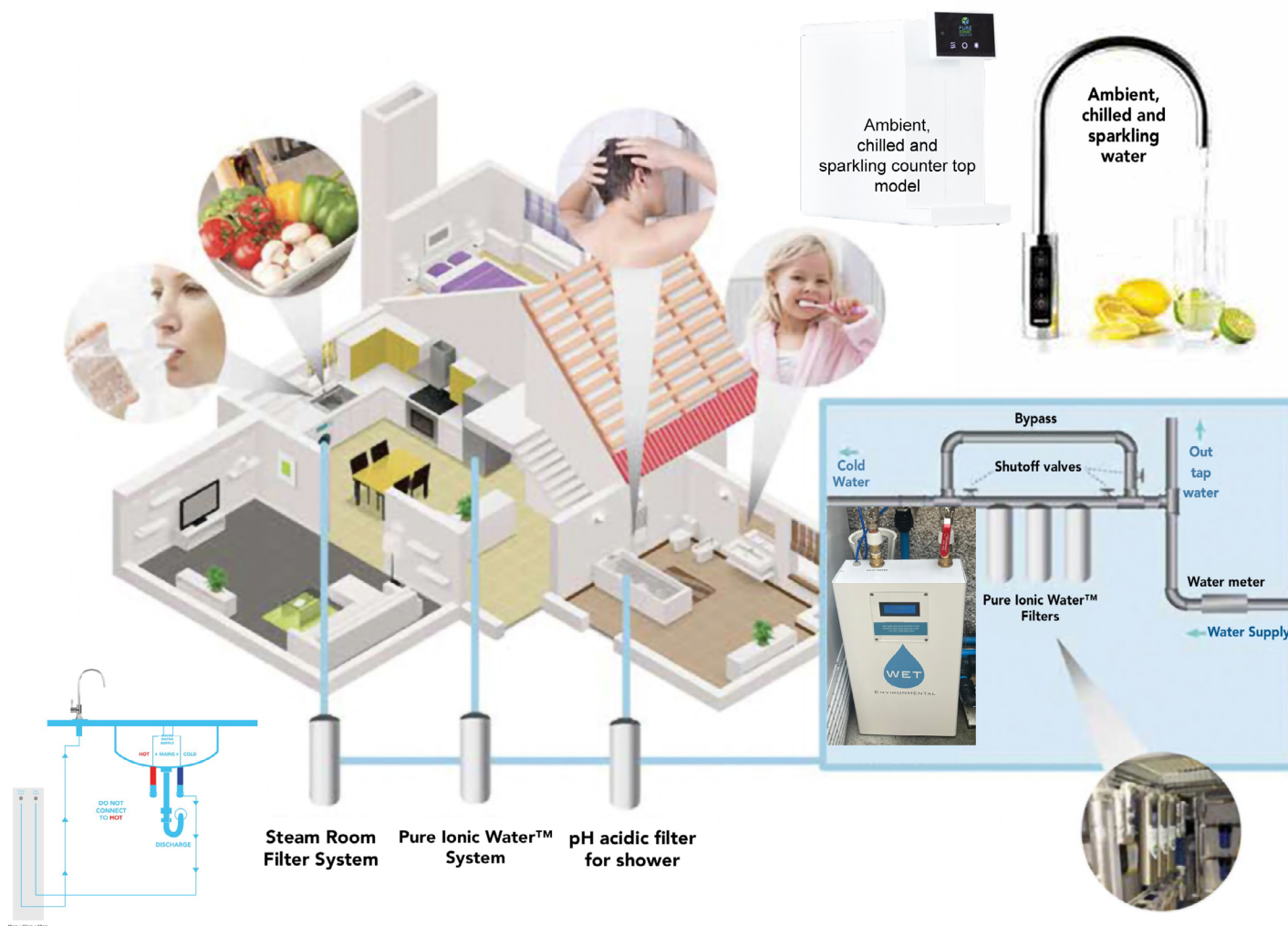




PURE  
IONIC  
WATER™

# PURE IONIC WATER™ ADVANCED AQUALINE TECHNOLOGY SYSTEM



WE ONLY USE IN ALL OUR SYSTEMS



## WHOLE HOME AND LIGHT COMMERCIAL BUILDING

Whether you rent or own an apartment, house, cottage or estate, (including commercial buildings) the **Pure Ionic Water™** system is a bespoke water system which connects to the mains water supply, preventing hard water scale build-up and providing cleaner, healthier and better-tasting water. The boiler, pipes, radiators, dish washer, fridge water and washing machine are all protected from limescale corrosion. It uses no electricity and there is no requirement for salt for softening.

