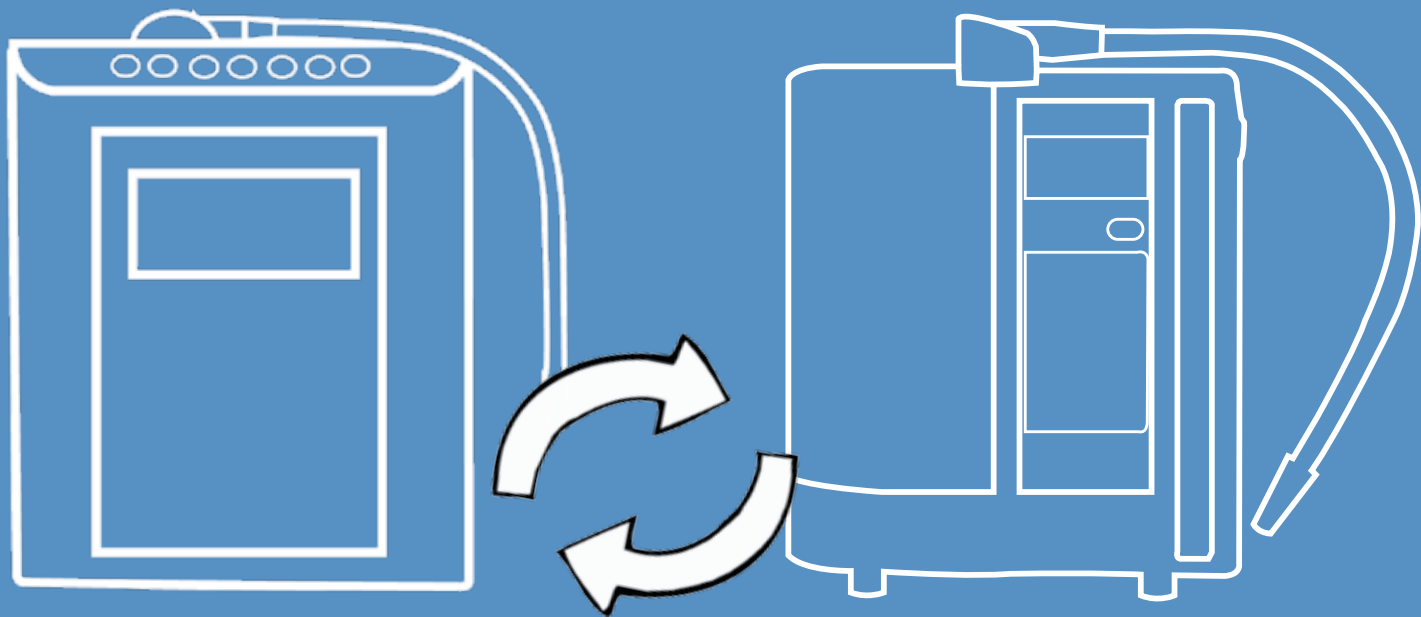
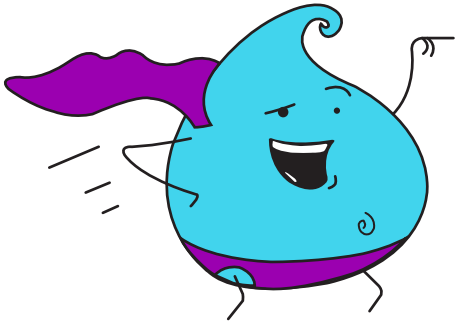


LIFE Ionizers® vs. Kangen®

COMPARISON GUIDE





YOU'RE ON THE RIGHT PATH to enjoying the amazing benefits of alkaline ionized water or "Kangen Water".

Chances are, you probably heard about the many benefits of alkaline ionized water from a friend, neighbor or relative. And though Enagic's Kangen Machine® is not a bad unit, there is a better choice available.

Once you have read how we built our water ionizers and compare them with Kangen®, you will agree with us that we manufacture the **most amazing water ionizers in the world.**

With our **range of water ionizers**, people around the world, just like you, have discovered the **power of alkaline ionized water.**

You see, we have been perfecting the LIFE Water Ionizer **since 1996** - In fact, we are the longest running distributor and manufacturer of water ionizers in North America.

There's a reason we built our ionizers this way, so that you are able to enjoy the **maximum benefits** of alkaline ionized water **for years and years to come.**

While others simply import in a water ionizer and try to sell what they get, LIFE Ionizers® takes our long industry experience to create the **most advanced, innovative system** for you and your family.

Take a look at what makes Life Ionizers the **industry leader** in alkaline water filtration with this in-depth guide on how a LIFE Ionizer® is made from the outside in. Give us a call with any questions and we hope that you will join the family!

CHEERS!



WHO
we are

WHAT
will you
get out of
this book

HOW
to use
this guide

LIFE Ionizers® is the oldest manufacturer and distributor of water ionizer company in the US. We choose to **constantly upgrade** our ionizers with **new technology**, which is different than Enagic®, which is still selling the same ionizer they started with. Since 1996, we have been providing the **best** water ionizers, at the **best price** possible. That's why we don't use multi-level marketing like Enagic® does.

You will learn the important differences between a LIFE Ionizer® and a Kangen® machine. We'll also explain the vocabulary used to talk about ionizers so you can shop smart. You'll learn about the extensive range of LIFE Ionizers available. Since we design and manufacture our own water ionizers, this book will deconstruct our units and show why our machines are superior to the Kangen® machine.

This guide will show you the differences between the Kangen machine and a LIFE Ionizer. We'll explain how a water ionizer works, from the very basics to the machine's complicated inner workings. When you're finished with this book, you'll be ready to make an informed choice about which machine is right for you.



KANGEN MARKETING TERMS (EXPLAINED OR TRANSLATED)

KANGEN WATER®
MACHINE

Enagic® corporations' brand name for the water ionizer they sell (That's why we have to put the ® after the words Kangen Water®).

MICROCLUSTERED
OR STRUCTURED
WATER

A Kangen Water® myth. Enagic® believes that water molecules cluster together (they don't). Enagic® claims that this mythical microclustering is why alkaline water is easier for the body to absorb.

MINERAL
HYDROXIDES

The mineral compounds in alkaline water that are the actual reason alkaline water is easier for the body to absorb. The two most common mineral hydroxides in ionized alkaline water are calcium hydroxide and magnesium hydroxide.

KANGEN
WATER®

Alkaline water with a pH of higher than 7.

STRONG
KANGEN WATER®

Is toxic. It contains bleach, never drink strong Kangen Water®

BEAUTY
WATER

Acidic water with a pH of below 7

NEUTRAL
WATER

Water with a pH of exactly 7, neither alkaline nor acidic

IONIZED
ALKALINE
WATER

Alkaline water that has been ionized by a water ionizer to give it antioxidant potential

OXIDATION
REDUCTION
POTENTIAL
(ORP)

Scientific measure of how much antioxidant potential ionized alkaline water has. A negative number e.g. -600, indicates beneficial antioxidant potential that may help fight premature aging. A positive number e.g. +600 indicates the water is an oxidant (all tap water is) and may actually accelerate aging.

ALKALINITY

A measurement of the ability of alkaline water to neutralize acid

pH

A measurement of the potential hydrogen that may be present in alkaline water.

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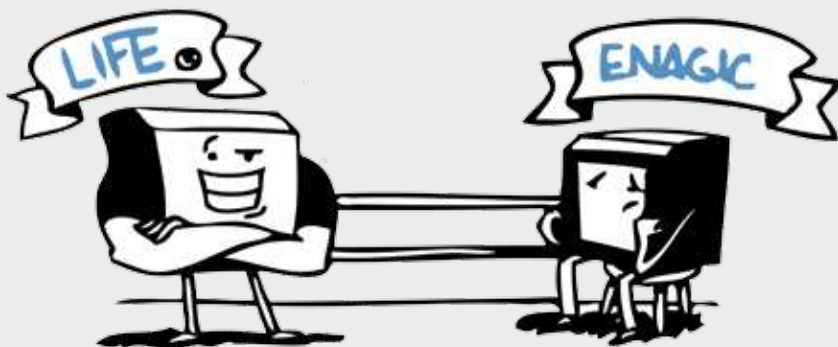
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Kangen Water® vs. Ionized Water

WHAT'S THE DIFFERENCE?

A TRADEMARK.

There is actually no such thing as Kangen Water®, it's a trademark owned by Enagic® corporation for the ionized water made by their water ionizer. There is no difference between Kangen Water® and ionized water, they're the same thing.



IONIZATION
SAME
PROCESS

SO WHY DOES ENAGIC® INSIST ON CALLING THE IONIZED WATER MADE BY THEIR MACHINE “KANGEN®” WATER?

Because they are trying to justify the fact that their machine costs about twice as much as it's worth. What makes Kangen Water® expensive is that it is sold through multi-level marketing. Products sold through multi-level marketing are more expensive than equivalent products sold through normal means because a whole bunch of people get paid a sales commission whenever anybody in their “downline” sells a product. In the case of the Kangen® machine, eight people are in that downline, and they get paid a sales commission when a machine sells.

The total commission payout is about **half of the price** that you pay for the Kangen® machine.



Kangen® vs. LIFE

THERE'S TWO MAIN DIFFERENCES
BETWEEN KANGEN® AND LIFE:

1. PRICE
2. PERFORMANCE

Price: The Kangen® machine is a seven plate ionizer, which costs \$3,980, almost twice what a LIFE M-7, our seven plate ionizer costs at \$1,997. So what do you get for almost double the money?

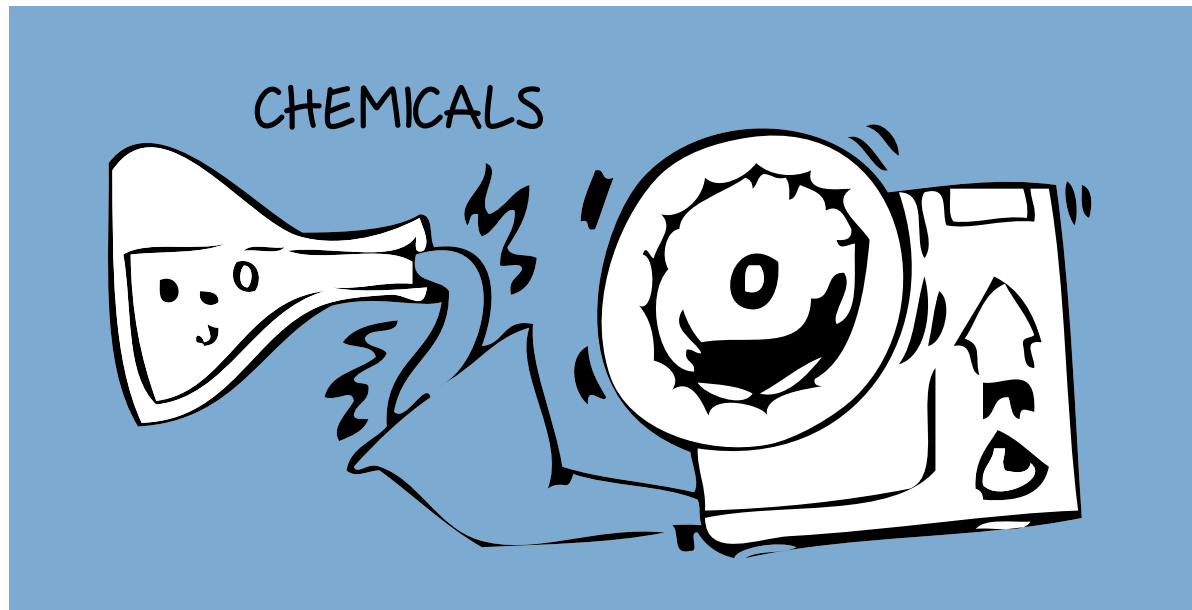


- **Less power:** Kangen® has 230 Watts, the M-7 has 450 Watts
- **Less filters:** Kangen® has only one filter. The M-7 has two internal filters plus additional custom filtration tailored to address your local water quality
- **Shorter warranty:** The Kangen® machine has a 5 year warranty, the M-7 has a lifetime warranty on parts, and 10 years on labor
- **Less performance:** The Kangen® machine has a pH range of 4.5 - 10.3, and will reach up to -612 ORP antioxidant power. The LIFE M-7 has a pH range of 2.5 - 11, with up to -700 ORP antioxidant power

WHAT HAPPENS IF A WATER IONIZER IS UNDERPOWERED?

A WARNING ABOUT THE KANGEN® MACHINE:

Water ionizers that are underpowered need additional chemicals to make them work right. For example, the Kangen Water® machine has only 230 watts of power, so it needs an electrolysis enhancer to reach high pH and antioxidant ORP levels. The electrolysis enhancer chemical used by the Kangen® machine is called calcium glycerophosphate. It is a drug that can impair your stomach's ability to produce digestive acids. You should only consume calcium glycerophosphate under a doctor's orders. Never drink alkaline Kangen Water® made with calcium glycerophosphate, it's not safe.



SO WHY IS THE KANGEN® MACHINE SO MUCH MORE EXPENSIVE THAN THE M-7?

Because the Kangen® machine is sold through a multi-level marketing pyramid. Eight people get paid off every time one of these machines is sold. All those payoffs double the price of the Kangen® machine.

