

## CONSUMER'S AREN'T ALL DUMMIES

*“Sales people from certain companies are using **scare tactics** to promote sales of their water filters at the expense of other suppliers.”*

Some of the information in recent advertisements in newspapers, warning people that have bought Reverse Osmosis purifiers, that they might have been conned in doing so is biased and it is very difficult for the consumer to make an informed decision as to which type of water to drink and which purifier is best suited for their own personal requirements. They are referred to a web site with various statements on electrolysis and dissolved salts in water. The web site discusses the process of electrolysis, a demonstration which is employed by some sales people to demonstrate the presence of dissolved salts in water and which could be used by some to scare people into purchasing such an apparatus. The authors of the website further slate the Reverse Osmosis process, yet internationally renowned organizations' and institutions' recommendations and honours, bestowed on Reverse Osmosis, is conveniently omitted, like that of -

- The International Water Quality Association.
- ISO 9002 Approval.
- Approved by College of Medicine, US Harvard University.
- US National Sanitation Foundation Seal.
- College of Medicine, U.S. LOMA LINDA University Approval.
- Water Administration Award – Bureau of Orange County, California.
- Recommended by numerous renowned international doctors.
- NAMA Listed.
- WCTS Standard Certification.
- CCEL Standards Approval.
- Used by NASA as an essential part of their space program.
- FDA Listed.

In the same web site a lie is kept alive that water with dissolved salts is safe and that the continuous use of water with no dissolved salts is harmful. What they are actually saying is that the continuous use of rainwater as source is dangerous too. Are they contradicting the way in which original man sourced his water and enjoyed longevity and health, just like communities living at high altitude in the Himalayas and Andes whose only source of water is water from glaciers, which contain no dissolved salts? These people become older than 100 years of age as communities because of not adding a health handicap to their lifestyle.

Are the authors of the website perhaps implying that the more salts present in water, deriving from dissolved stone, metal pipes, polluting chemicals, disinfecting and flocculating agents, etc. the more superior the water? Would they then imply that seawater is better than rainwater? I think not so. Thus why taint water of similar high quality, but purified through the reverse osmosis process?

Do not fall into the trap of relativity, which I believe the proponents of dissolved salts in water are leading their users into. Compared to raw water in an untreated state any tap water in most cities is relatively better. However, when speaking on the subject, we are aiming at an ideal of the best possible water and not just “safe” water, which has been treated with enough chlorine to kill all the bacteria in it.

Eventually the consumer has to decide. The best way is to consider the testimonies of those who experience the healing and health properties of water, which have a very low total dissolved salt (TDS) count. See how

countless osteo-arthritis, hypertension and other chronic condition sufferers reverse their conditions by just simply drinking at least 2 litres of pure water daily.

The sponsors of the advertisement in the newspapers and the website they refer you to have all a vested interest in water which have not been purified, at the most just filtered. They are water-bottling companies, with the exception of the largest one, Coca-Cola, who uses reverse osmosis to purify their water, Water Boards and some companies that sell primarily water filters. These bottling companies sell water with TDS as high as 400 ppm, that is 400 mg of salts per litre of water. If you were to drink 2 litres a day of that you will be passing 292g per year or more than 20kg over a life time of 70 years of dissolved rock or minerals through your body!

These minerals are NOT bio-available to the cell. We get our minerals from fruit and vegetables, a balanced diet, and NOT from water. Through the process of photosynthesis an amino-acid chelate is formed with the inorganic minerals coming from the soil through the plant's roots. Only minerals with the correct electrical charge can be absorbed into the body cell. Period.

The question the consumer has to ask himself is whether the sponsors of the ads, ignorant of the medical and biological facts, have their consumer's health at heart or their personal gain? However, I would like to give the consumer some references from professional health practitioners who do NOT have any vested interests in my business but only in your health!