**Single faucet systems are available for installation under the sink, or an option of a multi-faucet system which provides alkaline drinking water for the whole home.**

(Please see the following page for some of the benefits of drinking alkaline water).

It is possible to protect the infrastructure in the whole home whilst also providing different pH levels at various points; for example we can provide a balanced pH skin filter for bathing and washing your hair. We can also filter the water in your spa, steam room and swimming pool to specific pH levels.



#### HOW?

**The Aqualine GEM System reduces the calcium minerals** so build-up is prevented from forming its hard water ionic bond. The water takes on a natural life and eliminates the scum and limescale build-up produced from the hard water supply. This completely removes unwanted sodium chloride and preserves the natural mineral balance (**no salt softening addition is required**).

The **Pure Ionic Water™** system uses naturally activated ionic enhancement technology to ensure the water you drink has a natural alkaline pH through the addition of trace alkaline minerals. The alkaline minerals used creates a self-regulating pH system.

#### WHY?

**No Bacteria.**

Moreover, bacteria will not survive, which is built up in the calcium already present in pipe works, as the Aqualine GEM will **prevent corrosion and bacterial (legionnaire) infection**.

**Pure Ionic Water™** can be bespoke pH around the house. Hydration-rich alkaline mineral water for healthy drinking and slightly acidic for enhancing the perfect skin.

“I used to suffer from an acid stomach but since drinking the alkaline water every morning the problem has gone”

**Sarah Hill**  
Customer. Chiswick, London

# PURE IONIC WATER FOR THE ENVIRONMENT

	<b>PURE IONIC WATER</b>	REVERSE OSMOSIS	SOFTENERS	IONIZERS
<i>Filtered*</i>	✓	✓	✗	✗
<i>Drinking Water (Undersink) Single Point</i>	✓	✓	✗	✓
<i>Whole Home</i>	✓	✓	✗	✗
<i>No Salts Required</i>	✓	✗	✗	✗
<i>(Eco) No Power Required</i>	✓	✗	✗	✗
<i>(Eco) No Waste</i>	✓	✗	✗	✗
<i>1000 Gallons Plus Capacity</i>	✓	✓	✓	✗
<i>pH Stable (Alkaline if Required)</i>	✓	✗	✗	✗

*\* Total dissolved solids reduced up to 99.9% : chemicals, pathogens, hormones and heavy metals including aluminium, lead, iron, fluorides, nitrates and chlorine.*

The **Pure Ionic Water™** system does not ionise, instead its unique technology alkalises the water **without electricity and producing zero waste**. The technology ensures that the ions are activated organically with alkaline minerals.

The **Pure Ionic Water™** system is the only technology that is 100% natural in its alkaline process. Despite this, it can create 1000 gallons+ of water so can suit any size of house.

**Pure Ionic Water™ naturally prevents hard water scale**

- Energy bills are noticeably lower in households with water softeners because it avoids limescale build-up.

You can have the best of both worlds with **Pure Ionic Water™** technology.



- **Pure Ionic Water™ prevent hard water damage** without having the salt water taste.
- **Pure Ionic Water™ suspends the essential minerals** by isolating the calcium and the magnesium from its hard water ionic bond, so the water takes on a natural life and eliminates the scum and limescale produced from the hard water supply. This completely removes the sodium content and preserves the calcium and magnesium balance.
- **No bacteria.** All you will see is a natural alkaline residual that will not fester or calk. Moreover, bacteria will not reside within the built-up calcium in pipework, which in turn will prevent corrosion and possible bacterial infection.

