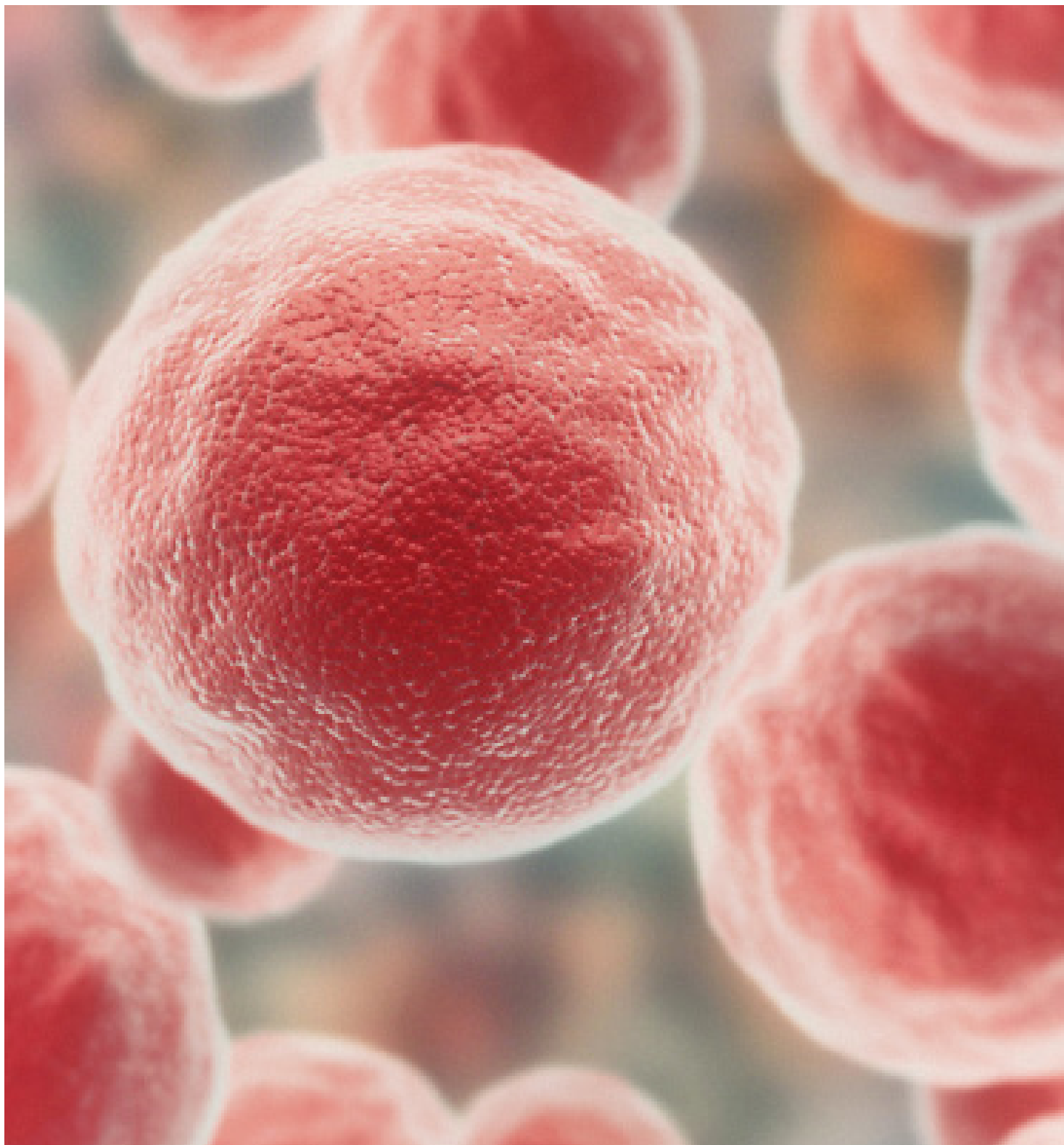


THE FIFTH FUNCTION OF WATER



PUREH2O

THE FIFTH FUNCTION OF WATER

Through years of research regarding the role water plays within our bodies, it was thought that water had four functions: a solvent, transportant, lubricant and coolant. The fifth function – that of an electronegative enhancer – is a relatively new concept discovered through subsequent studies that revealed when water was consumed in its purest form, i.e. PureH2O, it had remarkable and unique benefits on our health.

