





zazen Alkaline Water System comparison to Ionization (electrolysis) Technology (Kangen & others)

COMPARISON SERIES

This educational document is a comparison explaining the philosophical and therefore technical and use differences between the zazen Alkaline Water System and Ionization (electrolysis) Technology.

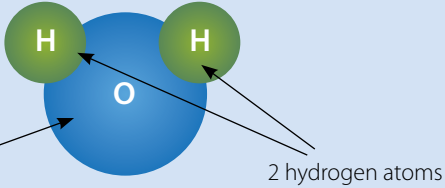

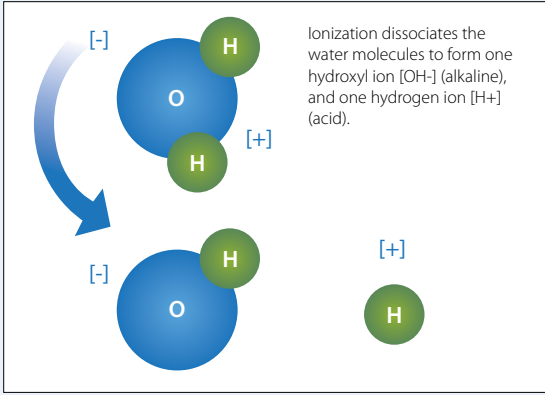
PHILOSOPHY & WHY

These are both EASTERN with very different purposes. Developed for very different outcomes.

| zazen Water Philosophy & Why | Water Ionization Philosophy & Why |
|---|--|
| Purpose - Cellular Hydration | Purpose - Alkaline Buffer Release |
|  |  |
| <p>Q. What is the Purpose of Water in the body? A. Cellular hydration – without adequate hydration the body cannot function properly or achieve optimum wellbeing. Water is used in every bodily function. Without adequate cellular hydration the body will store not release acids, toxins and metabolic waste - which can cause illness and disease over time!</p> | <p>Q. How can we release more alkaline buffers in gravely ill cancer patients using water? A. Create high alkaline water that cancer patients can drink as part of a cancer treatment regime.</p> |
| <p>Q. How do we replicate the properties of Water that support cellular hydration simply and inexpensively? A. Identify the best natural Water sources / springs in the world, study and identify the properties common that support life; replicate the natural processes to create a living water System everyone can drink from everyday for optimum daily hydration and wellbeing.</p> | <p>Q. How can we do this accurately & predictably (cost aside)? A. Pass currents of electricity through water. Water is split and fractured into high pH water (alkaline) and low pH water (acidic). 2/3rd 's of the acidic water created in this process is not drinkable.</p> |
| <p>System Development History – Hydration & Wellbeing Japanese scientists about 40 years ago discovered a number of natural water sources that had high bioavailability – everything exposed and drinking from these water sources were vibrant and healthy - including plant life, animals and humans. They created a Water System that is as close to the natural process of Mother Nature. The zazen Alkaline Water System emulates Mother Natures water cycle for use in your home, clinic or business.</p> | <p>System Development History – Cancer & Alkaline Buffers Korean cancer researchers about 40 years ago found that higher amounts of alkaline buffers in the blood of cancer patients aided in their treatment, they developed water ionization technology that produced artificially extremely high pH water so that when drunk by cancer patients it caused the extreme release of buffers in the blood. This is not a treatment for a healthy person (and is not the only way to get the same result more naturally). Network Marketing This technology was never designed to create a natural balanced hydrating water, however it got commercialized for general public sales by Network Marketing Companies such as Kangen; based on “more is better”.</p> |
| <p>RESULT - A great tasting alkaline mineral water in balance, contains the natural life-giving properties supporting optimum bioavailability and cellular hydration.</p> | <p>RESULT - This is not a water filtration or re-mineralisation System! It was never intended for this purpose.</p> |

DISCLAIMER: The information contained in this document is for educational purposes only and the opinions of the author. We recommend that you complete your own research prior to making any decisions. No claims or otherwise are made as to the health benefits of any product.

HOW IT WORKS

| zazen Water | Kangen / Ionizers |
|--|---|
| <p>zazen Water Systems create alkaline mineral water naturally with all the properties of water found in nature that create a living water that has an "alkaline water effect" and meets the bodys cellular hydration need.</p> <p>Water Molecule</p>  <p>1 oxygen atom 2 hydrogen atoms</p> <p>zazen Alkaline Water Crystal</p>  <p>© Office Masaru Emoto</p> | <p>Kangen / Ionizer Systems electrically (pass a current) split or fracture the natural structure of the water molecule (H2O). It splits each molecule into acidic (Oxygen) and alkaline (Hydrogen) – to create high alkaline only water and acidic waste water - with <u>no</u> hydrating effect!</p> <p>How Ionized Water is Made 'Splits'</p>  <p>Ionization dissociates the water molecules to form one hydroxyl ion [OH-] (alkaline), and one hydrogen ion [H+] (acid).</p> |
| <p>A Balanced Natural approach to hydration... People who continuously drink zazen Alkaline Mineral Water are naturally hydrated, love the taste, experience more energy, vitality and improved immune function.</p> | <p>More is not better... Studies now show that people continuously drinking ionized water can suffer from Alkalosis causing the body to become too alkaline with subsequent systemic health issues! There is also now concern on what fractured water actually does in the body!</p> |

KEY COMPARISON POINTS

| zazen Water | Kangen / Ionizers |
|---|--|
| Designed for Cellular Hydration as your daily drinking water | Designed to treat Cancer patients – not as your daily drinking water |
| Price Range \$495 - \$645 (Glass tank) | Price Range \$500 up to \$4000 plus! |
| No plumbing, No electricity | Plumbing & Electricity Required |
| 10 Stage Micro-Filtration & Remineralisation Process | No (add ons) |
| Balanced Range of Alkaline Minerals | No |
| pH between 7.4 – 8.5 natural process | Dial up or down pH 9.0 – 11.0 |
| Restores the natural properties in water - See zazen Water Crystal | Splits/fractures the water molecule - Produces fractured artificial water |
| No water wasted – natural process | 2/3 of this water is acid you cannot drink! |
| Easy and simple to maintain and install | 30 day regular cleaning required – High overhead and maintenance need |
| Philosophically different - Designed for cellular hydration | Never designed for cellular hydration |

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