“I have been science research for a number of years and this is the first water that meets all the criteria from a health and an environmental point of view.”

**Professor Natasha Thomas**  
Material Environmental Scientist



## PURE IONIC WATER *Bespoke Installations*

“I recommend everybody to invest in this alkaline water system. Our health is dependent on the quality of what we eat and drink. I have now purchased the *Pure Ionic* system for my home having examined and tested the alkaline water it is fantastic as it requires no power and no water is wasted in the process.”

**Prof. Edward Lynch**

EATON SQUARE, LONDON



“The best way to protect yourself is to buy an effective water filter since bottled water is not necessarily safer than tap water.”

**Rebecca Sutton**

Senior Scientist with the European Water Partnership.  
(EWP)

WENTWORTH, SURREY

“In 50 years of business I have not come across something so innovative that is universally beneficial for health and for property maintenance. This will revolutionise the quality of water for the property industry globally.”

**Donald McTaggart**

Property owner & developer of Queen's Gate Mews

QUEEN'S GATE MEWS, LONDON



“*Pure Ionic* water is the cleanest and healthiest water system available to individuals who care about their wellbeing.. I recommend all my clients to have a system installed in their home not only as a key component for improved performance and health but also to protect their home from harmful bacteria build-up.”

**Komie Haghighi**

Fitness coach and nutritionist

HAMSTEAD HEATH



A woman with dark hair tied back, wearing a green top, is shown in profile drinking water from a clear glass. The background is a soft-focus green, suggesting an outdoor setting. A semi-transparent light blue banner is overlaid across the middle of the image, containing the text.

# PURE IONIC WATER FOR YOUR HEALTH

## HEALTH IS WEALTH AND HYDRATION IS THE CURRENCY

Whether you're a serious athlete, recreational exerciser, or just trying to stay healthy, it's important to make sure you get the right amount of water before, during and after exercising. Water regulates your body temperature, lubricates joints and helps transport nutrients for energy and health. If you're not properly hydrated, your body will be unable to perform at its highest level, and you may experience fatigue, muscle cramps, dizziness or more serious symptoms.

Water is life. The body needs water to eliminate toxic substances, produce digestive enzymes, maintain healthy skin, hair and organs, and to help the body absorb essential vitamins, minerals and natural sugars. Water also regulates body temperature, stimulates metabolism and helps promote regularity. Fluids other than clean water do not act in the same way as water in the body, and they do not meet the body's needs for hydration like water does. Most people are slightly dehydrated from relying on other fluids besides water for their fluid intake. Coffee, tea, alcohol, sodas (or any other caffeinated beverages) do not count; they're diuretics, which means they actually remove water and nutrients from the body.




Chronic dehydration has been linked to the following symptoms and disease processes: fatigue, constipation, headaches, indigestion, muscle and joint aches and pains, high blood pressure, depression, allergies, lack of mental clarity, skin issues and excess weight.

**Pure Ionic Water™** helps to battle or even prevent many of the signs of chronic dehydration, such as low energy, digestive disorders and constipation, whilst aiding weight loss support, boosting metabolism and increasing the speed of circulation.

As little as 2% drop in body water can begin to affect mental alertness as the brain begins to react to the fluid loss.

“The number one trigger of day time fatigue and poor performance is not lack of sleep or stress but dehydration.”

**Dr. Eichner**  
University of Oklahoma



“I heard this water described as, “the best water in the world”, at a presentation by one of the most advanced drinks laboratories of Europe. I have seen the importance the elite athletes I work with place on staying hydrated. And now I understand why the Strength and Conditioning coaches in the biggest Rugby and Football teams recommend Pure Ionic Water to optimise performance. I strongly recommend this water for hydration, health and performance.”

**Mark Sheasby MSc, MNLP, HPD, Dip C Hyp, MNCH(Acc)**

Director Impress Coaching

Cognitive Performance coaching for elite athletes in all sports

“***Pure Ionic Water*** is the winning choice over acidic sports drinks.”