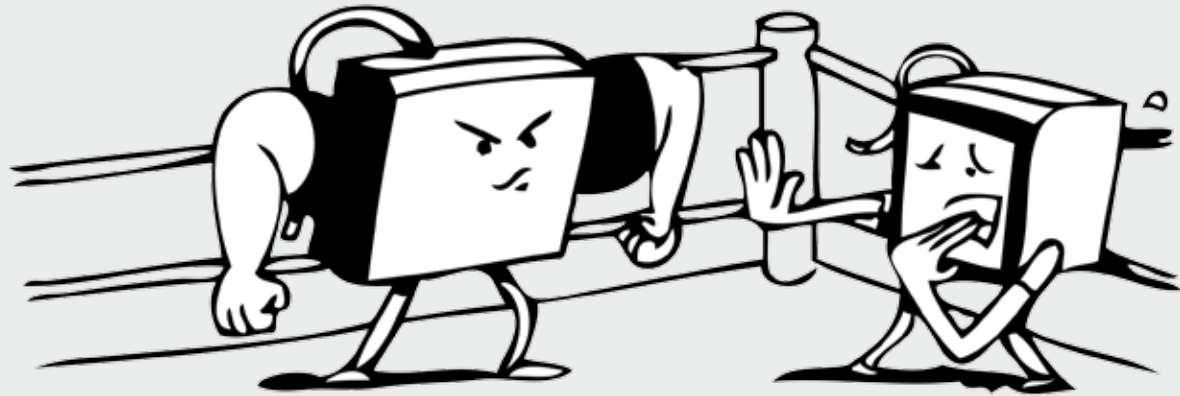


LIFE gives you more: More power, better filtration,
longer warranties, higher performance

Our Best vs. Enagic's Best

LIFE M-13 COMPARED TO KANGEN K8

Both of these machines are top-of-the-line models, and both machines have about the same flow rate of 6 - 7 liters per minute. But if you want the highest antioxidant ORP at drinkable pH levels, the **M-13 clobbers the K8**. The reason is that you have to slow the flow of the water going through the machine way down on the K8—or add chemicals to it—to get the highest levels.



LIFE IONIZERS® M-13	vs.	ENAGIC® KANGEN® K8
\$3,497	Price	\$4,980
1.7 - 12.2	pH	4 - 9.5*
up to -900	Antioxidant ORP	up to -600
6 - 7 liters per minute	Flow Rate	6 - 7 liters per minute
Lifetime parts and labor	Warranty	5 years parts and labor
Custom	Filtration	Single

*without adding chemicals, which is sometimes necessary with the K8

crashcourse

A QUICK EXPLANATION OF TERMS NEEDED TO UNDERSTAND THE REST OF THE GUIDE



WATER IONIZER

Machine that separates tap water into alkaline water and acidic water by splitting the mineral bicarbonates in tap water

MINERAL BICARBONATES

Mineral compounds that make water hard. The two most common mineral carbonates in tap water are magnesium bicarbonate and calcium bicarbonate

MINERAL HYDROXIDES

Mineral compounds that water ionizers convert mineral carbonates into. The two most common mineral hydroxides in ionized alkaline water are calcium hydroxide and magnesium hydroxide

ALKALINE WATER

Water with a pH of higher than 7, which is neutral

ACIDIC WATER

Water with a pH of below 7

NEUTRAL
WATER

Water with a pH of exactly 7, neither alkaline nor acidic

IONIZED
ALKALINE
WATER

Alkaline water that has been ionized by a water ionizer to give it antioxidant potential

OXIDATION
REDUCTION
POTENTIAL
(ORP)

Scientific measure of how much antioxidant potential ionized alkaline water has. A negative number e.g. -600, indicates beneficial antioxidant potential that may help fight premature aging. A positive number e.g. +600 indicates the water is an oxidant (all tap water is) and may actually accelerate aging.

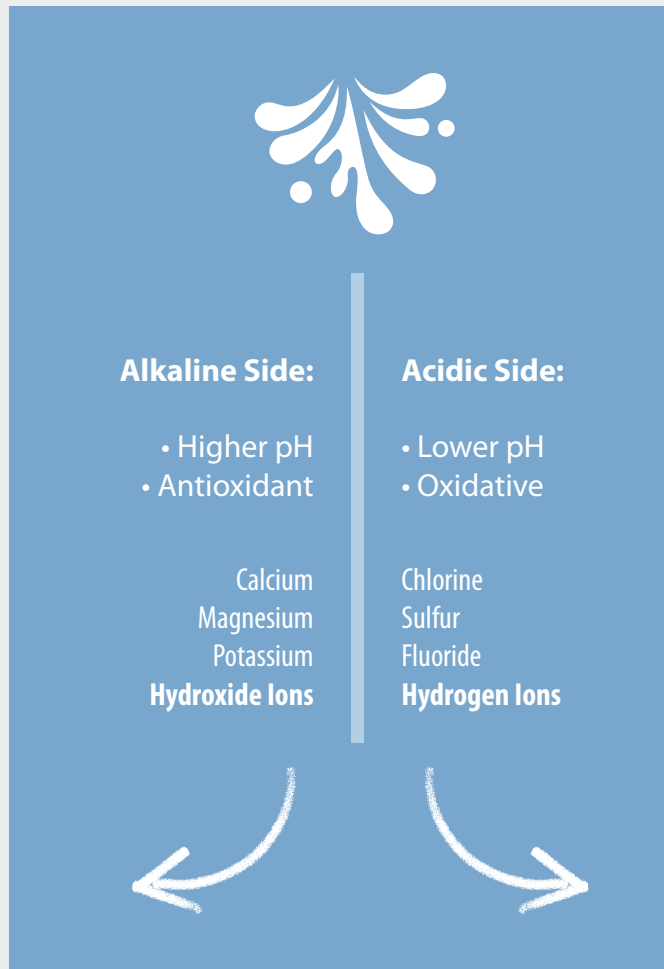
ALKALINITY

Water with a pH of below 7

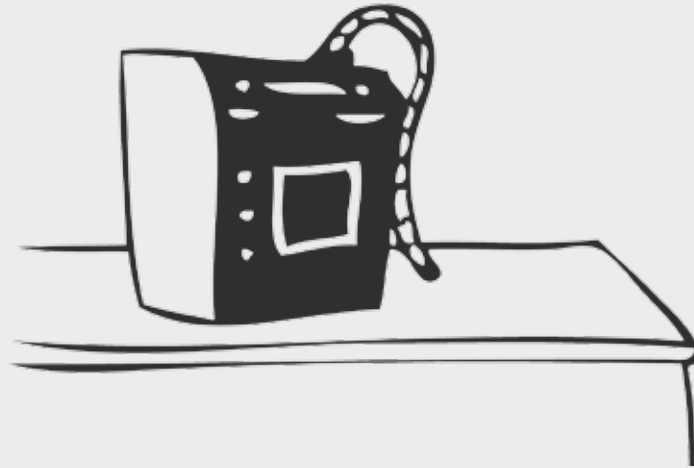
pH

A measurement of the potential hydrogen that may be present in alkaline water.

What is a water ionizer?



A Kangen Machine® is a water ionizer, it works exactly the same way that any other water ionizer does.



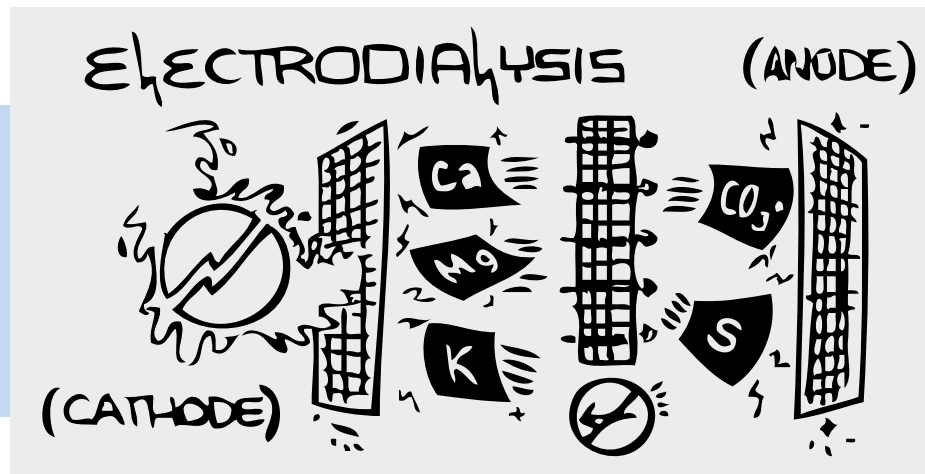
A WATER IONIZER is a machine that **filters your tap water of impurities**, and then **splits the filtered water into alkaline water and acid water at the same time**. Water ionizers have to make alkaline and acidic waters at the same time because of the electrochemical process used by water ionizers to ionize water. The process, known as electrodialysis to scientists, uses a special membrane and charged plates to separate the alkaline minerals in tap water from the acidic carbonate they are mixed in with. Once separated, the alkaline water and acidic water are discharged through separate outlets.

THE IONIZATION PROCESS

HOW THE IONS IN TAP WATER ARE SPLIT

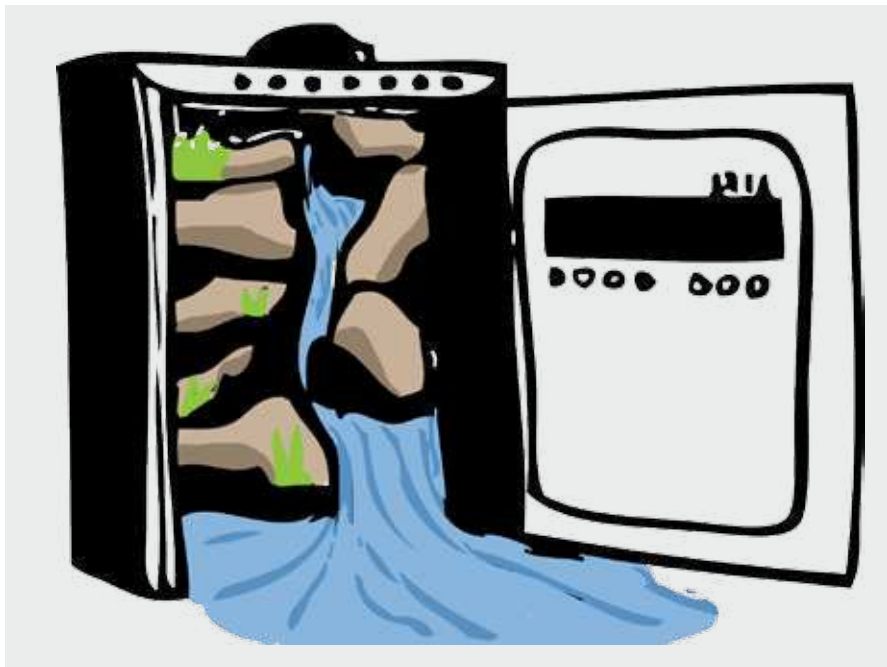
The alkaline minerals in your water have a positive electromagnetic charge, so they are attracted to the **negatively charged plates (cathode)** in a water ionizer. The acidic bicarbonate has a negative electromagnetic charge, so it is attracted to the **positively charged plates (anode)**. The membrane that separates the plates allows ions (charged particles) of calcium, magnesium, and bicarbonate to pass through it, but it doesn't allow non-charged particles like water molecules to pass.

Ionization within a Kangen® unit and a LIFE unit is the same process.



As the ions are separated by this process, they wind up in **separate compartments**. Each compartment has its own water outlet, and each compartment is releasing water when your ionizer is making ionized water.

THE IONIZED ALKALINE WATER
MADE BY A WATER IONIZER IS IDENTICAL
TO DEEP WELL ARTESIAN SPRING WATER.



Both types of water have antioxidant potential, which can bolster your body's defenses against premature aging and the development of degenerative diseases. **Alkaline water from a water ionizer and artesian spring water are the only water sources on Earth that have natural antioxidant potential.** You can't get it in bottled water, or from gimmicks like hydrogen sticks.

Alkaline Ionized Water vs. Plain Alkaline Water

WHAT'S THE DIFFERENCE?

Think all alkaline water is the same?

Think again. Ionized alkaline water has age-fighting antioxidant potential. Plain alkaline water, the kind you buy in stores, doesn't have any antioxidant potential, so you don't get the same benefits.

Ionized alkaline water should be consumed fresh for maximum antioxidant benefit. The antioxidant benefit of alkaline water doesn't keep, it starts to dissipate within about 24 hours. That's why you can't buy antioxidant alkaline water in stores. The best way to get the age-fighting benefits of ionized alkaline water is to make it yourself, with your own LIFE Ionizer.

