



# The LIFE Ionizer® Dealer Business Opportunity



- Products for Today's Health and Environmental Issues
- The Industry's Top Compensation Plan
- Training and Support Tools for Optimal Success
- The Only Missing Ingredient ... YOU!

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## The LIFE Ionizer® Dealer Business Opportunity

Thank you for taking time to find out about the LIFE Ionizer® dealer opportunity. What we hope you'll see is that we are offering a truly unique and exciting program to better your life and the lives of others.

I refer to this opportunity as the 'perfect storm' because in looking for a business you want the right product, at the right time, work with the right company, and have little or no risk. We feel that we offer all of that and more.

There is little doubt that water quality and the amount of drinkable water in the world is diminishing at a rapid pace. The most accepted answer to this problem is bottled water. However, consumers are spending an alarming amount on water that is simply

acidic tap water run through a filter and placed in a plastic bottle that further pollutes our landfills. As a LIFE Ionizer® Dealer, you can represent the solution to both of these problems.

In addition, medical practitioners are becoming aware that acidity in the body is the cause of many adult related diseases and premature aging. A water Ionizer produces alkaline water, which helps the body become more alkaline, in addition to increasing the quality of tap water. Learning more about the acid contained in soft drinks and other staples of the western diet is a key in understanding why preventable health problems are so prevalent. You'll learn more about these two issues, water quality and acidity, in this book.



The timing for this opportunity is absolutely perfect. Regardless of the economic downturn people will always spend money on their health because without their health they have nothing. And because this is relatively new technology in western countries (Asian countries have been using water Ionizers for 50 years), there are millions of households in North America and Europe that need this product.

LIFE Ionizer® has the product quality, resources and organization necessary to maintain a truly great dealer program. We have just completed the implementation of a new web-based business system designed to allow our dealers to operate from virtually anywhere and at any time. There is no other program in the industry that offers the combination of quality products, dealer support and vision for the future that we do.

I hope you make a decision to join our team of passionate, business-minded dealers. If you work hard and follow our training you can be successful at providing people with products that will literally change their lives, and yours.

Sincerely,

Rick H. Cabados  
Chief Executive Visionary / Founder  
LIFE Ionizer®



# The LIFE Ionizer® Dealer Business Opportunity

## Why Choose LIFE Ionizers™?

### The Business of Water

Water was once something that people got from a well or stream on their property or adjacent to it. It was typically free or at times they had to pay for the rights to that water if their land was barren. Contamination of the water was rarely a concern and mostly it flowed from the mountains in the spring, or an aquifer deep within the earth.

Today most of the civilized world relies on municipal water companies for their water while others get water from a well on their property. Contamination is a major issue due to the chemicals and pharmaceuticals being leached into the soil from factories and from our own homes.

### Bottled Water

Two ways of responding to this crisis have surfaced:

- Bottled Water
- Whole Home Water Filtration Systems

Bottled water has become one of the fastest growing industries in the world. Fifteen years ago there were few choices on the grocery stores shelves. Now entire aisles are filled with different brands and flavors. This expensive alternative is causing other issues however. Namely, the pressure to the average household budget, the fact that it's simply tap water run through a reverse osmosis filter rendering it acidic and void of healthy minerals, and that millions of plastic bottles are ending up in our landfills.



Bottled water emerged as the second largest commercial beverage category by volume in the United



States in 2003, and, despite its significant stature, it continued to grow at a significant pace in 2007. The category is growing even more forcefully on a global scale but in the U.S., volume is unparalleled.

In 2007, total U.S. category volume surpassed 8.8 billion gallons, a 6.9% advance over 2006's volume level. That translates to over 29 gallons per person, which means U.S. residents drink more bottled water annually than any other beverage, other than carbonated soft drinks (CSDs).

The above information comes from the International Bottled Water Association. It is estimated by the Beverage Marketing Corporation that the U.S. population will spend over \$12.5 billion on bottled water in 2008.

However, in a February 2008 article on Reuters.com, Research and Markets stated that, "... growth in bottled water has slowed due to concerns about the environmental impact of plastic bottles."

We see this trend in the slowing of bottled waters sales continuing as states, municipalities, and individuals become more cognizant of the pollution that is caused and the energy used by this industry. This will result in people looking for alternatives, especially lower cost alternatives.

### **Home Water Filtration Systems**

The other response to the water crisis, home water filtration, is also an expensive alternative but in the long run a better approach than buying bottled water from a cost standpoint. However, most home filtration systems are a "one size fits all" approach and/or do not do a complete job. If the home owner buys an 'off the shelf' solution, they are not taking into consideration the contaminants that are unique to their source water whether it comes from a well or municipal water supplier.

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***No system, unless customized for that source water, can remove everything that potentially exists in every water supply.***

As this information becomes more widely accepted, consumers will seek companies who offer customized residential filtration solutions.

- Even so, in 2006 23.8% of North American households used some type of water filtration unit.
- It is estimated that by the end of 2008 that figure will jump to 49.9% and that by 2011 it is projected that over 90% of all North American homes will have some sort of water filtration system whether it be a whole home system or just for drinking water

The reason for this dramatic increase in residential water filtration systems is that consumers

are becoming more aware of poor quality tap water and the ill side effects it is on their health and that of their family.

## **RO Systems**

Many companies sell reverse osmosis (RO) systems for the home. These are great systems that we also recommend and sell depending on the level of contamination. However, RO systems do such a great job they also remove healthy minerals from the water leaving it void of many of the properties we want in our drinking water. RO water is very acidic, which is also not a good quality for drinking water. Further, RO systems waste a lot of water and their performance is hampered due to the varying water pressure.

Many of the water filtration systems being marketed today:

- Do not either do a complete job.



- They create other technical issues that leave a lot to be desired.

### **The Answer: Customized Filtration**

Whether someone is looking for a water filtration system for the entire household or one that simply filters water for drinking, customization is a must. At LIFE Ionizer® we research the quality of the water supply by locating the latest federal report for the customer's source water. We then customize a pre-filtration system to ensure the removal of contaminants which can not be addressed by the main unit. This ensures the best drinking water possible. If they choose an RO system we offer a remineralization filter to put the necessary minerals back in the water.

### **The Healthiest Water on the Planet**

A water Ionizer will ensure the healthiest drinking water available, regardless of a simple water filter. Water Ionizers not only filter the water but they separate the water into 2 streams of water. The alkaline water is used for drinking purposes while the acidic water has other uses.



- Alkaline water promotes de-acidification of the body.
- Water Ionizers also break water down into smaller ion clusters. Micro-clustered water is more easily absorbed at a cellular level thus helping cleanse and detoxify the body.



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Further, water Ionizers increase the negative ORP (oxygen reduction potential), increasing the anti-oxidant quality of the water.