In summary, the consumption of pure water plays an important function in two areas; First, it acts as an electronegative enhancer to our red blood cells which in turn reduces the risk of heart disease. Secondly, it allows the fat cell to release contaminants into solution which in turn are dispersed through the kidneys. This assists in weight loss and the reduction of water retention.

To understand these unique health benefits we must first understand the characters of the adipose cell. Frank Lloyd Wright said function determines design. It is a function of the fat cell to store that which the body cannot use and/or get rid of. The fat cell is spherical in shape to maximise storage capacity and when it grows, because it is a sphere, storage area increases geometrically.

When asked what type of weight one wishes to lose, most people reply fat. In looking at the constituents of a fat cell, understanding that fat is a wrong answer creates a unidirectional concept, and the realisation as to why so many fail at dieting. An adipose cell contains for the most part salts, sugars, other organic pollutants,

tiny amounts of lipid, all bathed in an ocean of water. These salts and heavy metal in-organics have an affinity for others, a magnetic attraction so to speak. It is in fact osmotic attraction.

A woman about to start her menstrual cycle understands a portion of this because if she consumes fatty or salty food or soft drinks at this time she will retain fluids. So she takes a diuretic (an electronegative enhancer) to avoid water retention by dispersing the salts into solution. Fat Cells are good not bad. They store toxic material and keep it from being deposited in vital areas. However when the fat cell has reached its limit of storage, it will allow the deposition of metabolites and wastes in other areas, such as the blood vessels.

Red blood cells will lose their negative charge and natural spacing if deposition is allowed to build up.

To further understand the act of deposition, it is important to comprehend a few laws of colloid stability. A colloid is a particle that stays suspended in solution. When a colloid is ten microns or less, it assumes a negative charge automatically. Milk is not a white liquid. It is clear with many white colloids all charged the same (electronegative) and repelling one another. When adding a positive charged particle (cation) to the milk, an agglomeration or flocculation or coagulation is caused. This is how cottage cheese is made. Milk with a brine solution passed through it causes it to form curds, a coagulant. The electro-negativity of the system has been reduced.

- ▶ **Red blood cells are less than ten microns in size and follow the law of colloid stability; that is, they are electro-negatively charged along with the lining of the lumen of the blood vessels. Red blood cells pass single file, never touching one another. The distance between the cells can be measured and a norm defined.**

Normal specific conductivity (the numerical electrical measurement of a fluid's ability to resist an electrical current) of blood is 12,500 micromhos. When kidneys work properly they maintain an even blood waste level, which is directly correlated to specific conductivity value of 12,500 micromhos.

When urine levels exceed 12,500 micromhos, the kidneys are either working overtime to avoid the deposition in vital areas and/or taking the strain off the adipose tissue to store more wastes. But when the kidneys can only do this for a period of time, wastes are permitted to remain, causing the red blood cells to lose their electro-negativity and draw closer together. A greater loss of electro-negativity causes the red blood cells to lose all space between each other and form clots.

