

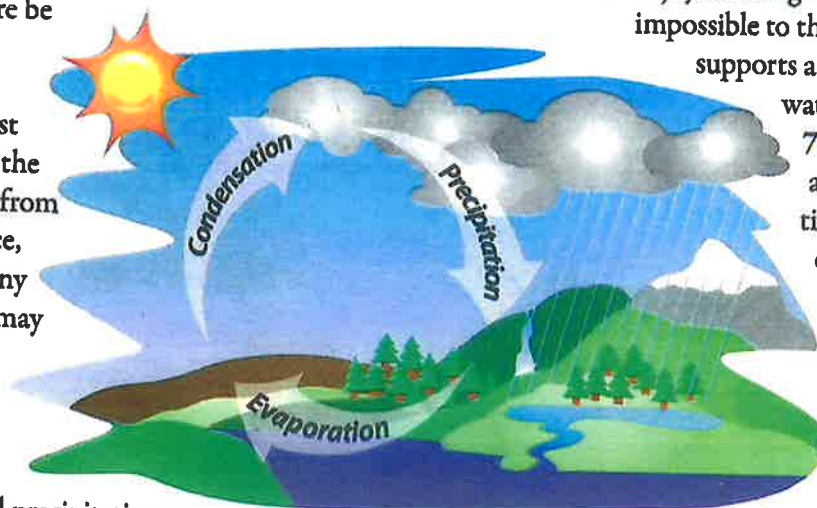
## Time to come full-circle

Since we caused the problem, the question is; how do we remedy the problem? By going back to the source and letting nature be our guide!

Water in its purest form is found in the vapor that arises from the earth's surface, leaving behind any contaminants it may have collected.

This process of evaporation, condensation and precipitation is known as the Hydrologic Cycle. Distillation simulates this same natural process, turning ordinary tap water into pure, clean steam vapor which is condensed, then passed through an organic carbon filter—effectively removing bacteria, parasites, herbicides, pesticides, heavy metals, and a whole list of synthetic chemicals and industrial pollutants.

*It is a remarkable technology—easily accessible through the full line of Waterwise products—that bows to Mother Nature.*



*The Hydrologic Cycle*

## So, why make the investment?

First of all, it is impossible to put a price on peace of mind and the joy of living a healthy life. Second, it is impossible to think of any element that supports a healthy life more than

water. After all, the body is 70% water, and maintaining an adequate level of hydration is essential for the efficient regulation of your body's normal physiological functions. When that hydration is supplied by steam distilled water, the benefits can be enormous.

## 8 glasses a day of purified water helps:

- ✓ Heighten energy
- ✓ Sharpen mental performance
- ✓ Improve skin appearance
- ✓ Promote weight loss
- ✓ Reduce stress, anxiety and depression
- ✓ Relieve headaches and dizzy spells
- ✓ Alleviate asthma, allergy and arthritis symptoms

Zero

WATER



*Distillation is one of the earliest forms of effective water treatment.*

ANCIENT  
GREECE



*The Greeks use distillation on their ships to make sea water drinkable.*

2,000  
YEARS AGO



*Julius Caesar depends on solar distillation to provide his soldiers with drinkable water.*

600  
YEARS AGO



*The Chinese use earthenware distillers during the Ming Dynasty.*



## The heart of the matter

Consider this fact first. The human heart is 79% water. Now, consider this finding from a recent study—eight glasses a day of purified water also bolsters heart health. According to a six-year study of more than 20,000 healthy men and women aged 38 to 100, published in the May 1, 2002, *American Journal of Epidemiology*, the women who drank more than five glasses of water a day were 41% less likely to die from heart attack than those who drank less than two glasses. The heart benefits were even greater in men!