*Anti-oxidants neutralize free radicals in the body which are the precursors to many diseases.*

## **Needed by Every Home in North America**

- Residential water Ionizers are a relatively new appliance in homes in North America and other western countries.
- In Japan, where the average age expectancy is much higher than in the US, most homes feature an Ionizer as they were introduced over 50 years ago.

The demand for good quality healthy water represents a HUGE business opportunity as a LIFE Ionizer® Dealer.

## **How Ionizers Work**

Developed in the 1950s, the Japanese invented water Ionizers. By adding a strong electrical current to ordinary tap water, ionized, alkaline and acidic water are produced. This electrical process is known as electrolysis, which separates the water into two streams: alkaline mineral water for drinking and acidic mineral water for the skin, cleaning and sanitizing. The process also breaks large clusters of water molecules into “micro-clusters” that are readily absorbed by tissues and cells, leading to better hydration at a cellular level.



Before the electrolysis process begins, the water is filtered to reduce a wide variety of chemicals, heavy metals, and other contaminants. The highest quality Ionizers use a nine-stage, dual filter system to clean the source water. The best Ionizer companies actually review water reports from the customer's local water authority to customize the water filters being used with the consumer's Ionizer. This improves the quality and health of the source water being consumed. Currently, LIFE Ionizers™ is the only company offering this service.

The higher quality water Ionizers are manufactured with seven platinum-coated titanium plates to deliver a more efficient electrical charge to the water. These water Ionizers come in counter top and under the counter models. The

newest Ionizers are powered with a Switched-Mode Power Supply (SMPS) to more efficiently deliver amperage to the plates. The combination of mesh technology and SMPS boosts the pH and Oxidation-Reduction Potential (ORP) of the hexagonal water by five to ten percent.

A water Ionizer has a chamber system with a series of platinum coated titanium plates that have positive and negative electrodes. The negative electrodes attract positively charged minerals such as calcium, magnesium, manganese and potassium, to its chamber; these are alkaline minerals. The positive electrodes attract negatively charged minerals such as chlorine, fluoride, sulfur, phosphorus, bromine, silicon and copper to its chamber; these are acidic minerals. A porous membrane

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separates the two chambers and allows the alkaline and acidic water to move towards the positive and negative electrodes. The membrane separates and creates two different types of water; alkaline and acidic. The water Ionizer then pumps a stream of alkaline water out of one outlet and a stream of acidic water out of another outlet. About 70 percent of the water produced by the Ionizer is alkaline; about 30 percent of the water is acidic. In addition to creating two different types of water, ionization also creates “micro-cluster” water molecules.

Two factors determine the ability of a water Ionizer to produce “micro-clustered” water.

1. The number and type of electrodes.
2. The wattage being delivered directly to the water.

Quality electrodes are designed to maximize contact time with the water. Utilizing mesh plate technology increases the flow of the water over and through the electrodes. Being that there is more contact time between the water and the mesh electrodes, a more consistent quality of ionized water is produced. Standard water molecules tend to cluster together in groups of 13 to 16 molecules. The ionization process breaks these larger clusters of water molecules apart, creating smaller clusters of five to six molecules known as “micro-clustered” water. These “micro-clusters” are more easily absorbed at a cellular level. This improves the delivery of nutrients and hydration at a cellular level. It also facilitates the flushing of toxins and acids from the cells.

Water Ionizers produce both acidic and alkaline water. Both alkaline and acidic water have benefits.



### **Alkaline Water**

Alkaline water is ideal for drinking, cleaning vegetables, and cooking. Its antioxidant properties (ORP) promote good health and slows the aging process.

### **Acidic Water**

You should not drink acidic water. The astringent properties of acidic water in the 4.0 to 6.0 pH range is ideal for cleaning and toning the skin. Used as a rinse when washing your hair, acidic water helps the scalp, reduces tangles, and gives the hair a radiant shine. It also improves the appearance and quality of your pet's hair. Strong acidic water has excellent sanitizing properties and can be used for cleaning hard surfaces around the house, cleaning toothbrushes, hands, and even as a mouthwash.

Life Ionizer® provides two choices for their customers to store their ionized alkaline water:

- A dark violet glass bottle that will keep the pH and ORP stable over a longer period of time when storing water.
- A BPA-Free, Recyclable, Reusable, Biodegradable bottle with built-in handles. Using a glass or a BPA-Free bottle also prevents contaminants from leaching into your ionized drinking water.

**There is a growing concern regarding plastic containers leaching harmful chemicals. Our BPA-Free bottles address this issue.**

*The finest Water Ionizers for the money, combine decades of scientific research, state of the art technology, and are upgraded with every cutting-edge refinement. Tomorrow's water technology today, is why LIFE Ionizer® leads the industry in revolutionary innovations.*

# The LIFE Ionizer® Dealer Business Opportunity

## Earning Potential

As a LIFE Ionizer® Dealer you can:

- Create your own future
- Write your own check
- Work when you want
- Answer only to yourself

**Be part of a growing billion dollar industry.**

***You can earn income in two ways:***

The first is through your own direct sales efforts. When you sell LIFE Ionizer® products (Ionizers, whole home systems, shower filters, accessories) you earn the difference between the wholesale price of the product and the price you charge your customer, or the retail price. In the case of our

water Ionizers, that equals a 40% profit. You can earn higher profits (up to 50% and more) based upon your performance. We also offer our LIFE Ionizer® Dealers a FREE drop ship service.

The second income opportunity is through team building. You can train others as a LIFE Ionizer® Dealer and when they sell LIFE Ionizer® products you earn 10% of the wholesale volume they produce. Build a global empire with products unmatched in the industry.

Our business model is direct sales and not MLM for many reasons. MLM companies depend upon distributors reordering their products on a regular basis. Products that are normally sold by an MLM company are



low priced consumable products (like vitamins and herbs, etc.). A water Ionizer is neither consumable nor a low cost item.

Further, MLM companies cannot pay the majority of the profit to the distributor making the sale because there are many others in the organization (up line) that have to get paid. So, selling to customers takes a back seat to recruiting more people.

Typically when distributors run out of friends and family to recruit they lose interest in the business because of the low profit margins available to them.