**Matt Lovell**

Top Elite Sports Nutritionist

England RFU, UKA, Manchester City FC

“***Pure Ionic Water*** is the best quality water available. A key component for improved performance and optimal health.”

**Gavin Allinson**

The Fat Loss Chef

Certified Sports Nutritionist (CISSN). Ex-professional Rugby Player



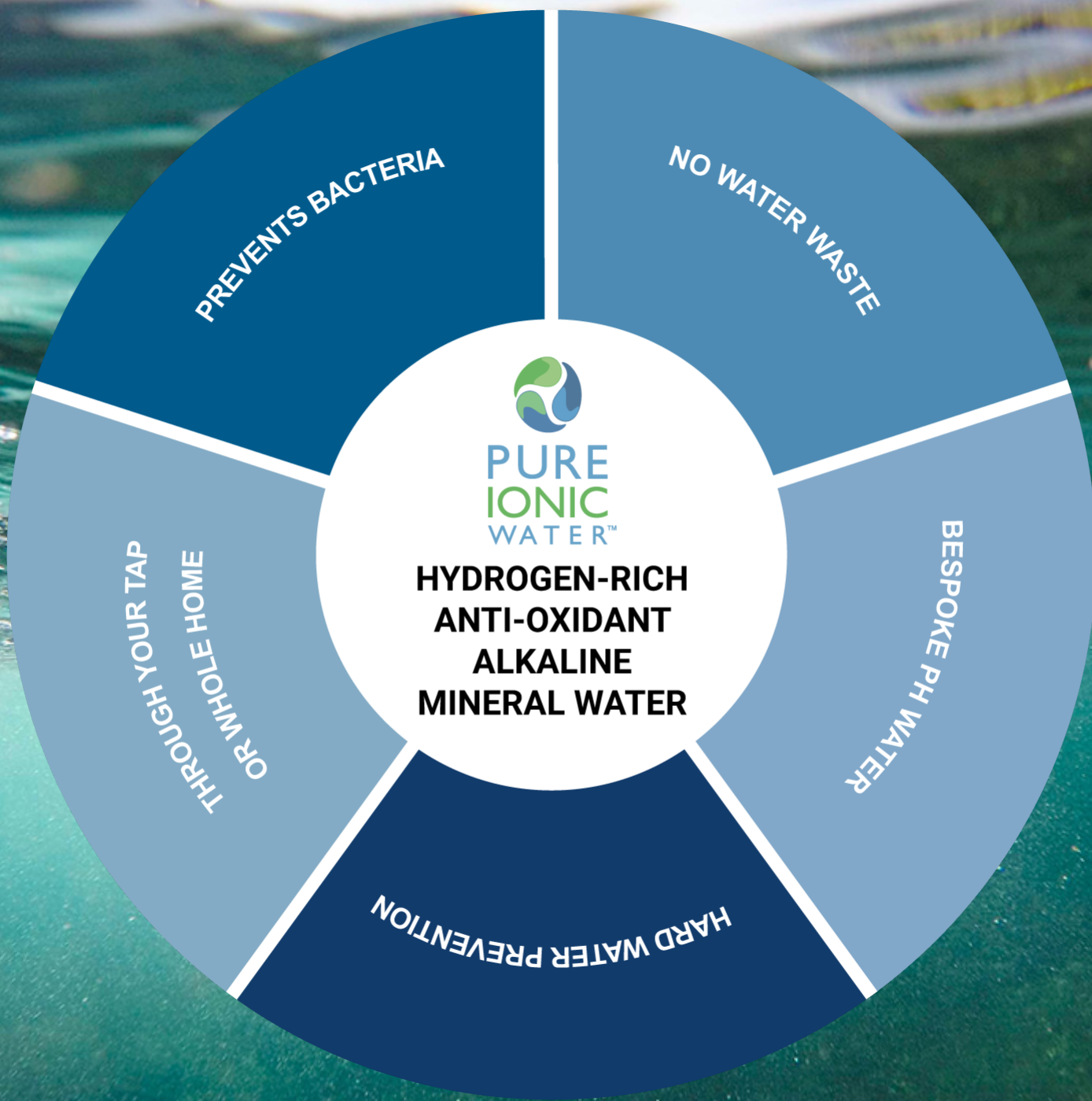
The unique Pure Ionic Water™ system enhances body hydration with hydrogen-rich antioxidant alkaline minerals which naturally alkalies the water. Electrolytically improving hydration and cellular detoxification, as well as improving the delivery of micronutrients into cells.