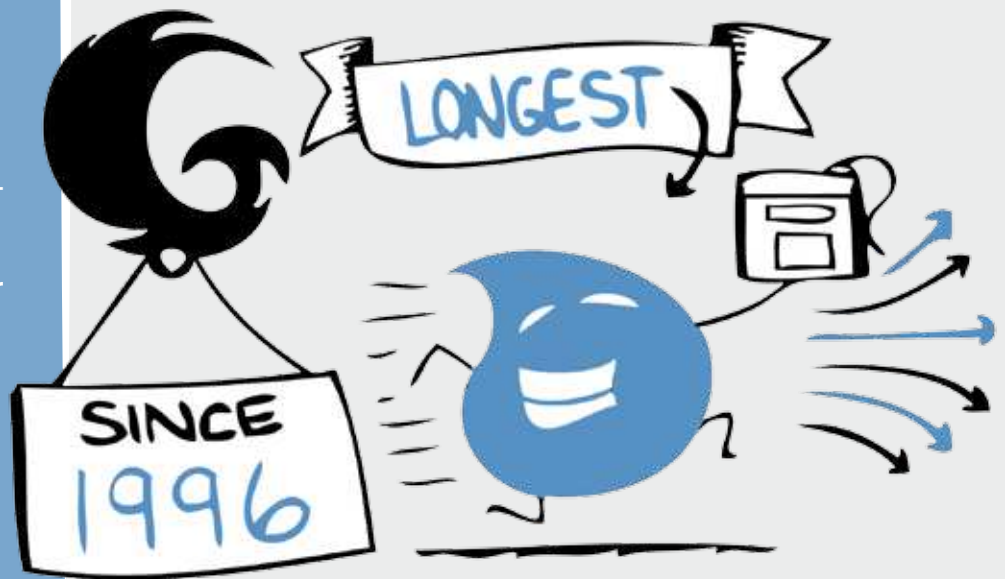


Why choose LIFE?

THE MOST TRUSTED COMPANY IN THE WATER IONIZER BUSINESS

20 Years of better health:

LIFE Ionizers has been in business since 1996, making it one of the oldest water ionizer manufacturers in business. LIFE water ionizers have withstood the test of time. Our original machines are still out there, going strong. You often can't find replacement filters for many cheaper-made models because the company that made the machine either no longer stocks filters for their older models, or has gone out of business. LIFE Ionizers is the longest running distributor and manufacturer of water ionizers in North America.



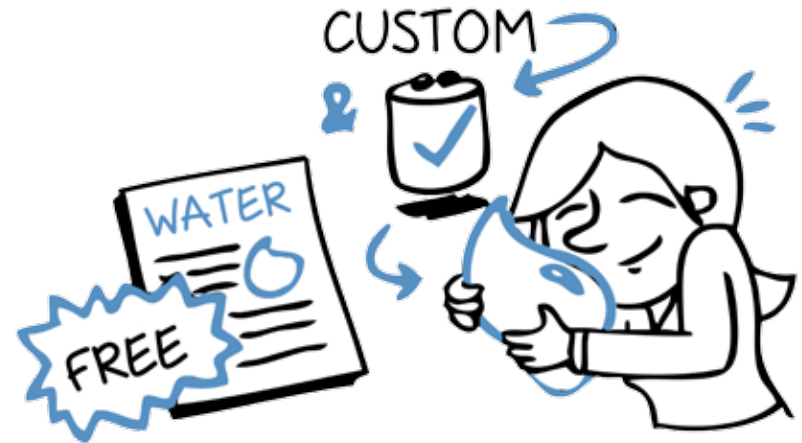
A WATER IONIZER IS A LIFELONG INVESTMENT IN YOUR HEALTH,

so it just makes sense to buy from a company that is going to be there **for the long haul**. Over the years, we've seen too many fly-by-night companies go out of business, leaving the owners of their ionizers stranded, unable to get replacement filters. If you can't get replacement filters, the machine you bought becomes nothing more than worthless junk.



LIFE IONIZERS CARES ABOUT YOUR WATER QUALITY

That's why we give you a **customized filtration system** that's configured to target the pollutants we find in your local water quality report. Other companies don't provide this, they just want to sell you a machine, they don't care whether or not you have the right filters.



LONGER WARRANTIES

Another way LIFE Ionizers demonstrates our commitment to you, our customer, is by backing our machines with **longer warranties**. Some companies, such as Enagic Kangen®, only give you a three year warranty - Enagic® isn't committed to you. Top of the line LIFE Ionizers are guaranteed for life. The LIFE Ionizer you buy is going to last as long as you do - we guarantee it.

Accomplishments

ACCOMPLISHMENTS SAY A LOT

about a company that you're thinking of doing business with. LIFE Ionizers is the undisputed industry leader when it comes to accomplishments. LIFE Ionizers carries more certifications than any other ionizer company *for a reason*. We are committed to the positive health outcomes of our customers. Our long list of accomplishments and certifications stand as testimony to that commitment.

amazon



5 Star rating
for the LIFE M9
(89 customer reviews)

ResellerRatings ✓

LIFE Ionizers has a
100% customer satisfaction rating
from Reseller Ratings

✓ TRUSTPILOT



TrustPilot gives
LIFE Ionizers
8.6 out of 10 stars
for customer satisfaction

CELEBRATING
20 Years

LIFE Ionizers is celebrating
20 years of providing better health
through better water



Only ionizer company ever to be listed in the prestigious **Physician's Desktop Reference** for nonprescription drugs, dietary supplements, and herbs.



LIFE Ionizers is the **industry leader** in water ionizer technology innovations.



Only ionizer company to provide **free custom filtration** that targets the toxins found in your local water supply.

11
PLATE
ionizer

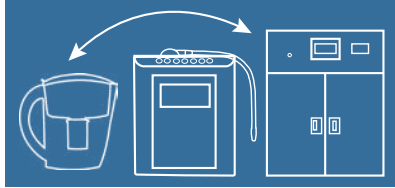
First company to offer an 11 plate water ionizer



LIFE invented the convertible ionizer, giving you the choice to use it countertop, or under the sink.

13
PLATE
ionizer

First company to offer an 13 plate water ionizer



From our popular \$50 Pitcher of LIFE, all the way to commercial ionizers that make hundreds of gallons of ionized water per hour



US-owned and based company in Carlsbad, California. LIFE is there for you after the sale.



LIFE offers longer warranties, and more **lifetime warranties** than any other company.



LIFE Ionizers is a global leader. Our ionizers are sold and used in nations all across the globe.



Better Business Bureau
A+ rating



PEOPLE
AGAINST
CANCER

Endorsed by People
Against Cancer

Power

WHAT SEPARATES LIFE IONIZERS® FROM ENAGIC®

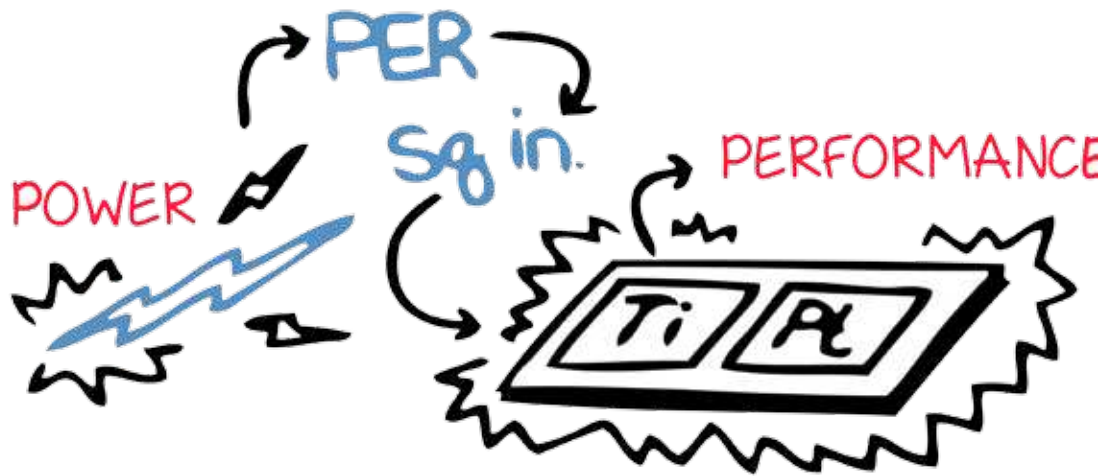
Why LIFE Ionizers are more powerful than Enagic®: You need large plates in a water ionizer, but that's only half story. For those large plates to be effective, they need a lot of power. Keep in mind, the alkaline minerals and acidic bicarbonates in tap water are attracted to each other, just like two magnets. For a water ionizer to separate them, it must have enough power to overcome the attraction between them. Because of this, the best ionizers will have 400 or more watts of power.



POWER + PLATES = PERFORMANCE

SO WHAT DO YOU GET WHEN YOU HAVE
LARGE PLATES AND LOTS OF POWER?

Performance. As long as you have lots of power, large plates maximize the ionization surface area that water runs over, so it is more thoroughly ionized.

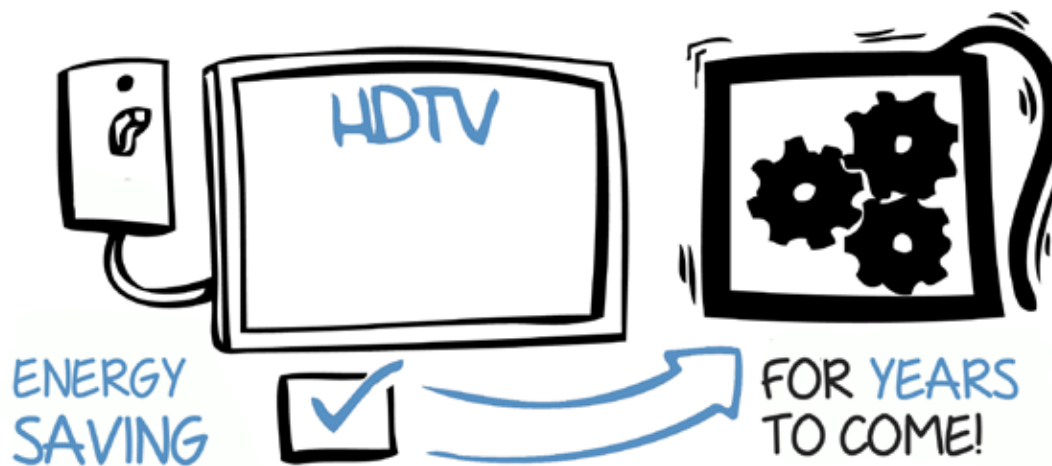


You get the **highest** age-fighting antioxidant potential in every glass of alkaline water you drink. You get powerful alkalinity, enough to tackle the **toughest** health challenges.

SMPS VS. TRANSFORMER POWER SUPPLIES

WHY LIFE Ionizers HAVE SMPS POWER SUPPLIES:

There are two different types of power supplies used in water ionizers: Switched Mode Power Supply (SMPS) and transformer-based power supplies. **SMPS is newer technology**, used HDTVs to ensure that they last for years to come. Transformer-based power supplies are older, they're only used by a small handful of manufacturers. The reason transformer based power supplies have fallen out of favor is that they perform well at first, but the pH levels these machines reach degrades over time. That's why you typically see transformer based power supplies in low end ionizers. The only exception is the Kangen® machine. It uses a transformer based power supply, and that's why it needs electrolysis enhancing chemicals to work right.



Kangen Water® Myths

FALSE CLAIMS DEBUNKED

There's a lot of information out there about Kangen Water®, the problem is, **most of it isn't true.** There are many poorly-informed and overeager Enagic® multi-level marketing representatives making claims about Kangen Water® that defies the laws of chemistry and physics. See how many of these Kangen Water® myths you've been deceived by:

MYTH

Kangen Water® is "structured" water or "microclustered" water.

FACT

There is no such thing as structured or microclustered water. This ridiculous myth is based on the claim that water molecules cluster together, but they don't. In liquid form, water molecules move around freely. The only way to stop them from moving is to freeze the water. This myth was originally started by Dr. Masuru Emoto, who claimed that water molecules reflect your mood by clustering. His work has since been debunked.

MYTH

Kangen Water® is somehow different, and better than alkaline water.

FACT

Kangen Water® is nothing more than a brand name for alkaline water. In fact, Kangen Water® may actually contain heavy metals and salt since the Kangen® machine's filter doesn't remove those contaminants.

MYTH

Kangen Water® has mysterious properties and can cure disease

FACT

Kangen Water® is a trademark name, nothing more. Enagic® sales representatives would like you to believe the water made by their machine has magical properties, but it doesn't. The true benefit of alkaline water is that it enhances wellness. When you enhance your overall health, the greatest healing mechanism in the world, your own body, is capable of healing itself of many diseases.

MYTH

The Kangen Water® machine is more expensive because it uses more platinum on its plates

FACT

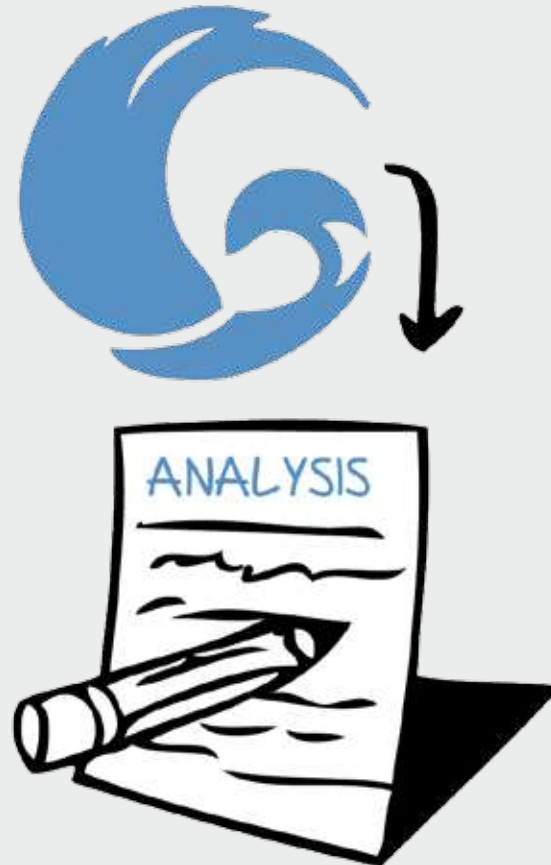
The LIFE Ionizers M-13 has more plate surface area, and a lot more platinum on its plates than the Kangen® machine does, but it actually costs \$483 *less*.