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## LIFE Ionizer® Dealer Program

The Best Compensation Program in the Industry

### • Purchase Dealer Kit



Silver Dealer Kit  
\$69

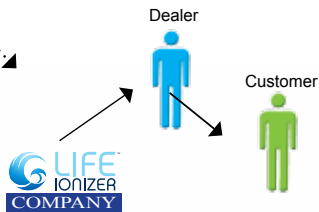


Gold Dealer Kit  
\$97

### TWO WAYS TO MAKE \$ MONEY \$

- Buy wholesale from LIFE Ionizer®
- Sell retail to customer

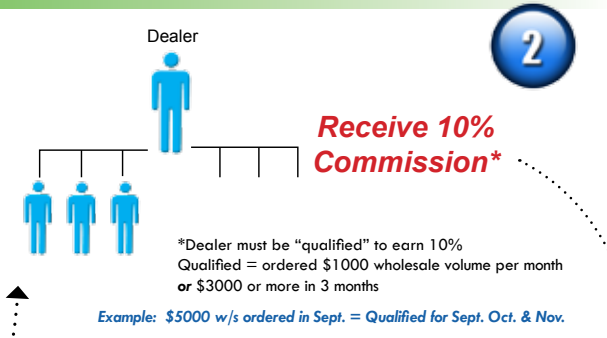
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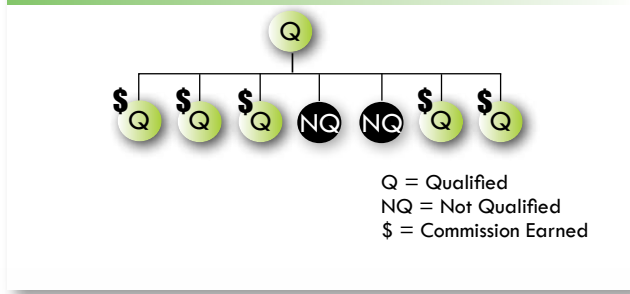
*Up to  
50% Profit*



• Refer & train an unlimited # of dealers



• Commission Earned



Call NOW to take advantage of this profitable and rewarding opportunity!

**(855) 816.4845**



# The LIFE Ionizer® Dealer Business Opportunity

The following is only an example. Actual earnings are determined by each LIFE Ionizer® Dealer's individual efforts.

There are 2 ways to earn income as a LIFE Ionizer® Dealer. To illustrate the example below, we

will use the LIFE Ionizer® 7600 model:

## **LIFE Ionizer® 7600**

Retail Price: \$1997

## **LIFE Ionizer® 7600**

Wholesale Price: \$1197

*(you earn 10% override).*

<b>Direct Sales</b> You sell 1 Life Ionizer® 7600 every week, earning \$800 per sale		<b>Team Building</b> You build a team of 4 Life Ionizer® Dealers Each Dealer sells 1 Life 7600 per week Your team sells a total of 16 Ionizer®s in one month You earn 10% commission override of the wholesale price	
Week 1: Life Ionizer® 7600 *1 sale	\$800	Week 1: Life Ionizer® 7600 * 4 sales (each dealer sold 1 unit) \$1197 * 4 units * 10% override	\$478.80
Week 1: Life Ionizer® 7600 *1 sale	\$800	Week 2: Life Ionizer® 7600 * 4 sales (each dealer sold 1 unit)	\$478.80
Week 1: Life Ionizer® 7600 *1 sale	\$800	Week 3: Life Ionizer® 7600 * 4 sales (each dealer sold 1 unit)	\$478.80
Week 1: Life Ionizer® 7600 *1 sale	\$800	Week 4: Life Ionizer® 7600 * 4 sales (each dealer sold 1 unit)	\$478.80
Monthly Commission Earned	\$3200	Monthly Override Commissions	\$1915.20
Total income earned per month \$3200+\$1915.20			\$5115.20
Total income earned per year			\$61 382.40



## The LIFE Ionizer® Dealer Business System

When you become a LIFE Ionizer® Dealer you receive access to the most diverse web-based business system in the direct selling industry. If you have a lap top or PC you can be personally involved in your business from anywhere in the world and at anytime.

The business system allows you to get real time reporting on sales from your customers, other LIFE Ionizer® Dealers in your organization and their customers as well. You can order inventory for yourself or arrange for us to drop ship directly to your customers. You will be notified by email when a potential customer visits your web site and orders a water report, requests a free DVD, or signs up to receive your newsletter that is prepared and delivered by us at the home office so you can follow up and close more sales.

In addition, you receive a fully functional e-commerce web site. Your LifeIonizer.com site is product centric and is where you direct potential customers to. They can order directly from your website. We handle the fulfillment process and send you your commission check. *What could be easier than that?*

The Monthly Administration Fee for your LIFE Ionizer® Dealer system is only \$9.95. Below is a list of what you will receive for this nominal fee:

- e-Commerce website with back end allowing you to manage your business remotely.
- LifeIonizer.com/YourUrl
- Online ordering capabilities for both retail and wholesale

# The LIFE Ionizer® Dealer Business Opportunity

- Business reporting & tracking
- Customer management
- Website hosting fees
- SSL Certificates for secure transactions
- Drop shipping to your customers
- Toll free technical support for your customers
- In-house finance manager available to handle your customer's financing needs
- Credit card processing fees on your online orders- The credit card processing is a \$50 monthly value - Saving you up to \$100 on each Ionizer sale!

## **LIFE Ionizer® Dealer Training**

There is substantial product and sales information available online via your back office. You can become an expert in water filtration and water Ionizers in no time. We also have an extensive 'Resources' section with all the forms and charts necessary to learn about the Ionizer industry and present to your customers.

### **Some of the tools available online include:**

- Power Point product and business opportunity presentations
- Business System Video Training
- Promotional and print collateral materials
- Previously recorded conference calls on various topics
- Various training and sales materials



In addition, we conduct at least two training conference calls per month with topics such as technical knowledge, sales tips and techniques, product comparisons and more.

And finally, you will have a Business Advisor dedicated to helping you succeed in your business. This Business Advisor is here at our home office and is prepared to help you with ordering product, speaking to your customers and new team members, and making sure you have what you need to reach the earnings level you desire.

### **Getting Started as a LIFE Ionizer® Dealer**

Getting started with us is simple:

- Contact your local LIFE Ionizer® Dealer

- Visit their website and sign up online
- Contact our Dealer Support Manager toll free at (855) 816.4845

We offer the following Dealer Packages:

- Gold Dealer Package Only (\$97)
- Silver Dealer Package Only (\$69)

We will require your business name to customize your marketing material and personalized website.

- You will get access to your new web sites within an hour and can begin to familiarize yourself with our program and begin the training process.

# The LIFE Ionizer® Dealer Business Opportunity

- Within 7 to 10 business days, you will receive your LIFE Ionizer® Dealer Kit and can begin to market and sell LIFE Ionizer® products.

Remember, you'll have an entire Dealer Support Department behind you with a dedicated Business Advisor. Extra support could be in the form of your existing LIFE Ionizer® Dealer who recruited you to become a LIFE Ionizer® Dealer.

Your success is our success. We offer the finest opportunities in the direct selling industry while contributing to a healthier planet!

We invite you to learn more about this unique opportunity by calling (855) 816.4845.