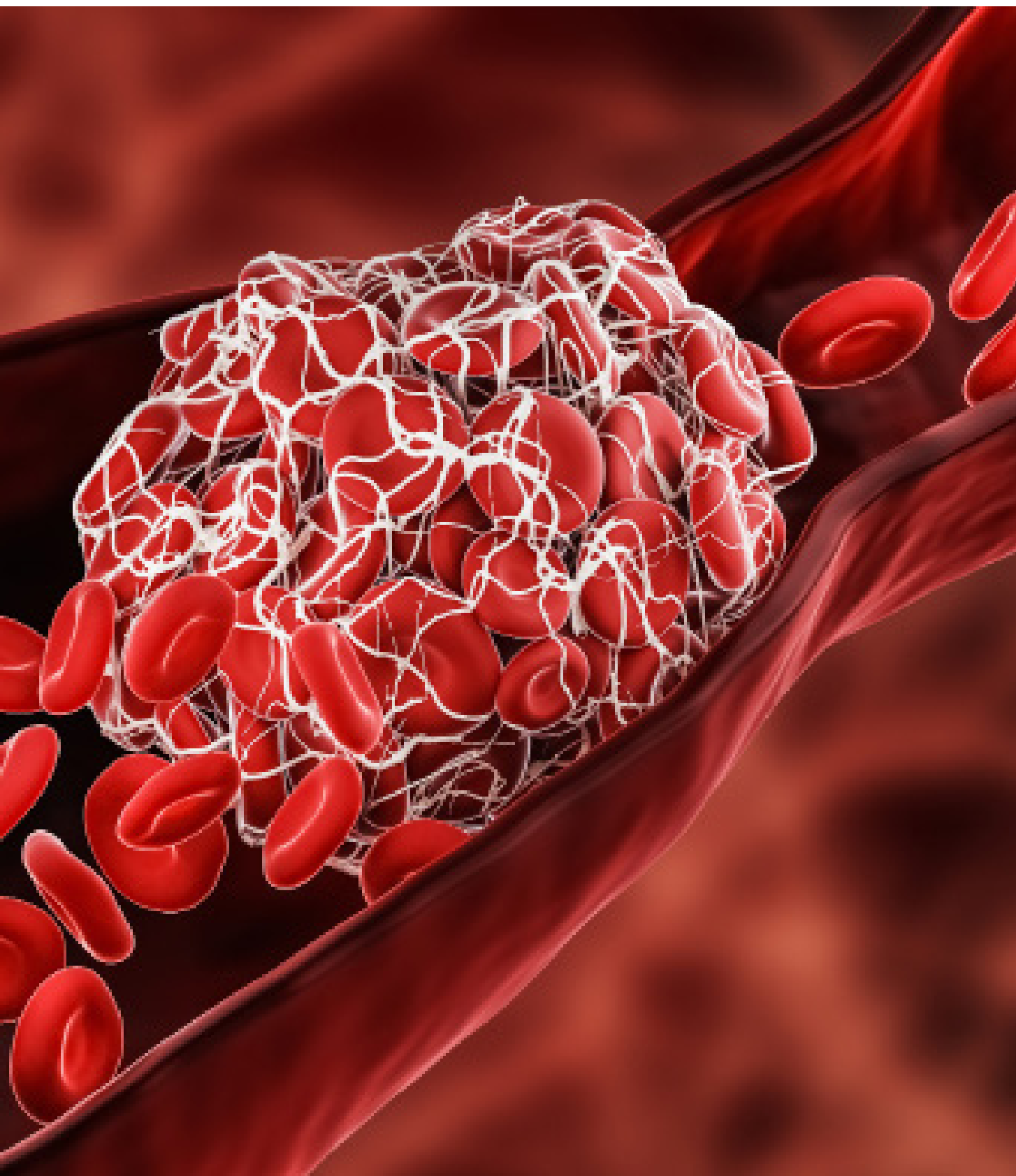
► **Drinking PureH2O enhances the negativity of the red blood cell optimising the natural space between cells and thereby avoids clotting.**

Doctors treat this by prescribing coumadin and heparin (electronegative inducers). However, these lose part of their effectiveness when taken with tap water or mineral water that contain many cations.

These contradict the potential effect. Another method to avoid clots through maintained electro-negativity is the consumption of citric foods, garlic and onions all of which are naturally electronegative inducers.

Further, the ingestion of copious quantities of pure water enhances the electro-negativity. Also, through osmosis, the fat cell will try to take in more of this pure water, due to the cells' education to attract salts. Because the water is pure the fat cell will disperse its contents into the solution and those contents will be removed through the kidneys more readily because of the volume and ability a pure water has to carry wastes.









PUREH2O THE MINERAL FALLACY

The minerals found in spring and mineral water are inorganic. They are not of a form that can be easily assimilated by the human body. True, we all need minerals to maintain a healthy living but they must be of an organic origin.