LIFE Ionizers Custom Filtration

There are **over 10,000 different toxins** that can poison your water - and no one filter can be effective against them all. That's why every LIFE Ionizer comes with custom filtration. When you buy a LIFE Ionizer, we research your local water quality using the annual water quality report that your local water utility files annually with the EPA. That report lists all of the toxins that were found in your water supply over the last year. We then customize your filtration system with the right filters for your water quality.

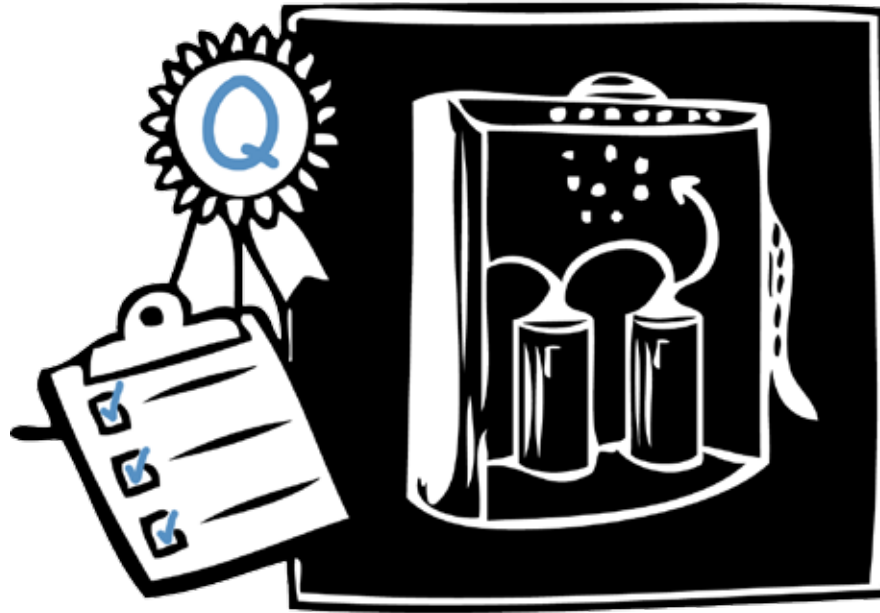
No other company does this for you, it's a LIFE Ionizers exclusive.

WHY DO WE
GIVE YOU FREE
CUSTOM FILTRATION?



INTERNAL FILTERS

The internal filters in your ionizer feature our laboratory-grade Vitamin C Ceramic Block filtration which is effective against both **chlorine** and **chloramines**. Vitamin C is the best filtration available for chlorine, chloramine and their toxic byproducts, it's used in laboratories and hospitals where chlorine must be eliminated from water. Other brands only filter chlorine, LIFE Ionizers is the only ionizer that has filtration which is equally effective against chlorine and chloramines. In addition, LIFE's internal filters reduce **heavy metals** and **VOCs**.



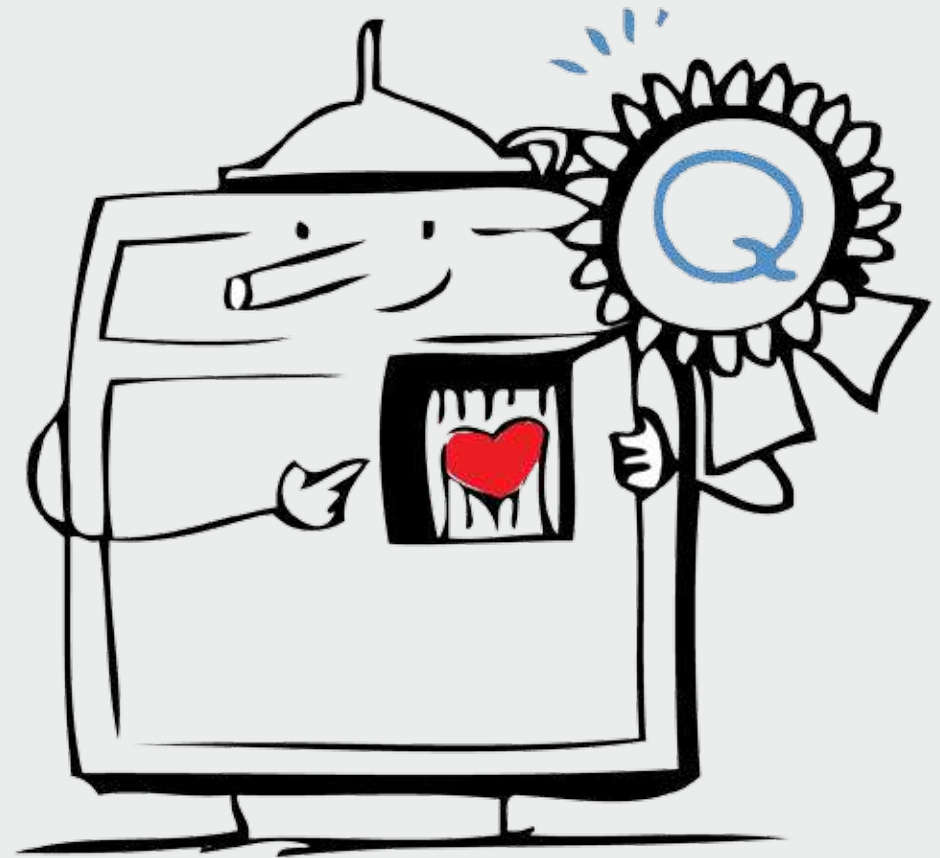
LIFE Ionizers Plates

GUARANTEED FOR LIFE

The plates are the **most important** part of a water ionizer, because that's where tap water is transformed into ionized alkaline water. LIFE Ionizers is the only company to offer **GRID plates** - the toughest, longest lasting, most efficient plates with the highest pH performance on the market.

Prefer flat plates? We have those too!

No matter which plate style you choose, LIFE Ionizers guarantees them for LIFE!



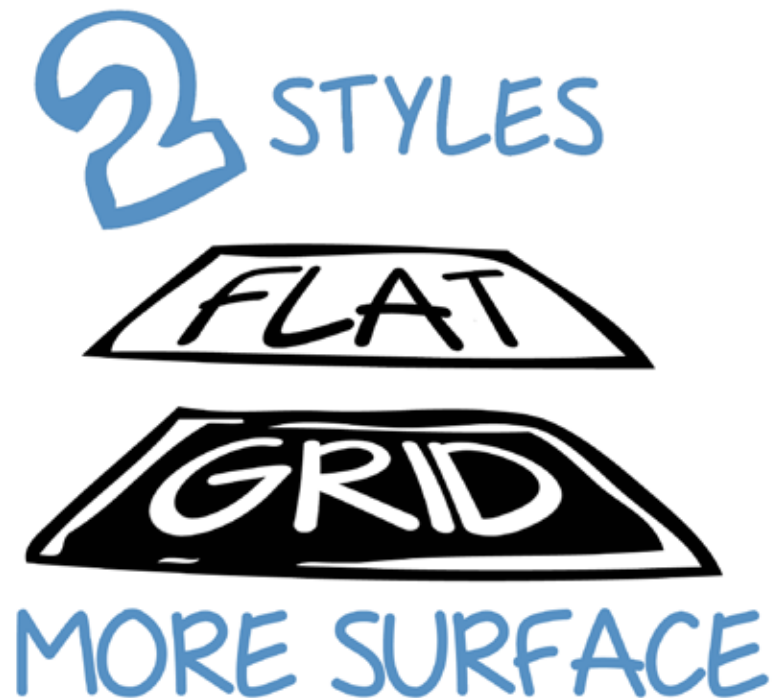
THE HEART OF THE IONIZER

TYPE OF PLATES

WHY DO WE OFFER GRID AND FLAT PLATES?

LIFE gives you a choice! LIFE Ionizers offers our flat plates standard. Flat plates are very durable, but not quite as efficient as GRID plates are at converting tap water into ionized alkaline water.

If you want the ultimate alkaline water, GRID plates are the way to go. GRID plates cost more to make; they cost more to make than either flat plates or MESH plates, so that's why we offer them as an option on LIFE water ionizers. LIFE used to offer MESH plates, but we developed GRID plates as a replacement because they are tougher than MESH.



GRID PLATES

THE BEST PLATES EVER MADE

LIFE Ionizers new GRID plates combine the durability of flat plates with the ionization efficiency of MESH plates. Before GRID plates, flat plates were considered to be the most durable, and MESH was considered to be the most efficient. GRID plates combine the durability of flat plates with the efficiency of MESH plates to give you the best of both worlds!

The plates are the **most important** part of a water ionizer, because that's where tap water is transformed into ionized alkaline water. LIFE Ionizers is the only company to offer **GRID plates** - the toughest, longest lasting, most efficient plates made.

GRID plates are made in a two step process:

- Plates are drop-forged out of pure titanium
- Plates are coated with 8 coats of medical grade platinum

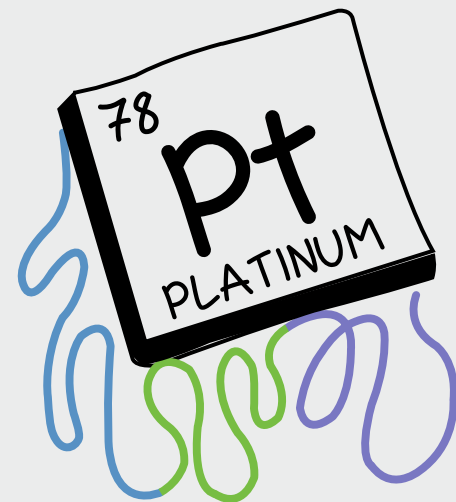


HOW OUR PLATES ARE MADE

WHY OUR PLATES ARE DROP-FORGED, AND MAX COATED WITH PLATINUM

LIFE's plates are drop-forged - the same process used to make tools - and it makes them much stronger and wear resistant than the ordinary ionizer plates. Next, our plates are MAX COATED with 8 layers of platinum, the most layers of platinum of any ionizer plates made.

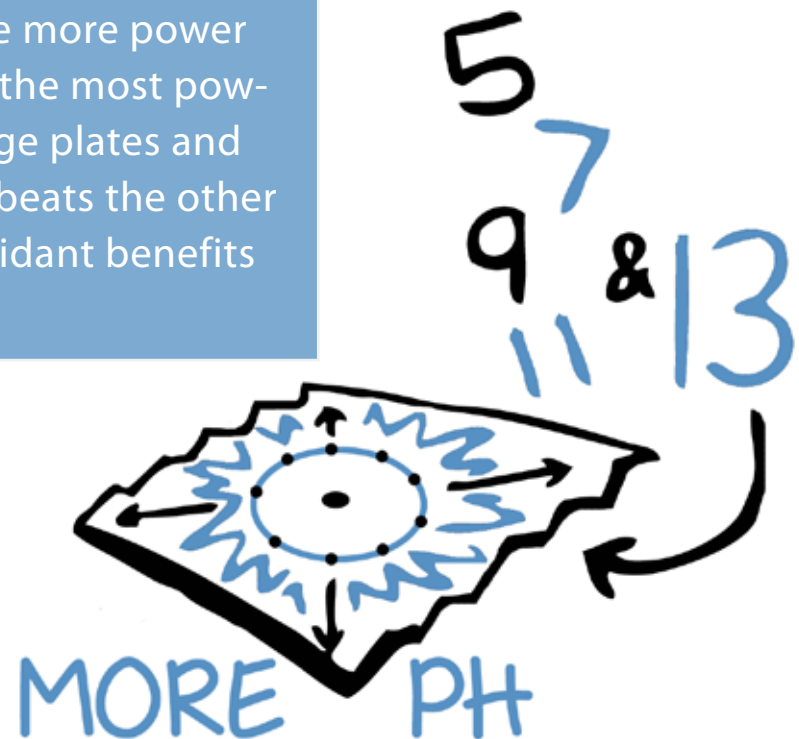
MAX COAT is LIFE Ionizers exclusive 8 coat platinum plating process. It layers eight coats of medical-grade pure platinum on the titanium plates for a lifetime of durability. Layering the platinum onto the plates with the MAX COAT process ensures that the platinum coating is as durable as the drop forged titanium plates underneath. LIFE's MAX COAT process produces a platinum coating that is .25 microns thick, and guaranteed for life.