## **The LIFE Ionizer® Dealer Kit**

To get you off to a quick and thorough start, we provide a professional, well stocked Dealer Kit that includes:

- First Steps Checklist
- Dealer Agreement
- W-9
- How-To-Order Instructions
- Start Marketing Your Business Plan
- Goal Setting 101
- Retail Sales Form
- Finance Request Form
- Business Supply and Wholesale Order Form
- 100 Custom Brochures
- Marketing DVD's
- LIFE Ionizer® Dealer Manual



**Contents of Gold Dealer Kit include:**

- Beautiful, Full Color Dealer Manual
- 100 Customized Brochures
- 18 DVDs
- 10 copies of Health News Newsletter
- 4 copies of *Benefits of Alkaline Water* booklet by Dr. Peter Kopko, D.C. (a \$7.97 value)
- 4 copies of *The pH Miracle for Diabetes and Obesity* booklet by Dr. Robert O. Young, PhD., D.Sc. (a \$7.97 value)
- 1 copy of *The LIFE Ionizer® Dealer Business Opportunity* (a \$7.97 value)



**Contents of Silver Dealer Kit include:**

- Beautiful, Full Color Dealer Manual
- 100 Customized Brochures
- 1 DVD
- 10 copies of Health News Newsletter
- 1 copy of *Benefits of Alkaline Water* booklet by Dr. Peter Kopko, D.C. (a \$7.97 value)
- 1 copy of *The pH Miracle for Diabetes and Obesity* booklet by Dr. Robert O. Young, PhD., D.Sc. (a \$7.97 value)
- 1 copy of *The LIFE Ionizer® Dealer Business Opportunity* (a \$7.97 value)

# The LIFE Ionizer® Dealer Business Opportunity

## **Best Places to Find Customers and Perspective LIFE Ionizer® Dealers to Build your Team**

- Churches (fundraising)
- Chiropractors
- Acupuncturists
- Naturopaths
- Nutritionists
- Herb Stores
- Water Stores
- Non-profit Groups

## **Be Perceived as the Local Expert on Health and Alkaline Water**

*Speak at:*

- Chamber of Commerce
- Kiwanis's Clubs
- Lions Clubs
- Rotary Clubs
- Elks Clubs

- Jaycees Clubs
- Soroptimist Clubs
- Networking Groups
- And many more!

## **Great Ways to Get New Customers**

- Local Street Fairs
- Health Expos
- County Fairs
- Have a Water Party
- Deliver water to potential clients or have them come to you for a FREE 2-week supply of water.

## **Other Warm Lead Categories for Team Building:**

Someone you respect...

Shows concern for others...



Is active in your church...  
 Deals with the public...  
 Is ambitious or assertive...  
 Is always busy...  
 Is considered a leader...  
 Attracts leaders...  
 Owns a business...  
 Holds a stressful job...  
 Wants to have freedom...  
 Has children in school/college...  
 Needs more money...  
 Is elected to office...  
 Recently got married...  
 Knows everyone in town...  
 Is in network marketing...  
 Is looking for a job...  
 Loves to play golf...  
 Exudes credibility...  
 Appraised your home...  
 Went to college with you...

Is in clubs and organizations...  
 Christmas card list...  
 Wants time with the family...  
 Does personal counseling...  
 Is a supervisor...  
 Is considering a new profession...  
 Is unable to advance at work...

**Resources are available for your sales presentations and speaking engagements.**

### Exploring Vertical Markets

We have identified a number of exciting vertical markets which we invite you to explore. These niche markets are poised to benefit greatly from alkaline water.





# The LIFE Ionizer® Dealer Business Opportunity

## **Water ... The Missing Element in Your Chiropractic Practice!**

*Identifying Potential Target Markets For Future Sustainability*

With over 60,000 practicing chiropractors in the U.S., earning \$10 billion a year, chiropractic ranks 3rd amongst health care practitioners, right after medical doctors and dentists. But even as the most “mainstream” of “alternative and complimentary” health care providers, you still have huge challenges. While the medical community is trying to marginalize you, competition from other alternative therapies is growing rapidly. Meanwhile, 4,000 new chiropractic students graduate each year, increasing supply just as a slowing economy and escalating insurance premiums are decreasing demand.

Chiropractors that don't recognize these trends may be in for a rude awakening. The days of being

able to build a successful practice almost solely on chiropractic treatments are disappearing. Today, chiropractors need to diversify – and don't count on the usual nutritional products and orthopedic pillows to make up the difference. Even now, 95% of a chiropractor's revenue still comes from treatments, with only 5% from other services and products.

The good news is that the overlooked 5% of your business is a tremendous undeveloped opportunity with plenty of room to grow into what chiropractors now call a “hybrid practice,” providing additional health products and luxury services. And the best place to start a hybrid practice is in the booming market for clean, healthy water.

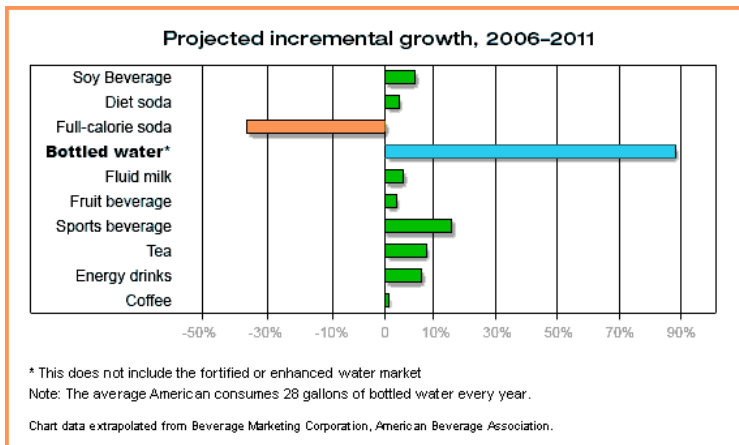


Chiropractors can't count on treatments as their only source of income in the future:

1. It is a declining market.
2. It is getting much more competitive.
3. It is getting harder to find new patients.
4. It is easier and more lucrative to increase revenue from existing patients.
5. Billable hours for treatments are limited.
6. New product sales to existing patients has huge potential with negligible startup costs

## Water Is a Chiropractor's Best Friend

Americans drive around and around to save a penny on gas yet don't think twice about buying bottled water, though it's more expensive than gasoline! That demand for healthy pure water explains why the market for bottled water is growing at the rate of 15-20% a year. You see, everyone wants healthy water and the tap is the last place we trust to get it. As a result, the market for bottled water and



# The LIFE Ionizer® Dealer Business Opportunity

water filters has grown to \$6 billion dollars. Since patients already trust you and there is a natural connection between back pain and hydration, hydration should be a key element of every chiropractic treatment plan!

To effectively address the paradigm shift occurring in their business, chiropractors must develop new profit centers, improve patient relations, and use more sophisticated marketing and public relations campaigns to develop potential markets for future sustainability.

Your existing patients are your best initial source for new profit centers. It is far easier and less costly to sell new products to existing customers than it is to acquire new patients, especially when new patients are harder to find. The key is choosing the right new products to quickly and cost-effectively develop a new profit center successfully. In addition, successful

new products targeted at existing patients also attract new patients. With the natural synergy between chiropractic and hydration, LIFE Ionizers® offers the best possible solution for both!