What it all comes down to for all of us is quality of life. If you don't have health, everything else loses its value. So let us take a look at what makes us healthy. Very little research has been carried out on the most important thing we put inside us... water. We're approximately 85% water, yet water is taken for granted!

Water has five important functions; it is a lubricant, solvent, transportant, coolant and dispersant (electronegative enhancer). If water carries a load (mineral salts, heavy metals, and pollutants dissolved into itself) then the water cannot be efficient in these vital functions. If your car has rusty water in the radiator it overheats. If we have an abnormal waste level in our blood, we overheat and develop fever. In sports medicine physicians advise athletes to drink water.

► **Research shows water consumption during activity increases endurance and muscles remain relaxed rather than tense when activity is over.**

Our kidneys have to filter 400 gallons of fluid each day. If there is enough water present, kidneys operate easily. If not, kidneys are forced to recycle too much and deposits may be left behind in the form of stones.

Many of a kidney stones mineral constituents are the same as those found in tap water or bottled spring water. These minerals are plant food, in-organics from rocks. It is not until the plant absorbs these minerals, and through the process of osmosis and photosynthesis converts them into an organic form, that they can then be readily assimilated by humans.



When doctors at an Ohio medical convention were shown a picture of a blocked vessel, their unanimous decision was that it was a blocked artery from a person needing multiple aorta bypass surgery. Whilst their diagnosis was correct they were amazed to discover that the vessel was nothing more than a mains water pipe feeding a house.

The inorganic minerals that line a thirty year old pipe will eventually line our own internal pipes. Also the inorganic materials (preservatives) that give our food an extended shelf life, take shelf life from us.

We should not eat processed meats, yet we drink processed water (electronegative reducers).

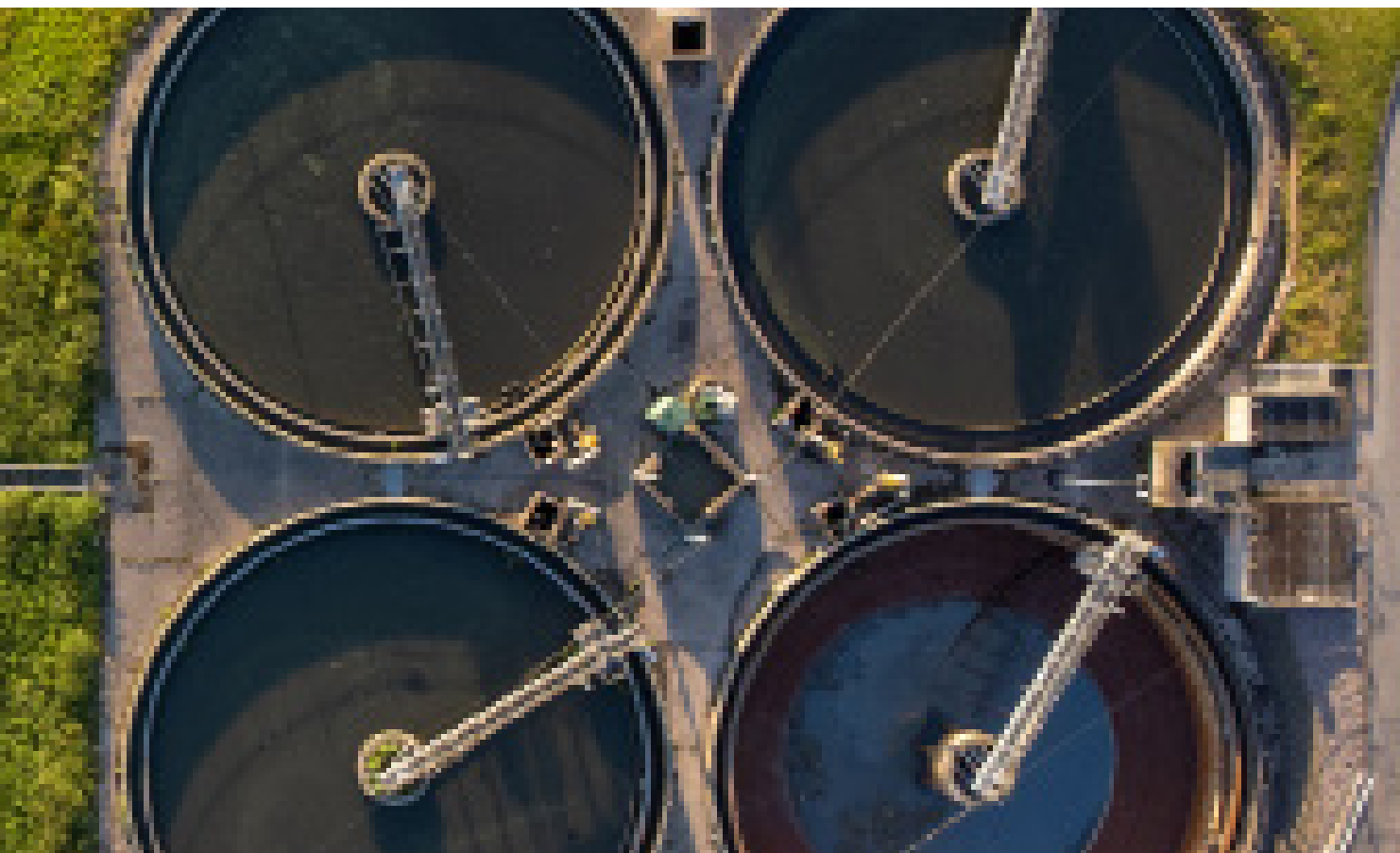
Many physicians and dieticians are calling for low and no-salt diets because of the propensity towards higher blood pressure. But consider other minerals too; i.e. aluminium. This is the most powerful coagulator known to man. It is used to stop bleeding from cuts. We use aluminium chlorohydrate to shrink the pores of