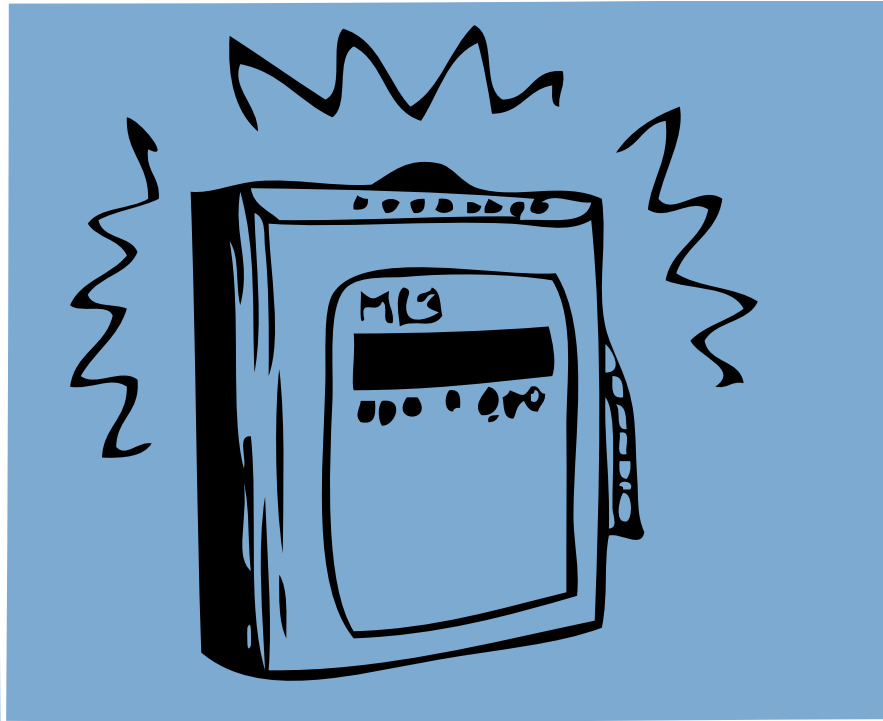
SIZE OF PLATES

WHY DOES IT MATTER?

Why LIFE Ionizers have large plates: The larger the plates, the longer the water stays in contact with them. LIFE Ionizers has some of the largest plates made. In fact, the LIFE Ionizer M9 has even more plate surface area than the Kangen® machine. Large plates can take more power than small plates can, and LIFE Ionizers are the most powerful ionizers made. The combination of large plates and high power is the reason why LIFE Ionizers beats the other brands when it comes to the pH and antioxidant benefits that ionized alkaline water provides.



OUR TOP END IONIZER



LIFE's top end M-13 water ionizer has 13 plates, and can adjust up to 800 watts of SMPS power. Thanks to all those plates and all that power, the M-13 outperforms all other water ionizers, period. At full power, it can reach a pH of 12, and an antioxidant potential of up to -900 ORP. **That's more than you can get from any other ionizer made.**

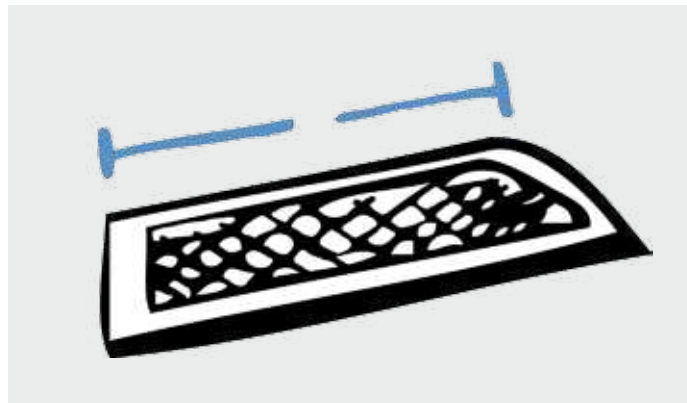
LIFE Ionizers guarantees:

You get the **highest age-fighting antioxidant potential** in every glass of pH balanced alkaline water you drink. The **ideal pH balance** for daily consumption of alkaline water according to health experts is a pH range of 8.5 to 9.5.

HOW MUCH POWER IS TOO MUCH POWER?

THAT DEPENDS ON THE SIZE OF YOUR PLATES,
AND THE ANSWER IS QUITE TECHNICAL:

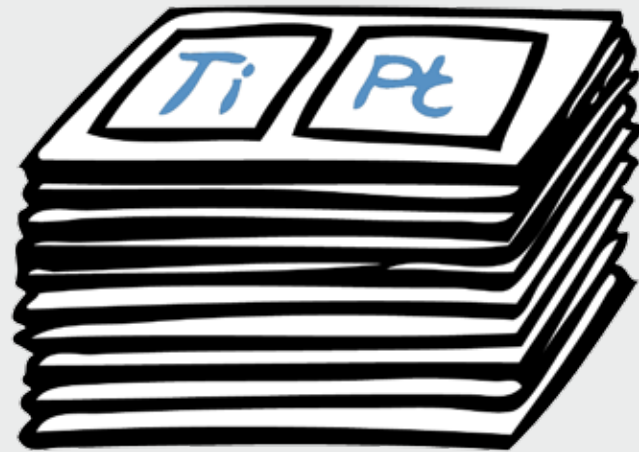
For an ionizer to work efficiently, you want to **minimize** the current density of the power flow. The easiest way to do this is to **install larger plates**. Larger plates enable the electrical current flowing through them to spread out, which reduces current density. **Larger plates help in two ways: they minimize current density while maximizing the ionization surface area.** That boosts performance, the longer the water in the machine is in contact with the plates, the more thoroughly it gets ionized.



Components

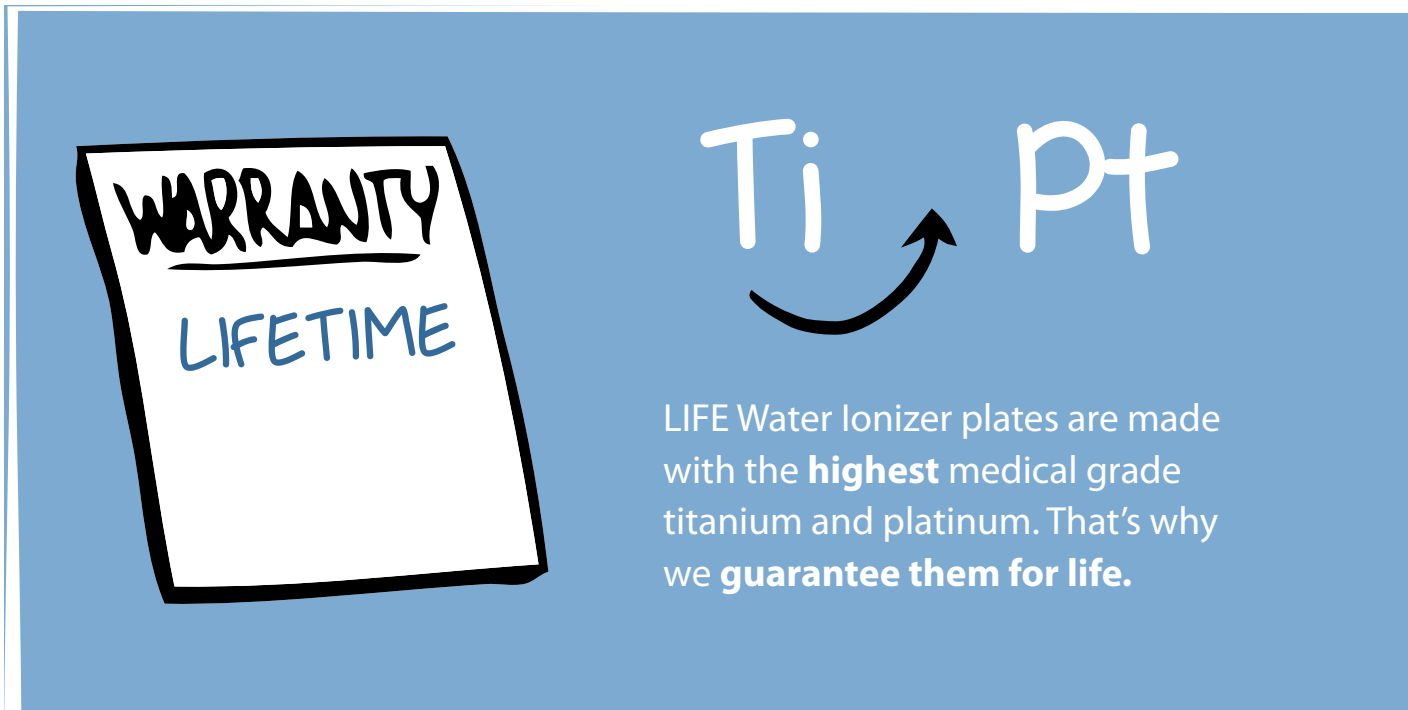
A WATER IONIZER IS ONLY AS GOOD AS THE PARTS THAT IT'S MADE OF

Why we can guarantee our parts for life: The quality of the materials used to build a water ionizer ultimately determine the quality of the ionizer. We insist upon BPA free plastics to protect your health. Our ionizers have durable, drop-forged titanium plates with 8 MAX Coats platinum, so we can guarantee them for life. If an ionizer isn't built like a LIFE Ionizer, with BPA free plastics, and/or doesn't have high quality platinum coated titanium plates, don't buy it. Machines like that endanger your health.



WHERE LIFE IONIZERS ARE MADE

LIFE Ionizers designs our ionizers at our corporate headquarters in Carlsbad, California. The parts used to build LIFE Ionizers are manufactured in our factory in South Korea, we refuse to use cheaper (even if they'd save us money) Chinese parts because we are concerned that those aren't safe. The Korean FDA certifies LIFE Ionizers as medical devices, so we have to meet their strict quality requirements. Cheap Chinese made parts and machines simply don't meet the high bar for quality that the KFDA sets. China doesn't certify the machines made there for medical use, so they don't have to meet strict medical use requirements the way that machines from Korea and Japan do.



WARRANTY
LIFETIME

Ti → Pt

LIFE Water Ionizer plates are made with the **highest** medical grade titanium and platinum. That's why we **guarantee them for life.**

THE FDA APPROVED PLASTICS SCAM

"FDA APPROVED PLASTIC" IS NOT THE SAME AS 100% BPA FREE!

Keep in mind, the FDA approves of the use of BPA in food-grade plastics! Beware of ionizers made with "FDA approved plastics" because FDA approved plastics can and frequently do contain BPA and other chemicals. The FDA has a list of plastics that are approved for food packaging. The FDA allows chemicals like BPA and antimony - a heavy metal - to be used in food packaging. To ensure your safety, you should make sure that the plastic used to make the ionizer you're looking at is 100% BPA free.



ALL LIFE WATER IONIZERS ARE MADE
WITH 100% BPA FREE PLASTICS.

CERTIFICATIONS

YOUR GUARANTEE OF QUALITY

Certified LIFE Ionizers, quality you can rely on: Obviously, you can't go down to the factory that's making your water ionizer to make sure they use high quality materials when building your ionizer. Instead, look for certifications, such as the Water Quality Association's (WQA) Gold Seal certification.



QUALITY: What makes an ionizer high quality is the quality of the materials it's made with. LIFE's convertible ionizers feature these high-end materials and manufacturing technologies that make them the highest quality, best built ionizers on the market today:

- 100% **BPA Free** plastics
- Drop forged titanium plates
- **Eight coats** of MAX Coat Platinum on every plate
- Advanced **SMPS** Power
- **Stainless steel** faucet construction



Beware: Some companies sell you cheap plastic faucets that only look like they're made from stainless steel.

Installation

THERE ARE TWO WAYS YOU CAN INSTALL A LIFE IONIZER:

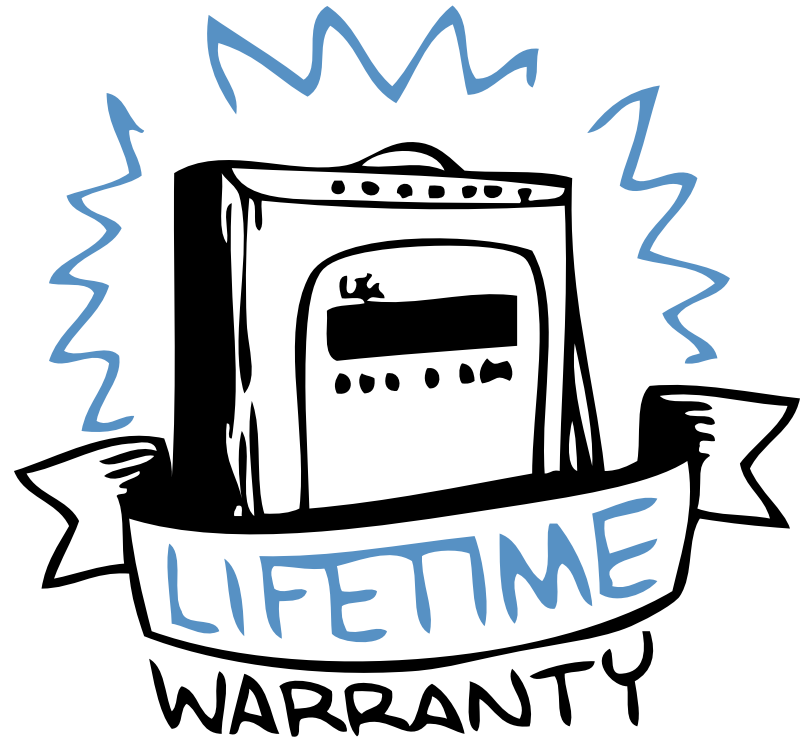
Countertop, or with the optional faucet kit, you can install your LIFE Ionizer **under counter**. It's your choice because LIFE water ionizers are convertible: This means your ionizer can be converted to work on the countertop, or under the counter.