## **Introducing the LIFE Synergy Water™ Opportunity**

Even if you already emphasize hydration in your treatment plans, chances are it isn't giving your patients all the benefits you hoped for. You see, water needs a slightly alkaline pH for optimum absorption, and both tap water and bottled water are usually slightly acidic. Tap and bottled waters are often contaminated with toxic chemicals, pollutants and discarded prescription drug residues, too. Many popular water filters are not very effective at eliminating this contamination and may remove essential minerals. Bottled water is often nothing more than filtered tap water and costs more per gallon



than gasoline – and plastic bottles are an environmental nightmare.

The other thing missing from this scenario is profitability. Of course, helping patients improve hydration is the right thing to do regardless, but what if you could offer them a way to do that with better absorption, lower cost and many other benefits while improving your bottom line? *That's what happens when you make LIFE Ionizers® and LIFE Synergy Water™ part of your practice.*

LIFE Ionizers® use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – alkaline water for drinking and acid water for sanitizing or skin care. This process also dramatically increases the negative oxygen reduction potential (-ORP) of the water, making it a powerful antioxidant. LIFE

Ionizers™ are also the only ionizers with Energy Frequency Technology™ – a proprietary system based on the theories of quantum biology for adding 205 health-building energy frequencies to the water, completing the synergy between chemical, biological and physics of the water. That's why LIFE Ionizers® are the only source of LIFE Synergy Water™.



# The LIFE Ionizer® Dealer Business Opportunity

## Benefits of LIFE Synergy Water™



Created by Nature, Enhanced by LIFE™

### *For Patients:*

- reverses aging
- improves hydration, absorption
- restores acid/alkaline balance
- improves detoxification
- helps with weight loss
- Builds immune system
- Helps the environment
- Pays for itself

### *For You:*

- Free LIFE Ionizer® Dealer Website
- Free Zero Down Zero Interest Financing for your patients
- Helps differentiate you in your market
- Improves competitiveness
- Increases market share
- Establishes more sustainable hybrid practice less reliant solely on treatments
- Enhances patient experience in the office
- Builds patient relationships, credibility, confidence
- Increases revenue from existing patients
- Brings in new patients
- Improves patient outcomes
- Improves Profitability



## Marketing Ideas:

- Turn your reception area into a powerful resource! Offer free LIFE Synergy Water™ for patients to drink while they wait - your patients will love it!
  - Provide free educational materials so patients can learn about LIFE Synergy Water™ while they wait.
  - Set up a flat panel TV to show our compelling DVD while patients are waiting
  - Powerful competitive advantage
- Set up a demo display with an O.R.P. / pH meter so patients can see the changes in the water. Provide some tap water and bottled water they can measure and charts that explain the differences
  - Tap water from +50mV to +400mV.
  - Bottled water from +303mV to +681mV.
  - LIFE Synergy Water™ from -200mV to -600mV.
- Sell LIFE Eco Bottles™ with free refills and eventually they will want to purchase their own machines
  - NOTE: Offer OEM labeling
  - Free Advertising - hundreds of patients walking around with LIFE Bottles and your name on them.
- Sell LIFE Synergy Water™ (for offices with a commercial model)
  - The average office can reasonably sell between \$500 and \$2,000 worth of water per month to their patients since the average person drinks 18 gallons of water a month.
  - Establish a Layaway Plan for LIFE Ionizers® - patients pay a flat fee each visit.

# The LIFE Ionizer® Dealer Business Opportunity

## Lead Sources

- An online search for chiropractors in your area will give you lots of leads.
- You can try online directories
  - The National Directory of Chiropractic
    - Founded by a chiropractor
    - Most accurate information on chiropractic
    - The ChiroDirectory
      - 406 East 300 South, Box 305
      - Salt Lake City, UT 84111
      - 1-800-888-7914
      - Fax: 877-568-4694
      - Email: Directory@Chirodirectory.com
    - <http://www.chirodirectory.com>
    - Over 65,000 listings
  - <http://www.chiroweb.com/locator/>
    - Over 61,000 listings
  - <http://www.chiropractorschiropractic.com/>
    - about 45,000 listings
  - <http://www.chiroappointment.com>
    - 20,000 listings
  - <http://www.findachiropractor.com/>
    - Lots of listings, actual number not shown
  - <http://www.chiropractic.org/>



## Chiropractic Patient Profile

- Caucasian 56%
- Female 60%
- 31 to 54-years-old 51%
- Married 50%
- Professional/technical/Managerial 40%
- Earning \$30,001 to \$50,000 annually 40%
- 74% more likely than average to have visited a Chiropractor in the past 12-months
- Upper income, married couples
- College educated
- Have executive or professional careers
- Live in larger, established homes
- Their children are mostly moved out by now
- Lots of disposable income finance active lifestyles
- Enjoy travel, cultural events
- Use exercise equipment
- Likely to be involved citizens - community activists who write politicians
- Volunteer for environmental groups
- Vote regularly in elections

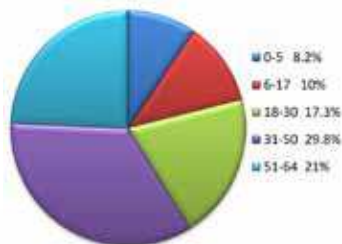


# The LIFE Ionizer® Dealer Business Opportunity

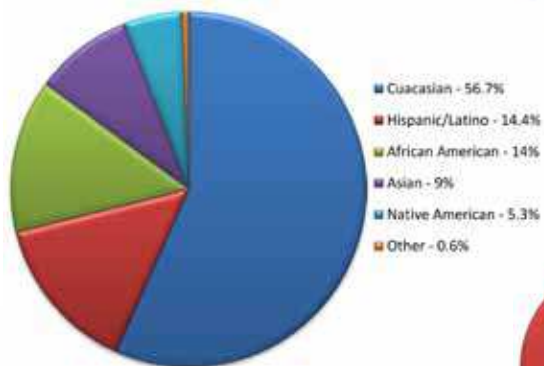
## Professional Status



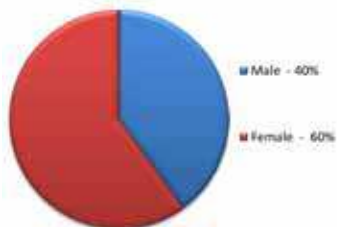
## Age



## Ethnicity



## Gender





## **Water ... The Missing Element in Your Nutrition Business!**

### *Identifying Potential Target Markets For Future Sustainability*

There are over 10,000 health food & nutrition stores in the U.S., and tens of thousands of practitioners, from registered dietitians to certified nutritionists. They are part of an industry earning over \$100 billion a year. Yet with all of that growth they still have huge challenges. First, the medical community is trying to marginalize alternative and complimentary health care. Then the government is trying to gain more and more control of everything from vitamins to organic farms – in the future you may need a prescription to take Vitamin C for a cold!