## **RECOMMENDATIONS FOR REVERSE OSMOSIS PURIFICATION SYSTEMS.**

The Immune System Cure - Lorna R. Vanderhaeghe & Prof. Patrick J.D. Bouic - Page 82/83 - Pure Clean Water.

**“The best type of water filtration system combines a reverse-osmosis (RO) water system with a carbon filter”.**

The Natural Way - Mary-Anne Shearer - Page 90 - Chapter 12 Water : How Much, How Often?

**“If you can afford it a reverse osmosis purifier is best”.**

Boundless Energy - Deepak Chopra - Page 108 - Chapter 7 Water Quality.

**The best filters are those that use reverse-osmosis; they're called “RO” filters for short.**

Spontaneous Healing - Andrew Weil, M.D. - Page 162 - Contaminated Water

**My advice about drinking water is simple and concise: Install a reverse osmosis filtration system in your kitchen.**

The Fit For Life Cookbook - Marilyn Diamond - Page 53 - What About Water?

**“My own recent research and personal experience have satisfied me that equal quality, superior taste and other health advantages from high levels of oxygen can best be obtained using the reverse osmosis activated carbon process.”**

The Healing Energies Of Water - Charlie Ryrie - Page 101 - Filtering Your Water For Health

**“Reverse Osmosis systems produce one of the cleanest, purest water of any filtration system.”**

Optimum Sports Nutrition - Dr Michael-Colgan - Page 24 - Clean Your Own Water

**“A big advance is the new four-step reverse osmosis system”**

## **RECOMMENDATIONS FOR DRINKING LOW TDS PURIFIED WATER**

- Natural Health Natural Medicine - Andrew Weil - Page 81 -What Will You Have To Drink?
- The Choice Is Clear - Dr. Allen E. Banik - Page 13 - The Fault Lies In Inorganic Minerals
- Fit For Life Living Health - Harvey and Marilyn Diamond - Page 99-100 - Water and Minerals
- The Natural Way - Mary-Ann Shearer - Page 90 Water: How Much, How Often?
- Water The Shocking Truth - Paul C. Bragg N.D. Ph.D. Patricia Bragg N.D. Ph.D. Page 55 - Water and Its Effects On the Human Body. Page 138 – TDS (Total Dissolved Salts) and Chronic Disease.
- Water Can Undermine Your Health - N.W. Walker, Doctor of Science - Page 11 - There Are Minerals and Minerals; Leach Which?
- Ron Kennedy MD - [www.medical-library.net](http://www.medical-library.net)
- The Choice is Clear - Dr Allen E. Banik - Page 35 - What was Connie Mack's secret?
- Optimum Sports Nutrition Your Competitive Edge - Dr Michael Colgan - A Complete Nutritional Guide For Optimizing Athletic Performance- Page 20 - And Not A Drop To Drink
- Lifetime Health - Dr Christiaan - Page 240
- The Baby Boomers Guide to living forever – Terry Grossman, M.D. – Page 56 to 58 – What Kind of Water.

**“You have 15 billion powerful brain cells, which are 74,5% water. We strongly believe the right kind of water in sufficient amounts helps improve your mind and brain power and makes you think better and more accurately!” – p 10**

Water The Shocking Truth - Paul C. Bragg N.D. Ph.D. Patricia Bragg N.D. Ph.D. Makes you think doesn't it!

As in any business there are people who can abuse the system. It is regrettable that any person is convinced to purchase any product through the motivation of fear and not because of the positive benefits. We distance ourselves from such methods and people.

We therefore strongly believe that the purpose of attacking the promotion of RO water purifiers is not so much one motivated by ethical principles, but pure financial reasons, because more and more people become aware about their health and do not accept anything they hear or read as truth on websites or ads, which means less business for people who sees this as an opposition to their products.

If this action is really based on protecting the consumer we challenge the sponsors of the ad to take the action further by asking people who perhaps have been sold second hand cars by unscrupulous salesmen or a life policy they did not want, to react in similar fashion and to announce them to the public protector.

Let the consumer decide the motive for himself!

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