



# What are you drinking?

Everyone – from the First World to the Third World countries that meet WHO’s water standards – has drinking water that’s safe for consumption.

But a little known fact is that water utilities in countries all around the world share the same mandate - “one affordable price for all” – for everyone, from paupers to billionaires.

Hence there is no financial motivation nor obligation for any water utility to supply you the best drinking water possible.

And hence, in terms of quality water from the tap, a lot has been left out – meaning that a lot is left in. The latest WHO Guidelines for Drinking-water Quality (3rd Edition) showed that many municipal water treatment processes only achieved limited contaminant removal capabilities of between 30 to 80%<sup>1</sup>.

## WHAT’S LEFT OUT – AND IN

A typical glass of WHO-approved drinkable tap water contains the following:

- **Inorganic compounds** – such as calcium, magnesium, sodium, iron, aluminum, lead, phosphorous and other elements and compounds in the periodic table.

While calcium, magnesium and several of the inorganic elements are recognised to be essential elements in human nutrition, WHO clearly states that “no attempt has been made here at this time to define a minimum desirable concentration of such substances in drinking-water.”<sup>2</sup>

- **Organic compounds** – such as residue from pesticides, antibiotics, mineral oils, petroleum by-products, and other man-made carbon-based compounds
- **Particulate matter** – such as fine sand, soils, rust, soot, dust and dirt
- **Bacteria, viruses and fungi**, as well as other life forms such as prions, which have no genetic nucleus
- **Dissolved gases** – such as nitrogen, oxygen, carbon dioxide, chlorine and fluorine, the last two being components of public water treatment.

From the point of view of the WHO, water that contains these are satisfactory to certain limits – minimum safety limits.

But from the point of view of a health-conscious consumer of water, water that meets minimum safety limits is far from ideal - or even healthy - over the long run.

## WHAT’S THE BEST - FOR YOU AND YOUR FAMILY?

Most consumers will say, ideally, drinkable water should contain nothing but water.

But experts tell us what’s better than that ideal is water that’s safer, cleaner, and tastes and smells better – and also makes you healthier.

Thus, the informed consumer looks out for 3 additional properties in their drinking water:

- **Alkaline water properties to neutralise over - acidity**  
Alkaline water has a pH above 7.0, while neutral water has a pH of 7.0. Acidic water has a pH below 7.0. It is well known that alkaline mineral water is good for health. WHO accommodates a broad range of pH levels for potable water - from 5.0 to 8.0 - to keep drinking water affordable.
- **Antioxidant properties to combat aging and boost immunity**  
Oxidation Reduction Potential (ORP) is a scientific measurement of the relative ability of water to bond with active oxygen molecules – free radicals – promoting its antioxidant properties. WHO does not specify ORP values for potable water. Individual consumers are left to determine the amount of antioxidants desired.
- **Small water cluster properties to enhance hydration and detoxification**  
Potable water has a typical molecule cluster size of around 11-13, and it is not easily absorbed by the body, compared to alkaline mineral water that has a molecule cluster size of about 6 molecules. Cluster size is only measurable using nuclear magnetic resonance technology, and is not specified by WHO in its potable water quality standards.

## KYK DELIVERS THE BEST DRINKING WATER

Since 1980 Dr. Kim Young Kwi, the patent holder of KYK Alkaline Ionizers, researched water exclusively, carried out empirical studies and clinical research, published his findings and engaged in the actual treatment of difficult chronic diseases, applying his knowledge of electrolysed water to combat diabetes, hypertension, and atopic dermatitis on many patients over the years.

## Treat your water right

KYK Alkaline Water Ionizers utilise a combination of filtration technologies that are the right mix for removing all five types of contaminants left in by public water works. Public utilities don't deliver this desirable standard of safe water, because it'll cost more, running counter to WHO's "one affordable price for all" mandate.