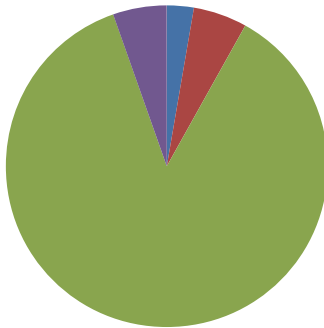
Meanwhile competition is escalating from giants like Whole Foods and Wal-Mart – even online stores, supermarket chains, multi-level companies, 7-Elevens, you name it! Add the last straw, an economy in serious long-term trouble, and you have a recipe for disaster.

Businesses that don't plan ahead for these trends may be in for a rude awakening. The days of being able to build a business on staples like vitamins and supplements are disappearing. You need a new source of income, but these don't come along very often – until now, with the booming market for clean, healthy water.

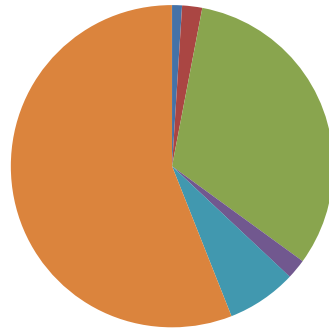
Obviously, you already sell bottled water and tell customers to drink lots of water so what's the big deal? Well, it's probably not the right kind of water! You see, bottled water is more expensive than gasoline, often healthier than tap water and is an environmental nightmare that consumers are waking up to rapidly. There has to be something better – and now there is!

# The LIFE Ionizer® Dealer Business Opportunity

## \$102 Billion U.S. Nutrition Industry Consumer Sales in 2008



- Functional Food - 36%
- N&OPC and Household - 10%
- Supplements - 25%
- Natural & Organic Food - 29%



- Internet - 1%
- Practitioner - 2%
- Natural & Specialty Retail - 32%
- Mail Order/DRTV, Radio - 2%
- MIM - 7%
- Mass Market Retail - 56%

Source: Nutrition Business Journal estimates (consumer sales)



You can't count on staples like vitamins or supplements as your main source of income in the future:

1. *It is a declining market due to our shrinking economy.*
2. *It is getting much more competitive at every level.*
3. *New government regulations are becoming more likely.*
4. *Local market share is eroded by online stores & providers.*
5. *Products once exclusive to you are now ubiquitous in almost every channel – even dollar stores!*

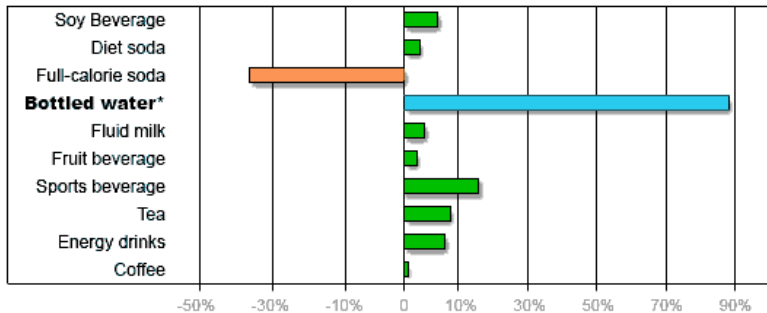
### **Health Water Is Your Business' Best Friend**

Americans drive around and around to save a penny on gas yet don't think twice about buying

bottled water that's more expensive than gasoline! That explains why this market is growing at 15-20% a year, and has reached \$6 billion dollars. But it's turning out that bottled water isn't really "healthy" for our bodies or for our planet! To be truly healthy water needs a slightly alkaline pH for optimum absorption, and both tap water and bottled water are usually acidic which can cause oxidation leading to cellular damage. Tap and bottled waters are also contaminated with toxic chemicals, pollutants and discarded prescription drug residues. Many popular water filters are not very effective at eliminating this contamination and may remove essential minerals. Worse, people are learning that billions of bottles in landfills every year are an environmental nightmare.

# The LIFE Ionizer® Dealer Business Opportunity

Projected incremental growth, 2006-2011



\* This does not include the fortified or enhanced water market

Note: The average American consumes 28 gallons of bottled water every year.

Chart data extrapolated from Beverage Marketing Corporation, American Beverage Association.



## **The Synergy Between Hydration & Nutrition**

There is a natural connection between nutrition and hydration. About 70% of the body is made of water. Without optimum hydration cells can't absorb and utilize nutrients. So products that offer superior hydration and other health benefits at reasonable cost can become your best new profit center!

Your existing customers or clients are your best initial source for new income. It is far easier and less costly to sell new products to existing customers than it is to acquire new ones, especially when new customers are so much harder to find now. The key is choosing the right new products to quickly and cost-effectively develop a new profit center successfully.

In addition, successful new products targeted at existing customers also attract new customers. With the natural synergy between nutrition and hydration, LIFE Ionizers® offers the best possible solution for both!



# The LIFE Ionizer® Dealer Business Opportunity

## Introducing the LIFE Synergy Water™ Opportunity

Even if you already emphasize hydration to your customers and clients, chances are it isn't giving them all the benefits you hoped for – because the bottled water most people are buying is probably way too acid-forming, too contaminated, too polluting, and too expensive! But what if you could offer a way to improve hydration with better absorption, lower cost and many other benefits while improving your bottom line? *That's what happens when you make LIFE Ionizers™ and LIFE Synergy Water™ part of your product offering.*

LIFE Ionizers™ use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – alkaline water for drinking and acid water for sanitizing or skin care. This process also dramatically increases the negative

oxygen reduction potential (-ORP) of the water, making it a powerful antioxidant. LIFE Ionizers™ are also the only ionizers with Energy Frequency Technology™ – a proprietary system based on the theories of quantum biology for adding 205 health-building energy frequencies to the water, completing the synergy between chemical, biological and physics of the water. That's why LIFE Ionizers™ are the only source of LIFE Synergy Water™.





## Benefits of LIFE Synergy Water™



Created by Nature, Enhanced by LIFE™

### *For Customers:*

- Reverses aging
- Improves hydration, absorption
- Restores acid/alkaline balance
- Improves detoxification
- Helps with weight loss
- Builds immune system
- Helps the environment
- Pays for itself

### *For You:*

- Free LIFE Ionizer® Dealer Website
- Free low interest financing
- Helps differentiate you in your market
- Improves competitiveness
- Increases market share
- Establishes sustainable business model less reliant on traditional products
- Enhances customer's experience
- Increases revenue from existing customers/clients
- Brings in new customers
- Improves customer outcomes
- Improves profitability



# The LIFE Ionizer® Dealer Business Opportunity

## Marketing Ideas:

- Turn your office or checkout into a powerful resource! Offer free LIFE Synergy Water™ for customers to drink at their leisure— they'll love it!
  - Provide free educational materials so customers can learn about LIFE Synergy Water™
  - Set up a flat panel TV to show our compelling DVD while customers are waiting in line or for an appointment
  - Powerful competitive advantage
- Set up a demo display with an O.R.P. / pH meter so customers can see the changes in the water. Provide some tap water and bottled water so they can measure and charts that explain the differences
  - Tap water from +50mV to +400mV
  - Bottled water from +303mV to +681mV
  - LIFE Synergy Water™ from -200mV to -600mV
- Sell LIFE Eco Bottles™ with free refills and eventually they will want to purchase their own machines
  - NOTE: Offer OEM labeling
  - Free Advertising - hundreds of clients walking around with LIFE Eco Bottles™ and your name on them.
- Sell LIFE Synergy Water™ (for offices with a commercial model)
  - The average office can reasonably sell between \$500 and \$2,000 worth of water per month to their clients since the average person drinks 18 gallons of water a month.
  - Establish a Layaway Plan for LIFE Ionizers® - clients pay a flat fee each visit.