our underarms to avoid perspiration.

Further, municipal water authorities add ferrous aluminium sulphate to water in the treatment process to coagulate and precipitate the particles to provide clear water. The brain of prematurely senile Alzheimers victim is overdosed with abnormally high levels of aluminium. We consume aluminium leavening agents in bread, dissolved in canned foods, leached from the surface of cooking utensils and most recently in the air we breath from space shuttle launches and every day air traffic.

Water that is void of inorganic materials is the type of water we need to consume. Drinking two litres of PureH2O daily will improve the roles that water plays within our bodies through its ability to move nutrients deeply into tissues, pick up wastes, keep us cool and maintain joints without leaving deposits.

Hence PureH2O™ Ltd purification systems designed to remove wastes found in tap water using the same principle that kidney dialysis machines use to remove waste from blood.



PureH2O™ Ltd. utilises reverse osmosis and de-ionisation for maximum rejection and removal of waste contaminants. Most people will have a filter either installed beneath the sink or in the form of a jug.

These are mostly carbon and cannot remove salts or heavy metals, and only reduce a few of the pollutants in the spectrum of pesticides and industrial wastes.

Millions of families are drinking water every day containing toxic chemicals.*

- Over 350 different man made chemicals have been detected in British tap water.
- Fluoride has now been confirmed as being carcinogenic and linked to bone and oral cancer.
- Drinking water all over the country is subject to extensive and illegal contamination by an unstable cocktail of highly toxic pesticides and herbicides.
- Between 1979 and 1989 water pollution

incidents involving farm waste increased by 150%.

- Land fill sites containing hazardous radioactive, medical and household wastes allow toxins to seep into the water table where they pollute our drinking water supplies for centuries to come.

PureH2O™ Ltd.'RODI process removes 100% of the organics and 98%+ of the in-organics. Getting rid of these contaminants, the causes of degenerative disease, can only improve the quality of our lives.

And after all, our great grandparents drank pure water collected in rain barrels. This water was pure. Water is the key to life, and PureH2O™ Ltd. is the key to a healthful qualitative life

"PureH2O; optimum health requires the purest of water - this is it."

Dr. R Sharma MB, BCh, BAO, LRCP(I), LRCS(I), MRCH, MPHOM, Medical Director, The Hale Clinic London W1N

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