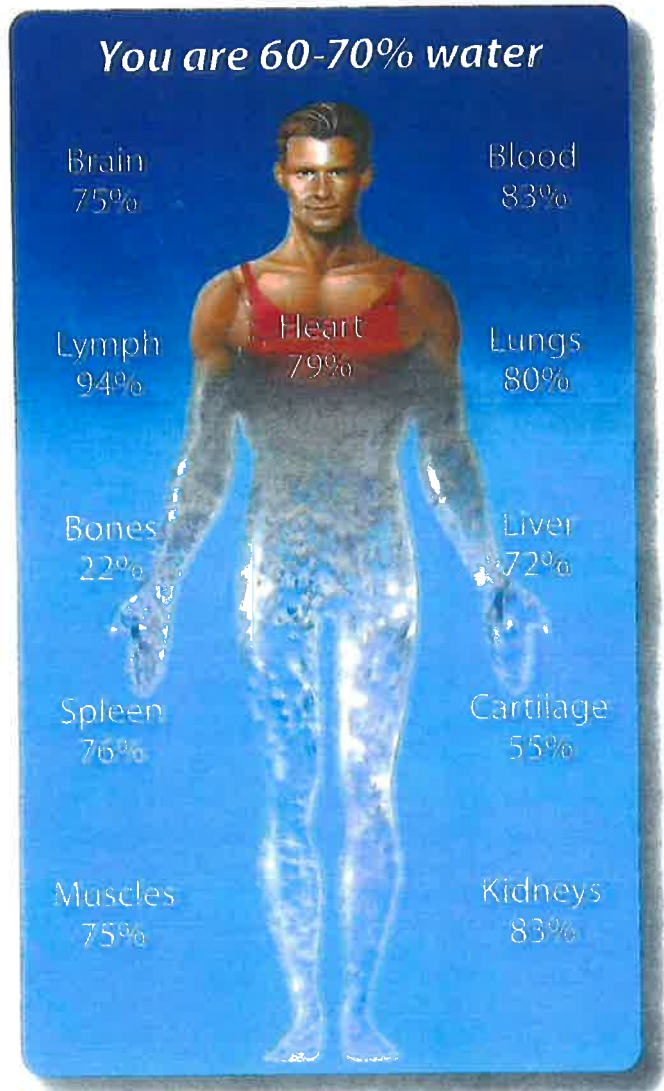
## A well-deserved reputation

It's a small wonder that water is called the "elixir of life." Many ancient civilizations—from the Egyptians and Greeks to the Chinese and Native Americans—used water as therapy to heal injuries and treat diseases.

## You see, water also helps to:

- ✓ Aid in proper digestion
- ✓ Improve oxygen delivery
- ✓ Remove toxins and waste products
- ✓ Transport and increase nutrient absorption
- ✓ Cushion and lubricate joints
- ✓ Regulate body temperature
- ✓ Generate cellular energy
- ✓ Improve immune function

## You are 60-70% water



Obviously, when we don't drink enough water we risk negative health issues. Just as clearly, if you do drink clean, pure water you can give your health a boost—throughout life.

## Early in the 1900's, municipal water systems begin adding chlorine.

1897



1908



1940's



The Cuprigraph Co. in Chicago advertises the Sanitary Still for distillation; the only process that purifies water from both organic and inorganic matter.

Philadelphia completes the nation's first "clean" water system.

Water Conditioning Association International forms to advance the use of in-home water treatment solutions.



## Where there's a will, there's a way

First, we have to face some facts. For example, an astonishing 2,100 chemical compounds have been found in our water, yet the EPA has established enforceable safety standards for only 87!

The Centers for Disease Control and Prevention (CDC) estimates that up to "33 million cases of gastrointestinal illness associated with public drinking water systems occur in the U.S. annually."

Many municipalities, as hard as they try, simply aren't equipped to handle the influx of modern-day contaminants—agricultural run-off, industrial waste, oil spills, etc.—into our public water supply.

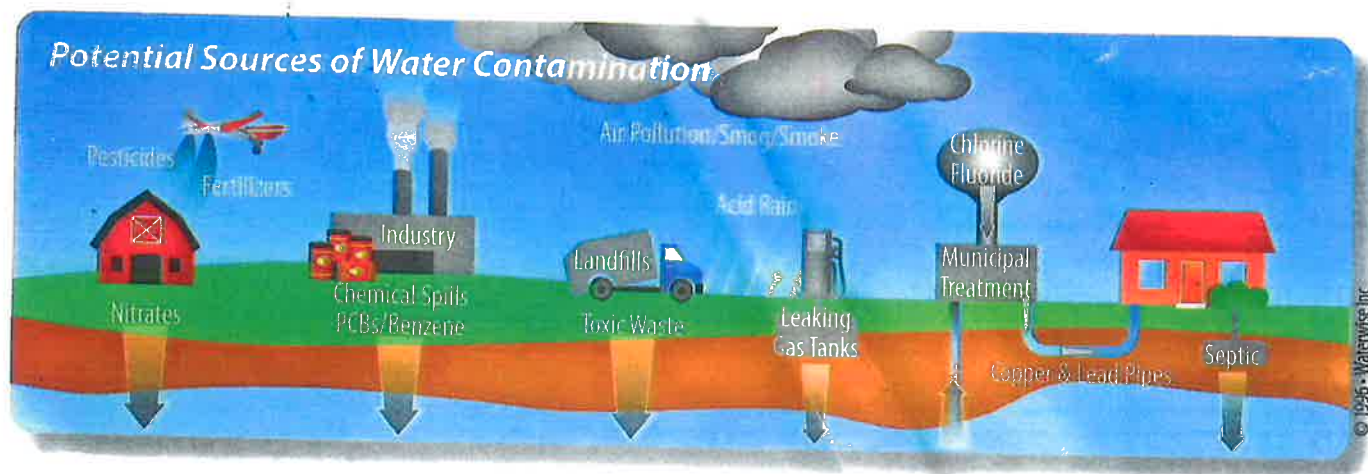
Home water pipes and water distribution systems are often caked on the inside with unhealthy inorganic, biological and chemical deposits. In some cases, these pipes might even leach toxic levels of copper and lead.

Another threat lurking inside these older pipes is bio-film—layers of bacteria that can harbor pathogens like *E. coli*. Even well water doesn't escape contamination because ground water pollutants may also seep into that source.

## The answer is action, not fear

The reason for sharing these facts is not to generate fear, but to provide information and encouragement for you to take positive action.

Ask yourself, "Over the course of my life, how will these chemicals and trace pollutants affect my health and that of my family?" It is likely you will consume approximately 2,920 glasses (183 gallons) of water every year. There could be undetected contaminants in each glass you drink—having a cumulative negative impact on your health.



## America's largely antiquated water treatment plants weren't designed

1950's



1960's



Zero  
WATER

Water Quality Research Council (WQRC) forms to research ways to ensure higher water quality.

Distillation systems move beyond primary use in laboratories and pharmaceutical companies to practical and superior home use.

- EPA passes the Safe Drinking Water Act (SDWA)
- Water Quality Association (WQA) established