LIFE'S CONVERTIBLE IONIZERS COME WITH A LIFETIME WARRANTY

Our award-winning convertible ionizers are built for life - your life.

We trust that because you chose LIFE, that you're going to live a long, healthy life, so we engineer our convertible ionizers to last a long time too! It's really no mystery why we call our machines LIFE Ionizers. They're built to last for the long healthy life that we look forward to you living!



Be careful. Not all ionizers are convertible. If you buy a water ionizer that isn't convertible, you don't get to decide whether you want under counter or countertop operation, you're stuck with it the way it is. LIFE Ionizers was the first company to offer convertible water ionizers, because we believe the choice should be up to you.

Optional Technologies

WITH LIFE'S OPTIONAL TECHNOLOGIES, YOUR IONIZER DOES EVEN MORE FOR YOUR HEALTH:



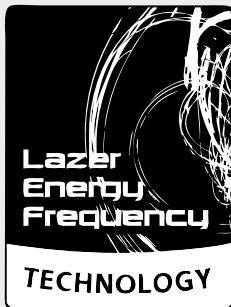
UV Light Filtration: Addresses bacteria, viruses, or cysts that may be in your water. UV Light treatment is a must-have for well water users, and offers peace of mind to anyone concerned about tap water contamination. LIFE's UV light technology exposes your water to UV light, which is proven to inactivate harmful organisms.



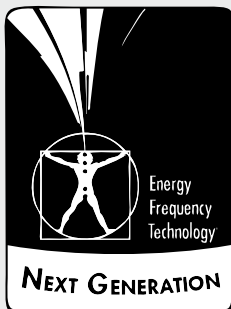
Theoretical/Quantum:

FOR PEOPLE WHO WANT TO HAVE THE CUTTING EDGE
IN QUANTUM HEALTH TECHNOLOGY.

These technologies are designed to improve the quality of your water at the quantum level:



Laser Energy Technology is based on the theory of biophotonics. The theory of Bio-Photonics is that light can be used to encode water molecules with information using photons and quantum particles of light instead of electrons. The way Bio-Photonics is said to work is that the cells in your body run on energy, and may communicate with each other using subtle light energy.



Energy Frequency Technology™ The theory behind this trade-secret technology is that it generates and encodes 205 energetic frequencies into water using techniques derived from quantum physics.

Country of Manufacture

There are no water ionizers manufactured in the U.S. Most ionizers are made in Korea or Japan, but cheaper units are made in China.

You should only buy ionizers made in Korea or Japan because both of those countries have certification programs in place to certify water ionizers for medical use. These certifications are your guarantee that the ionizer you're buying has met strict standards for use as medical devices.

Ionizers made in China are never certified as medical devices, so there are no guarantees for the quality of chinese-made machines. Another problem with Chinese made products is lead. **China is the number one country for lead-tainted products - and that includes medical devices.** China has severe pollution problems, and because of this toxic contamination is common in Chinese products.



What are People Saying?

TESTIMONIALS: REAL PEOPLE WHO LOVE LIFE

Imagine what it would feel like to not renew that expensive prescription drug, and to be free of it's side effects. How would you feel if you had more energy, less pain, or finally lost that weight? What would it be like to feel healthy again? For these satisfied LIFE Ionizers customers, those things aren't a dream. Like you, they probably wondered: "Could alkaline water really make that much of a difference?" Then they took the next step: They chose LIFE. Here's what they found out:





Marissa Zeppieri-Caruna

Board Member, Lupus Foundation of America:

My husband and I have been using our Life Ionizer for several months and are thrilled with the benefits. The machine provides water that tastes incredible and has been phenomenal in terms of removing toxins and dirt in our produce. We juice several times per day and soak our vegetables in the water from our machine. We noticed from the very first time how much better the juice tastes! Within just a few minutes of soaking, you can see the water becomes dark as it removes the impurities. This is a huge help for someone like me whose body and immune system is already not working properly - now my body doesn't have to take on extra chemicals and toxins, because the Life Ionizer removes them for me. We soak the majority of our food before we eat or cook. We both cannot imagine going back to drinking regular tap or bottled water ever again. Even traveling for a few days makes us long to be home and close to our machine! I would recommend soaking your produce in alkaline water to anyone who wants to avoid toxins in their food. Out of everything I've done, my Life Ionizer has been one of the best. With my body continuing to improve and get healthier, I cannot imagine life without my Life Ionizer-I feel like my body has been given the best gift it could have ever received.

Lupus is a terrible, debilitating disease. It's symptoms include Fatigue and fever, joint pain with stiffness and swelling, unexplainable rashes and skin lesions, and lots more. Marissa Zeppieri-Caruna chose **not to be a victim** of Lupus, she chose to **fight back**, and to help others do so. She still has Lupus, but now her LIFE Ionizer has given her the ability to fight back, and make every day a **victory**.



Dr. Don Colbert, M.D.

NY Times best selling author

There is only one water filtration system that I trust and that's Life Ionizer, the life alkaline mineral water ionizer filters tap water through 3 filters then ionizes and alkalizes it. Ionized alkaline mineral water is the healthiest water available. We currently use one in our office as well as home and it should definitely be apart of your families investment in health, it will be one of the best investments in health you've ever made.

Dr. Colbert focuses his practice on **wellness, not illness**. He specializes in anti-aging medicine. His unique healing skills and insights on health has given the **precious gift of health** to thousands, many of whom were first introduced to LIFE Ionizers as part of their treatment regimen.



Ángel Pagán

Major League Baseball center fielder



Anybody who's followed my career knows I've had to fight my way back several times from injuries and illness. because of that. I decided to do some research on how I could maintain my health better. That's when I found LIFE Ionizers. I'd heard a lot about what alkaline water can do for your health, and when I saw that lots of other Pros put their trust in LIFE Ionizers, I was sold. The water truly tastes amazing, and I can feel the difference, on and off the field. I've got energy, I've got focus, and I feel healthy, that's important. That's why, if you want to feel like your on top of your game, I recommend LIFE Ionizers

Pro athletes really don't have time for injuries and illnesses. They have lives, careers, aspirations. Anything that can improve or maintain their health is worth the investment. Angel Pagan became interested in LIFE Ionizers after hearing from other pros how LIFE keeps them at the top of their game. Now it's helping Angel stay there too.



Shawne Merriman

NFL Player

“I like to keep it sharp, on and off the field, that’s why I chose Life Ionizers. My Life Ionizer makes alkaline water that’s more hydrating than regular water. If you’re serious about being at the top of your game, you gotta look into getting one yourself.”

Shawne is a former NFL linebacker who understands the importance of maintaining his body in peak physical condition. He looked into alkaline water when he heard that it’s superior hydrating qualities could help him get better workouts and avoid injuries. Shawne credits his LIFE Ionizer for improving his workouts, and wishes he’d discovered LIFE a lot sooner!



Debra Messing

Professional Actress

I got my Life Ionizer when I heard about the amazing benefits of alkaline water. I have the energy I need to keep up with my busy schedule, and i feel great! it makes a big difference in my health and lifestyle... and I know it would in yours too!

Debra Messing is an TV star who is best known for playing Grace in the sitcom Will & Grace. Her career and her son Roman keep her very busy, she can't afford that 3 O'Clock crash! She credits the alkaline water from her LIFE Ionizer for supplying the energy that she needs to get through her busy day.



Anthony Anderson

Professional Actor

My demanding schedule means sometimes I'm forced to put myself on the back-burner, but the first time I tasted Alkaline water I knew I needed a machine of my own. I found and purchased a Life Ionizer, now it travels absolutely everywhere with me and I drink it every day. I love it!!!

Anthony is a TV and Movie star and a writer. he's starred in his own sitcom called All About the Andersons, and more recently in the show Blackish. Anthony maintains a heavy schedule of performing and script writing that keeps him busy along with raising his two kids. Anthony insists on drinking alkaline water from his LIFE Ionizer and he takes it everywhere he goes.



Connie Fritsch

Satisfied LIFE customer

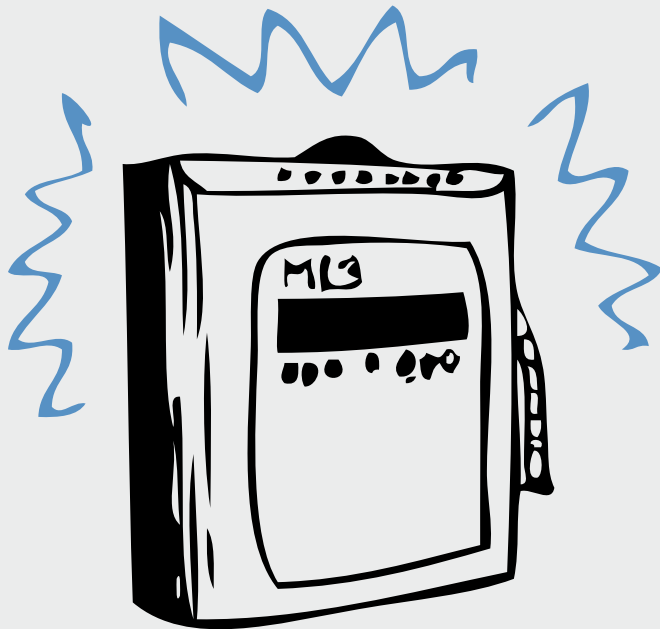
My husband is in stage four kidney failure and his doctor said alkaline water was one of the best things he could do for his kidney. I also love my machine and the alkaline water for me, too!!!

Connie and her husband's fight against kidney disease is ongoing. Stage four kidney failure is a frightening thing to live through, it takes a lot of courage to fight back. LIFE Ionizers is honored to be a part of that fight. Nothing motivates us more every day than to know that there are people out there like Connie and her husband who depend on us to overcome real and terrifying health challenges.

Okay, so which life ionizer is right for me?

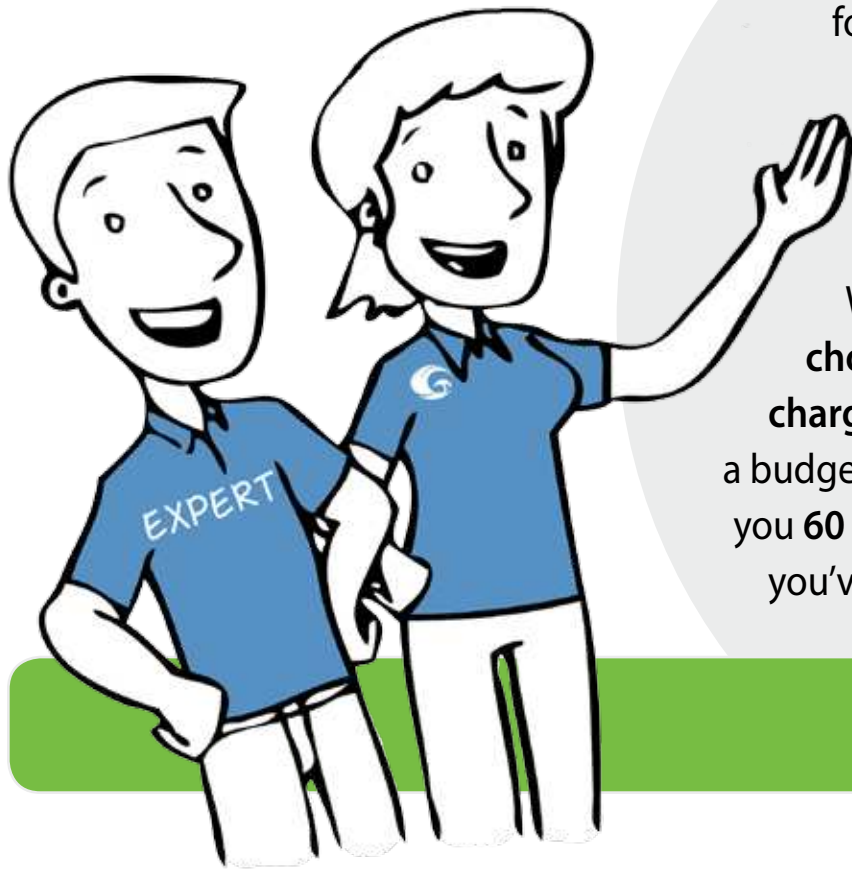
EVERYBODY'S NEEDS ARE DIFFERENT,

that's why LIFE carries an **extensive range** of water ionizers. LIFE's product range extends from our popular Pitcher of LIFE, all the way up to commercial ionizers that can make hundreds of gallons of ionized water per hour.



Do you need a unit just for yourself? We have the perfect bargain priced machines. Got a large family, our M-13 can belt out over a gallon a minute! Not sure whether you want to put your ionizer under the counter, or use it countertop? No problem! LIFE ionizers are convertible, it's your choice how you want to use it. Whether for home or for business, **LIFE ionizers has the largest line of ionizers in the industry**, so you're sure to find the right machine for your healthy lifestyle.