F  
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 ANRL  
 CLEAN  
 RECHARGE  
 BOOST  
 STPURIFYREPA  
 ANTIOXIDANTPURI  
 REENERGIZEDCL  
 DCLEANRECHARGE  
 RGEBOOSTPURIF  
 STPURIFYREPAIR  
 RIZEDCLEAN  
 PURIFY

Water is the basis of all life including the body.

Muscles that mobilise the body are 75% water. Blood that transports nutrients is 82% water. Lungs that provide oxygen are 90% water. The brain is the control centre of the body; it is 76% water. Even bones are 25% water. With such a high proportion of the body made of water, it makes sense that it should receive the best possible hydration.

Liquid water is much more than millions of discrete H<sub>2</sub>O molecules. It is actually a highly mobile, vibrating and forever-changing cluster of water molecules where the hydrogen bonds between individual water molecules are continuously breaking and reforming. The ultimate purpose of water consumption is to get the water and minerals into cells (cellular hydration).



**Pure Ionic Water™** helps balance the body's pH. The western diet is highly acidic and some doctors suggest this leads to numerous long-term illnesses. To prove this theory, Dr. Frassetto studied 1000 people and discovered that we are indeed stockpiling acid waste in our fatty deposits instead of eliminating it with our kidneys and liver. The reason is simple; modern day diets contain far too much acid. Fizzy soft drinks are probably the most acidic dietary components at a pH of 2.5. Beer and meat are 3.5, then there's dairy, and wheat-based foods that contribute to the overall Acid Load.

The cost is tremendous - obesity, low energy, and many acid-related diseases such as osteoarthritis, cancer and many more.

#### **PURE IONIC ALKALINE WATER IS THE NATURAL ALKALISER**

The **Pure Ionic Water™** system uses naturally activated enhancement technology to ensure the water you drink has a natural alkaline pH through the addition of trace alkaline minerals. The alkaline minerals used creates a self-regulating pH system.

A higher, more neutral pH in the body reduces the need for fat and cholesterol to protect the body from damaging acids.



#### **BENEFITS OF PURE IONIC WATER™**

- **The Hydrogen Anti-oxidant** that neutralises free radicals which may cause damage to our cells allowing degenerative diseases to occur.
- **Hydroxyl Ions:** An antioxidant quality of naturally activated water is hydroxyl ions. These are oxygen atoms with an extra electron attached to them as are all antioxidants such as vitamins A, C and E.
- **Hydrogen-rich:** No added substances or electrical charge via ionisation is required for water molecules to pass through the interior of the aquaporin (membrane water channels). The bottom line is that only one molecule at a time will pass through the cell of the aquaporin. Consumption of water containing a high concentration of molecular hydrogen reduces oxidative stress and disease activity in patients with rheumatoid arthritis: an open-label pilot study <https://pubmed.ncbi.nlm.nih.gov/2303107>
- **Chronic cellular dehydration** is one of the primary causes of disease. Drinking Pure Ionic Water with its alkaline minerals can prevent this condition.
- **Detoxifying.** Once reduced in size, these water clusters pass through the body's tissues more easily and reduce toxins and acid waste more effectively.
- **Alkaline;** helps balance the body's pH, which tends to be acidic due to a diet cooked, pasteurised or processed foods. Carbonated soft drinks are the most acidic substances a person can ingest into the body. This acidic condition creates an ideal environment for disease to thrive.



Pure Ionic Water™ systems are tailored to your home and your specific environment.  
Please contact our sales team to arrange a site survey.

The leading supplier of elite sports water also to exhibitions to hospitality and now to the home.

**[www.pureionicwater.com](http://www.pureionicwater.com)**

**PURE IONIC WATER™**

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