## Lead Sources

- An online search for health food store or nutritionists in your area will give you lots of leads.
- You can try online directories
  - American Board of Nutrition Directory  
<http://www.acbn.org/activeacbn.htm>
  - GNC Store Locator  
<http://www.acbn.org/activeacbn.htm>

## Stay Fit for Business in a Weak Economy

*Water ... The Missing Element in Your Health & Fitness Business!*

Health & fitness businesses earn over \$20 Billion a year – a thriving business. Even when the economy is down health and fitness is a priority in people’s lives. A recent Money Magazine poll asked readers what they would give up to save money and 48% said the last thing they would give up was their gym memberships.

Though that is encouraging, with double-digit unemployment many companies are feeling the pinch. The last thing you need to do now is be complacent – and the worst thing you can do is cut back on services!



## The LIFE Ionizer® Dealer Business Opportunity

In a tough economy the most important asset you have are your existing customers or members. Treating them like the VIP's they truly are is always important. The cost of acquiring new customers is higher during a slow economy, making customer retention not just the key to surviving hard times – but the key to a sustainable future!

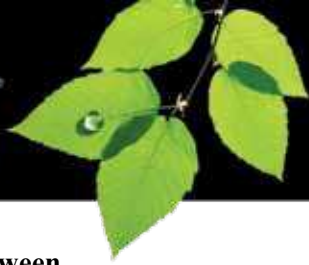
Every time you lose a customer you're losing thousands of dollars in total customer value – and the loss in terms of brand awareness, loyalty and referrals is incalculable! As a result, some companies panic when they read the headlines, cutting back on essential member services or in the case of chains closing some locations entirely.

This is exactly the opposite of what is needed now. Keeping clubs attractive and offering the best member services is more important

than ever to keep your members coming back for more. Recently, one large chain closed some locations they thought they could afford to lose. Unexpectedly, they upset members from other nearby locations that joined that chain because the availability of multiple locations was an important benefit to them.

With new customers getting harder to find, competition becomes more important to consider. Competitors are going to be more aggressive than ever, and coming from places you may not be thinking about - from yoga or Pilates studios to mixed martial arts and boxing clubs – even from private coaches and trainers lowering rates or transitioning from individual clients to lower-cost group classes and boot camps.

For companies that plan for a sustainable future, however, all this is all a terrific opportunity. When you



add an economic crisis to America's existing health care crisis, you can give your customers more reasons to make their health and fitness a priority. One thing you can easily and quickly do is offer new premium products and services. Having more amenities and services rather than less demonstrates your commitment to your members – and sets you apart from panicky competitors that are cutting back.

Businesses that don't plan ahead for these trends may be in for a rude awakening. The days of being able to build a business solely on staples like weight training and aerobics are fading. You need unique ideas and new products to stay competitive, let alone grow. But these don't come along very often – until now, with the booming market for clean, healthy water.

## **The Synergy Between Hydration & Fitness**

Obviously, you already offer filtered water and bottled water – and remind members to drink lots and lots of water, so what's the big deal? Well, it's *not the right kind of water!* You see, bottled water is more expensive than gasoline, often healthier than tap water and is an environmental nightmare that consumers are rapidly waking up to. There has to be something better – and now there is!

Americans drive around and around to save a penny on gas yet don't think twice about buying bottled water that's more expensive gallon for gallon than gasoline! That explains why this market is growing at 15-20% a year, and has reached more than \$6 billion dollars.

But it's turning out that bottled water isn't really very "healthy" for our bodies or our planet! To be

## The LIFE Ionizer® Dealer Business Opportunity

truly healthy water needs a slightly alkaline pH for optimum absorption, and both tap water and bottled water are usually slightly acidic. Tap and bottled waters are also contaminated with toxic chemicals, pollutants and discarded prescription drug residues. Many popular water filters are not very effective at eliminating this contamination and may remove essential minerals. Worse, people are learning that billions of bottles in landfills every year are an environmental nightmare.

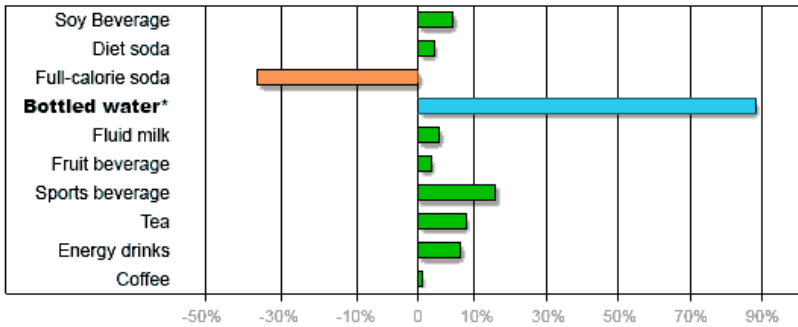
There is a natural connection between fitness and hydration. About 70% of the body is made of water – yet it is estimated that over 75% of Americans are chronically dehydrated – including many athletes! Without optimum hydration cells can't absorb and utilize nutrients. The body needs healthy, live water to transport nutrients and oxygen to the

cells and regulate body temperature. It is critical for everything from cellular hydration to cellular communications. Water moistens oxygen for easier breathing during workouts and helps bones, joints and organs absorb shocks. And of course, healthy alkaline water neutralizes acidic toxins and flushes waste products. Plus drinking more live, healthy water is a key to flexibility during exercise since it makes connective tissues moister and more flexible.

So a product that offers superior hydration and other health benefits at little cost can become your best new profit center!



Projected incremental growth, 2006–2011



\* This does not include the fortified or enhanced water market

Note: The average American consumes 28 gallons of bottled water every year.

Chart data extrapolated from Beverage Marketing Corporation, American Beverage Association.

## The Dangers of Dehydration

The importance of the body’s most important nutrient, water, cannot be over-stated – especially for athletic endurance and performance. A loss of just 2% of body weight due to sweating can lower blood volume, making the heart work harder and causing muscle cramps, dizziness, fatigue and heat illness.

