a closer look at your body weight, and it's best to calculate your BMI. In the case of overweight or obesity, weight loss will definitely help in the fight against cellulite."

Water purification has never been more important. We need to ensure that the water we drink has had harmful chemicals removed: nitrates, PFAOs, the pesticide metaldehyde, and heavy metals have all breached legal limits in British tap water. One of the best systems on the market is the **PurityPRO™** from PureH2O Ltd – their products are manufactured in England and have the lowest carbon footprint of all systems. They offer the ideal methods to produce all the pure water one needs on a daily basis, replace the need for bottled water and the waste it creates, and its quality and taste leaves you refreshed and perfectly hydrated.



SAY GOODBYE TO CELLULITE
PureH2O and your health



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