FIND OUT WHICH LIFE IONIZER IS RIGHT FOR YOU.



Call us at **888 688-8889**

for a **free no obligation**

healthy water consultation with one of our alkaline water experts. During your consultation, we'll discuss your local **water quality**, and determine what to do about it.

We'll discuss your **health needs**, and help you choose the perfect machine to **put you back in charge of your health**, and we'll help you figure out a budget that's right for you. To top all this off, we give you **60 days** to try LIFE Ionizers so you can be sure you've made the right decision.

888 688-8889

Why should I be drinking ionized alkaline water?

IF YOU ARE OVER 50, IONIZED ALKALINE WATER COULD BE CRITICAL TO MAINTAINING YOUR HEALTH.

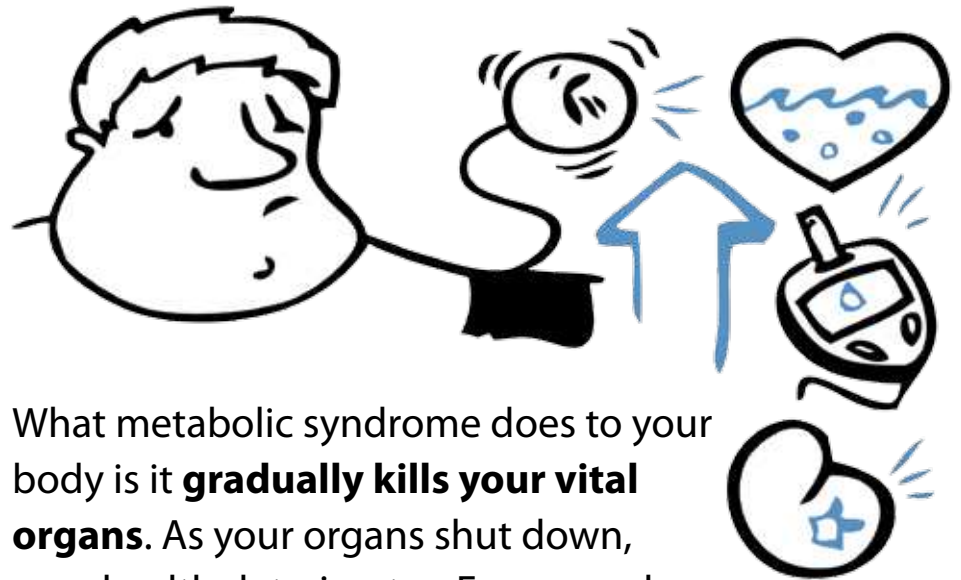
Your body's alkaline buffer begins to decline after age 20. The alkaline buffer is your body's defense against acidity and oxidation. For most people, after about the age of 50, their alkaline buffer has declined to the point to where their body becomes vulnerable to a medical condition called *metabolic syndrome*, the symptoms of which are:

- OBESITY
- HIGH BLOOD PRESSURE
- KIDNEY STONES
- LOW URINE PH
- HIGH BLOOD SUGAR
- HIGH CHOLESTEROL LEVELS

If you have three out of the six above symptoms, you may have metabolic syndrome and need to take action to improve your health right away!



Metabolic Syndrome

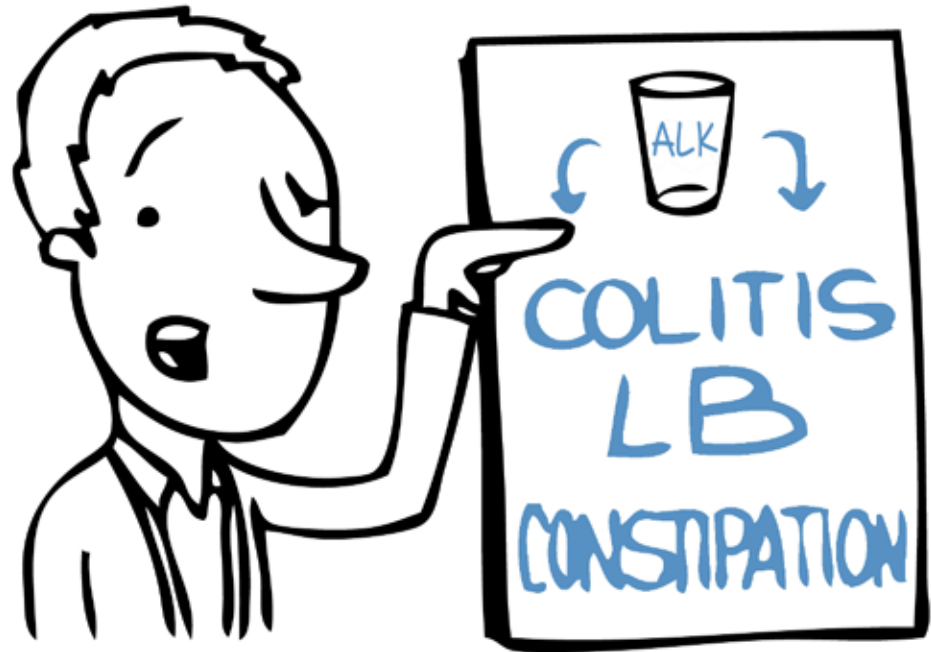


What metabolic syndrome does to your body is it **gradually kills your vital organs**. As your organs shut down, your health deteriorates. For example, you develop high blood sugar because your kidneys are gradually shutting down. It's happening to you because the excessive acidity in your blood is destroying your kidney's nephrons the filters inside your kidneys that remove wastes.

WHAT IF YOU DON'T HAVE METABOLIC SYNDROME?

health is good, and if you're over 50 that's a rare gift because metabolic syndrome is an epidemic. In your case, drinking ionized alkaline water helps preserve your alkaline buffer which protects you from developing metabolic syndrome.

Gut Health

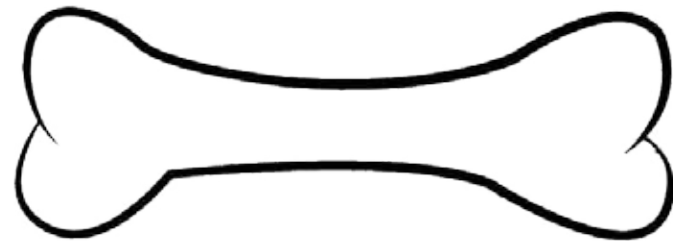


DRINKING IONIZED ALKALINE WATER DEPRIVES HARMFUL MICROBES OF OXYGEN IN THE GUT, WHICH ALLOWS BENEFICIAL PROBIOTIC BACTERIA TO THRIVE.

Another very good reason to drink ionized alkaline water is to **maintain and improve your gut health**. The beneficial probiotic bacteria in your gut thrive in an antioxidant (lacks oxygen) environment. On the other hand, harmful microbes in the gut thrive in an oxygen-rich environment. Many health experts believe that diseases start in the gut, so protecting your gut's health should be your first line of defense against illness.

Bone Health

JUST LIKE METABOLIC SYNDROME,
OSTEOPOROSIS IS A HEALTH EPIDEMIC.



If you are a woman, your chances of suffering a hip fracture due to weakened bones is one out of two. If you are a man, you're not much better off, your chances are one out of three. If you do suffer a hip fracture, it's most likely going to kill you. **80%** of people who suffer hip fractures due to weakened bones never fully recover, and frequently end up dying from the complications.

DRINKING IONIZED ALKALINE WATER REDUCES MARKERS OF BONE LOSS, WHICH HELPS YOU KEEP THE HEALTHY BONE YOU'VE GOT.



In fact, ionized alkaline water is the **only currently known method** for maintaining bone density that is **safe for long term use**. All bone medications in current use are recommended for use for five years at the maximum. Research has shown that after 5 years, bone medications are at best ineffective, and may actually cause serious health complications.

Hydration



The Centers for Disease Control (CDC) estimates that **3 out of 4 people** are chronically **dehydrated**.

DO THIS QUICK TEST TO FIND OUT IF YOU MAY BE DEHYDRATED:

The pinch test

1. Put your hand flat on the table, knuckles up
2. Pinch the skin about one inch behind any knuckle
3. Let it go, and see how long it takes to snap back into position
4. If it took more than half a second, or didn't snap back at all, you may be dehydrated

ALKALINE WATER HYDRATES FASTER, BETTER AND MORE THOROUGHLY THAN PLAIN WATER.

Dehydration can contribute to health problems such as constipation, high blood pressure, dry skin and can even negatively impact your energy levels. If you are dehydrated, it could make a big difference in your overall health.



Other Health Conditions



THERE ARE OVER 40 STUDIES
on the health benefits of alkaline
water which cover a variety of
conditions - too many to list here
in fact. If you want to find out
if alkaline water may help with
your health condition, call us at
855 790-8121

888 688-8889

pH: What is it? Why does it matter?

THE TERM PH STANDS FOR POTENTIAL HYDROGEN

A pH of 7

is neutral

A pH of 8

is **10 times** more alkaline than a pH of 7

A pH of 9

is **100 times** more alkaline than a pH of 7

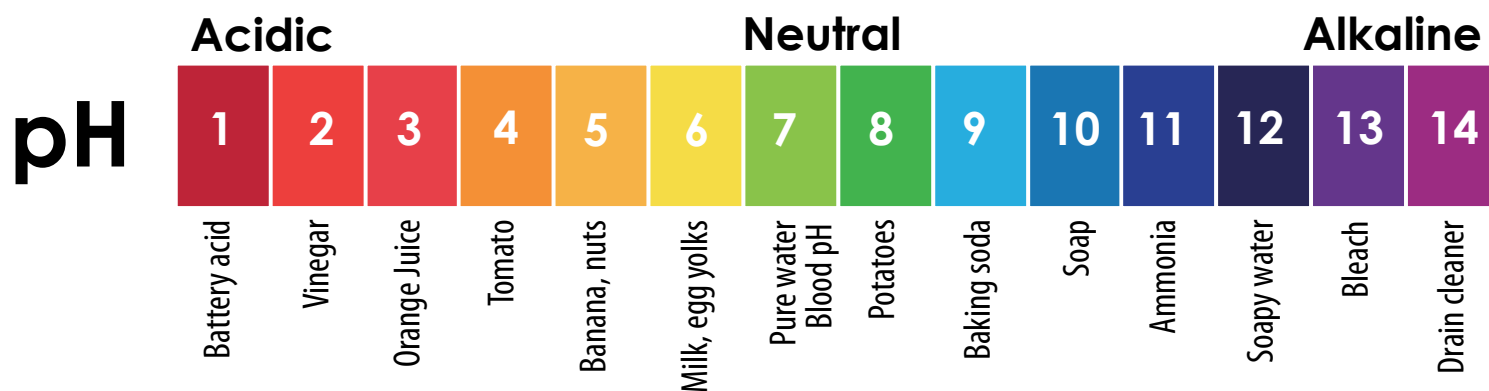
A pH of 10

is **10,000 times** more alkaline than a pH of 7

THE HEALTHY RANGE FOR YOUR BLOOD'S PH IS JUST ONE TENTH OF A PH, FROM 7.35 TO 7.45.

That may not sound like much, but it is. Keep in mind that the pH scale is logarithmic, so a pH of 7.45 is twice as alkaline as a pH of 7.35. If it falls below that range, your body will respond to restore it to the healthy range, but that can come at a price. Your body tries to discharge acidity through your kidneys, but if it can't, then it will take calcium from your bones. The calcium does compensate for the acidity, but it leaves your bones weaker than before. Over the long term, you may develop osteoporosis, which could lead to hip fractures. **If your body constantly struggles with acidity, then you wind up with metabolic syndrome.**

Here is the pH of many common foods and household chemicals:

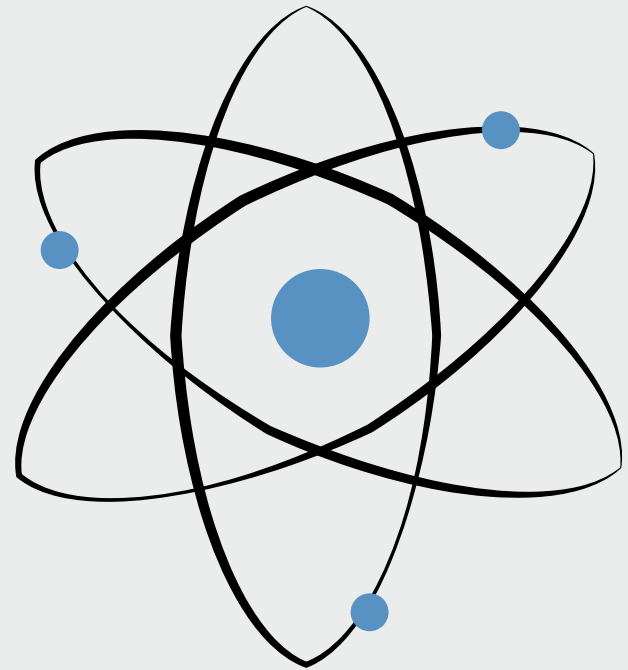


In general, vegetables and some fruits are alkaline. Meats, sugar, milk and many processed foods are acidic. You can help your body fight acidity by eating an alkaline diet.