### What Water Treatment Achieves

Type of water	Distilled water	Purified water	Mineral/ Glacier	Energy water	KYK Alkaline water
Typical process	Distill	Filter & RO	Filtration	Energy stone/ Magnetic	Purification & Ionization
Particulate removal	++++	++++	+++	++++	++++
Organic removal	+++	+++	?	+++	++++
Bacteria removal	+++	+++	?	?	++++
Taste/Smell removal	+++	+++	?	+++	++++
Alkaline pH 9.0 (higher in minerals)	-	-	+	+	++++
Create small water cluster	-	-	-	++	++++
Contains antioxidant	-	-	-	-	++++

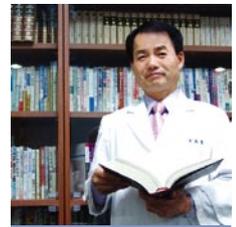
- ? Design dependent
- Not Effective
- + Limited Effective
- ++ About 50% Effective
- +++ About 90% Effective
- ++++ About 99% Effective

Source: Mr Kenneth Wong, Founder & Water Specialist H2O LifeSource

Additionally, KYK Alkaline Water Ionizers go beyond safe water standards, by producing water that's alkaline, with small water cluster properties and natural antioxidant properties.

Today, he is recognised by his peers and health institutions for his research, and recently received a Golden Award from Korea's Center for Advancement and Scientific Progress for "Benefiting the Health and Advancement of Human Kind".

The machines he designed to ionize and alkalize water are approved medical devices by the American and Korean FDA, and have also won awards for innovative design and scientific breakthrough in Korea, USA and Germany.



- Dr Kim Young Kwi (PhD)
- Founder and President - KYK Corporation
  - Director - KYK Science & Technology Research Centre
  - Member - Japan Functional Water Society
  - Professor - Seoul National University of Korea



### The premium Alkaline Water Ionizer – KYK25000 Lifestyle Series

Stylish, but with brains, the KYK25000 Lifestyle Series are award winners in Korea Academy of Commodity Science & Technology.

Come down to H2O Life Source's showroom to see dramatic live demonstrations on what the three properties of ionized alkaline water can do to enhance your health!

(Footnotes)

<sup>1</sup> WHO Guidelines for Drinking-water Quality 3<sup>rd</sup> Edition, Pp. 167-171.

<sup>2</sup> WHO Guidelines for Drinking-water Quality 3<sup>rd</sup> Edition, P. 145.

## Choose Korea's No.1\* ALKALINE WATER for efficacy and performance

### Join the H2O Water Wellness Workshop!

15 August 2009 Sat, 2 – 4pm

Sime Darby Enterprise Centre @ Bukit Merah (10 Jalan Kilang #01-01)

Call now to register @ **8100 6600**

Visit us at our retail outlets!

Program:

- **Confused and indifferent about water? Understand the different properties and reap and benefits!**

Speaker: Mr Kenneth Wong, Water Purification Specialist, Founder & MD of H2O Life Source; Master of Engineering (Fluid Mechanics); Bachelor of Engineering (Hons)

Highlights:

- **Demonstration of the hydrating properties of alkaline water and the antioxidants it generates.**
- Bring your own water for a test and witness the difference!

### STAND TO WIN A KYK PORTABLE ALKALIZER WORTH \$225



Simply answer the question below:

**Q: Name 1 of the 3 health enhancement properties of KYK Alkaline water.**

Email your answer, along with your full name, NRIC and contact details to [watervellness@h2olifefsource.com](mailto:watervellness@h2olifefsource.com) (Indicate "Alkaline Water" in the subject heading) by 12noon, 31 Aug 2009.

Prizes must be collected within 2 weeks upon notification.

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International Organization For Standardization



The Korean Intellectual Property Office  
Invention Patent No. 10-0675829  
Invention Patent No. 10-0686945



Jang Young-Shil Science and Culture Foundation  
Golden Award from Jang Young-Shil Science and Culture Awards

\* Rated top by USA Water Ionizer Authority! Editor's Choice at CompareBrands.com. Awarded the best & most outstanding product by the Korean Academy of Commodity Science & Technology. Golden Award and First Prize by Jang Young-Shil Science and Culture Foundation.

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