ORP: Just another acronym?

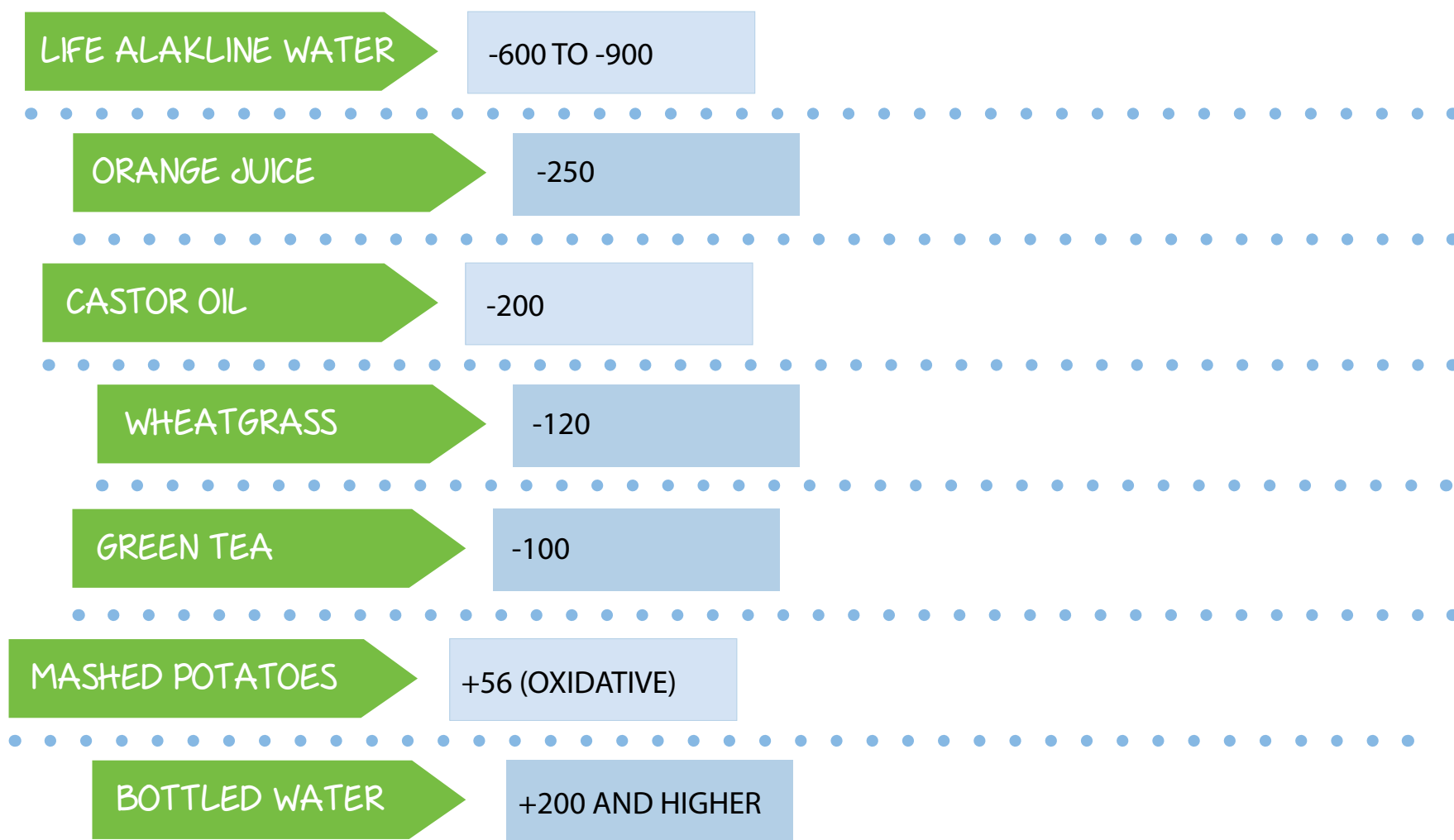
ORP STANDS FOR OXIDATION REDUCTION POTENTIAL

ORP measures the potential for substances to act as an antioxidant. Oxidation in the body contributes to premature aging and the development of degenerative diseases. What happens is that molecules called free radicals develop within the body that are highly unstable because they lack electrons. To get those electrons, free radicals grab them from surrounding tissues and DNA. The process destroys the affected tissues and DNA, and produces more free radicals in a chain reaction that wreaks havoc on your body.



Antioxidants like alkaline water are the opposite of free radicals. They have excess electrons that they can give away. In the body, they donate those extra electrons to free radicals, neutralizing them. Health experts believe that this prevents the damage that free radicals can do to tissues and DNA.


ANTIOXIDANT ORP VALUES OF COMMON FOODS



HOW A WATER IONIZER MAKES WATER INTO AN ANTIOXIDANT

TO MAKE SOMETHING INTO AN ANTIOXIDANT,
YOU HAVE TO CHARGE WITH EXCESS ELECTRONS.

Water ionizers make water into an antioxidant because the alkaline minerals in the water are attracted to the negatively-charged plates in the machine. The minerals then react with water molecules to create hydroxyl ions. It is those hydroxyl ions that give ionized alkaline water its antioxidant power. The more powerful the water ionizer is, the more antioxidant hydroxyl ions it can produce. For example, the LIFE Ionizer M-13 can generate up to -900 ORP, which makes it the most powerful water ionizer on the market today.



LIFE Ionizers guarantees: You get the highest antioxidant potential at the optimum water pH levels for daily drinking. Put the power of antioxidant water to work improving your health, call us at **855 790-8121**

855-790-8121

What are the Facts?

WATER IONIZER MYTHS

There's a lot of information out there about water ionizers, the problem is, **most of it isn't true.** On one side, you have poorly-informed and overeager sales people making claims about water ionizers that defy the laws of chemistry and physics. On the other hand, you have skeptics that try to deny the effects of alkaline water despite the fact that they don't actually know what it is. **See how many of these alkaline water myths you've been deceived by:**

MYTH

Pure water can't be ionized, so water ionizers can't work.

FACT

This myth was started by a retired chemist who should know better. There is no such thing as pure water in nature. All water in nature contains minerals, and water ionizers work on those minerals to optimize their healthy properties.

MYTH

Alkaline water is “structured” water or “microclustered” water.

FACT

There is no such thing as structured or microclustered water. This ridiculous myth is based on the claim that water molecules cluster together, but they don't. In liquid form, water molecules move freely, the only way to stop them from moving is to freeze the water. This myth was originally started by Dr. Masuru Emoto, who claimed that water molecules reflect your mood by clustering. His work has since been debunked.

MYTH

The term “ionized water” is meaningless to chemists.

FACT

This myth makes no sense. Chemists consider pure water to be deionized water because it has had all mineral and other ions filtered out of it. How can you end up with deionized water if you don't start out with ionized water in the first place?

MYTH

Kangen Water® has mysterious properties and can cure disease

FACT

Kangen Water® is a trademark name, nothing more. Enagic® sales representatives would like you to believe the water made by their machine has magical properties, but it doesn't. The true benefit of alkaline water is that it enhances wellness. When you enhance your overall health, the greatest healing mechanism in the world, your own body, is capable of healing itself of many diseases.

MYTH

Oxygenated alkaline water supplies oxygen to your body

FACT

There is no such thing as oxygenated alkaline water, alkaline water is rich in hydrogen, not oxygen. Besides, you don't breathe through your intestines, you breathe through your lungs. The lungs are the only organ in your body that can absorb oxygen. If there was any oxygen in the water you drink, it will simply come back up as a burp.

MYTH

Alkaline water is neutralized by stomach acid

FACT

Alkaline water raises the pH of your urine, so it isn't neutralized in your stomach. You can even prove this myth is false yourself by testing your urine with pH test strips. It raises the pH of your urine by about a half of a pH or more. Keep in mind, the pH scale is logarithmic, so a .5 increase in pH is a five times increase in alkalinity!

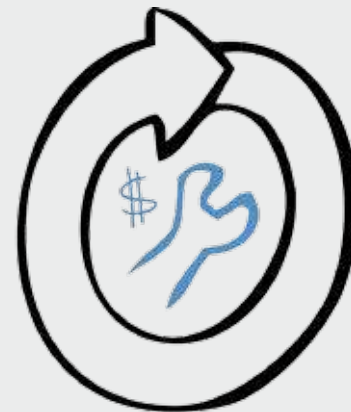
Aftercare

AFTER YOU BUY YOUR IONIZER, TO KEEP IT RUNNING LIKE NEW YOU MUST MAINTAIN IT.

LIFE Ionizers makes this easier for you than any other ionizer. LIFE's patent-pending Reverse Action Dual Cleaning system will run automatically to keep the plates on your ionizer clean.

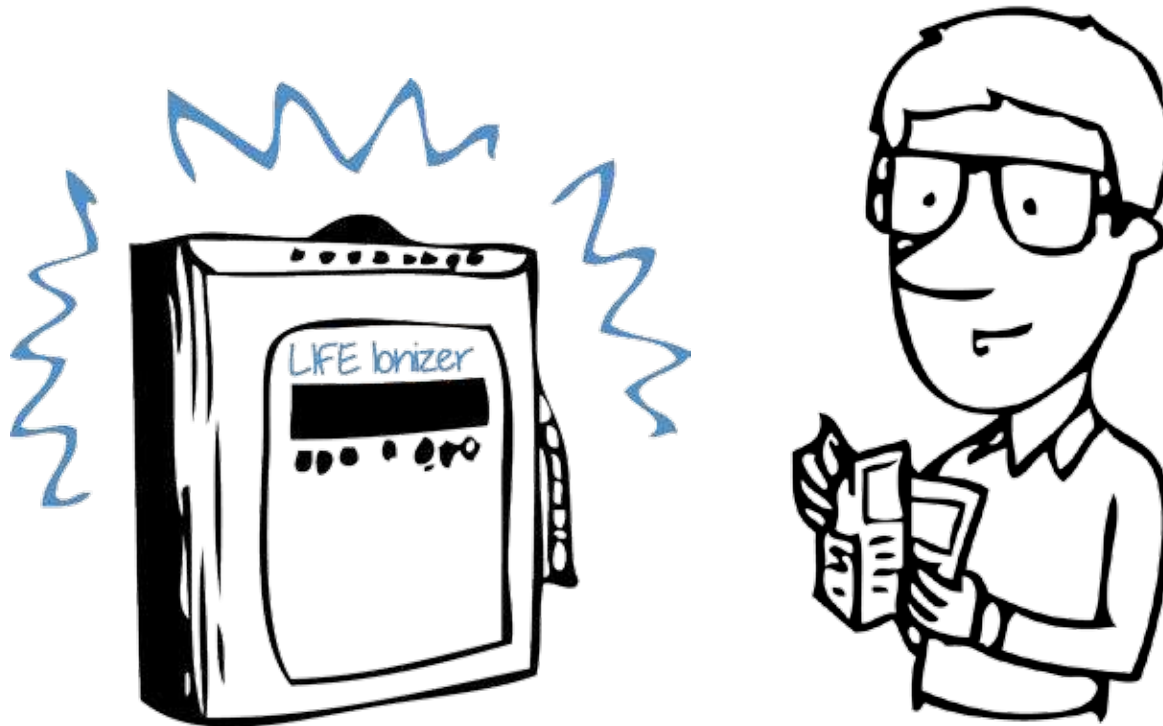
Once every filter change, you should run a cleaning cartridge to deep clean the plates in your LIFE Ionizer - and that's it! With just a little care, you can look forward to a lifetime of dependable service from your LIFE Ionizer.

LIFE Ionizers are the easiest to maintain ionizers on the market. Other brands, such as Kangen®, make you frequently disassemble and clean your ionizer. In fact, with a Kangen® machine you have to disassemble and clean it once every six weeks!



GET THE FACTS

Compare LIFE Ionizers to the other brands and save! **Call us at 888 688-8889** and we'll help you compare ionizers, right over the phone!



Glossary

Antioxidant: A molecule with extra electrons that can neutralize harmful free radicals. Ionized alkaline water has antioxidant potential, plain alkaline water doesn't

Electrodialysis: The process used by water ionizers to separate tap water into alkaline and acidic waters.

GRID plates: The strongest, most efficient water ionizer plates available. They are made of drop-forged titanium, MAX Coated with platinum, and guaranteed for life.

ORP: Oxidation Reduction Potential. Measures ionized alkaline water's potential to act as an antioxidant.

pH: Potential Hydrogen. Measures the balance of hydrogen ions to oxygen ions in water. Water with a higher balance of hydrogen ions is alkaline water. Water with a higher balance of oxygen ions is acidic water.

Platinum: A noble metal used to coat the plates of a water ionizer. Noble metals don't react chemically with other substances very easily. That's why water ionizer plates are coated with platinum, it ensures the purity of the alkaline water you drink.

SMPS: Switched Mode Power Supply: A computer controlled power supply that is used in modern water ionizers. The SMPS power supply is superior to transformer-based power supplies.

Source water: Another name for tap water.

Titanium: Strong, lightweight metal used to make water ionizer plates

UV Light: Optional technology available exclusively from LIFE Ionizers that addresses bacteria, mold, viruses and cysts in source water.