Anyone who exercises can experience some mild fluid loss. When you start exercising, as much as 2% of the body’s water is lost. Even mild dehydration will slow down one’s metabolism as much as 3%. During intense exercise body muscle temperature can rise as high as 108 degrees F., significantly increasing fluid loss. As body temperature rises, oxygen also becomes

## The LIFE Ionizer® Dealer Business Opportunity

more important for both cooling and increased circulation.

Most people just don't even know when they are really thirsty. In fact, some people estimate that most Americans are dehydrated all the time – let alone at the gym! This results both from not drinking enough pure water AND drinking the wrong kind of water! Water that is too acidic (below 7.0 pH), too contaminated, lacking essential minerals or with over-sized molecular clusters is difficult for the body to absorb, resulting in reduced hydration.

When cutting expenses, member will appreciate that improved hydration means they won't have to spend as much on expensive bottled water, sports drinks or energy drinks – which can actually do more harm than good! Sports drinks actually don't hydrate any better than bottled water, but because they have sugar to

enhance the taste people will drink them long after they stop drinking ordinary, bland-tasting water. Alkaline mineral water tastes better than any other water so members can get plenty of hydration with less water and NO unnecessary sugars, carbohydrates or electrolytes.

Added electrolytes and carbohydrates, in fact, are a waste of money during normal exercise! In a tough economy, that could mean the difference between keeping a member or losing one! Only athletes doing high-intensity exercise for sixty minutes or more really need to replace sodium, potassium and other electrolytes. Unless a member is training for a marathon or competition, high quality alkaline mineral water is the best possible source of optimal hydration.

Even if you make a little money selling these enhanced beverages, in this economy the key to a sustainable business is offering the best possible member services and



most unique, performance enhancing products. When you help them enjoy a better workout, feel better about themselves and spend less while at it your members' loyalty and retention are assured – and with their word-of-mouth you'll also have the best chance of finding new members while other facilities are losing theirs! This natural synergy between fitness and hydration makes LIFE Ionizers™ the best possible solution for sustainability both now and in the future!



### **Causes of Dehydration**

- Inadequate fluid intake
- Excessive sweating
- Failure to replace fluid losses during and after exercise
- Exercising in dry, hot weather
- Drinking the wrong type of water

### **Dangers of Dehydration**

- Increased heart rate (beats per minute)
- Increased lactate acid in muscles (increased blood acidity)
- Increased body temperature
- Decreased strength
- Any of the following medical conditions: heat cramping, heat exhaustion & heat stroke



## The LIFE Ionizer® Dealer Business Opportunity

Body Water Loss	Symptoms
1%	Few symptoms or signs of thirst, but marked reduction in VO2 max is present.
2%	Beginning to feel thirsty, loss of endurance and appetite.
3%	Dry mouth, performance impaired.
4%	Increased effort for exercise, impatience, apathy, vague discomfort, loss of appetite.
5%	Difficulty concentrating, increased pulse and breathing, slowing of pace.
6-7%	Further impairment of temp. regulation, higher pulse and breathing, flushed skin, sleepiness, tingling, stumbling, headache.
8-9%	Dizziness, labored breathing, mental confusion, further weakness.
10%	Muscle spasms, loss of balance, swelling of tongue.
11%	Heat Exhaustion, delirium, stroke, difficulty swallowing; death can occur.



## Introducing the LIFE Synergy Water™ Opportunity

Even if you already emphasize hydration to your customers and clients, chances are it isn't giving them all the benefits you hoped for – because the bottled water most people are buying is probably way too expensive, too acid-forming, too contaminated and too polluting! But when you could a way to improve hydration with better absorption, lower cost and other benefits it can do more than help members improve their workouts, it can improve your bottom line! *That's what happens when you make LIFE Ionizers™ and LIFE Synergy Water™ part of your business.*

LIFE Ionizers™ use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – alkaline water for drinking and acid water for sanitizing or skin care. This process also dramatically increases the negative oxygen reduction

potential (-ORP) of the water, making it a powerful antioxidant. LIFE Ionizers™ are also the only ionizers with Energy Frequency Technology™ – a proprietary system based on the theories of quantum biology for adding 205 health-building energy frequencies to the water, completing the synergy between chemical, biological and physics of the water. That's why LIFE Ionizers™ are the only source of Life Synergy Water™.

1. **LIFE Eco Bottles™** – Sell our attractive BPA-free Eco Bottles and offer free refills to members.
2. **LIFE Ionizers™** – Become a LIFE Ionizer dealer and make up to 50% profits on every unit!
3. **LIFE Synergy Water™** – Sell LIFE Synergy Water™ directly to your customers (recommended for facilities with a commercial model LIFE Ionizer®)

# The LIFE Ionizer® Dealer Business Opportunity

## Benefits of LIFE Synergy Water™



Created by Nature, Enhanced by LIFE™

### *For Customers:*

- Improves hydration, absorption
- Helps restore acid/alkaline balance
- Slows aging
- Improves detoxification
- Helps with weight loss
- Builds immune system
- Helps the environment
- Pays for itself

### *For You:*

- Free LIFE Ionizer® Dealer Website
- Free access to our financing
- Helps differentiate you from competition
- Helps Increase customer retention
- Establishes sustainable business model less reliant on traditional services
- Enhances customer experience
- Builds customer relationships, credibility, confidence
- Increases revenue from existing customers/members
- Builds word-of-mouth, brings in new customers
- Improves customer outcomes
- Improves profitability



## Marketing Tips:

- Turn your reception area, juice bar and locker rooms into powerful resources! Offer free LIFE Synergy Water™ for customers to drink while they work out or attend classes – they’ll love it!
  - Provide free educational materials so customers can learn about LIFE Synergy Water™
  - Set up a flat panel TV to show our compelling DVD while patients are working out.
- Set up a demo display with an O.R.P. / pH meter so patients can see the changes in the water. Provide some tap water and bottled water they can measure and charts that explain the differences.
- Sell LIFE Eco Bottles™ with free refills and eventually they will want to purchase their own machines
  - NOTE: Offer OEM labeling with your facility’s name and logo is available.
  - Free Advertising - hundreds of members/customers walking around with LIFE Bottles and your name on them.
- Sell LIFE Synergy Water™ (for offices with a commercial model)
  - The average office can reasonably sell between \$500 and \$2,000 worth of water per month to their members/customers since the average person drinks gallons of water a month when working out.
  - Establish a Layaway Plan for LIFE Ionizers™ - members/customers can pay a flat fee each visit, encouraging repeat business.
- Campaign Ideas – Develop custom programs for members/customers
  - Hydration Classes
  - Weight Loss with Water Classes
  - The Water Workout

# The LIFE Ionizer® Dealer Business Opportunity

## Lead Sources:

- An online search for health clubs, gyms, trainers in your area will give you lots of leads.
- You can try online directories
  - American Council on Exercise  
<http://www.acefitness.org/findanacepro/default.aspx>
  - <http://www.gym.com/>
  - <http://www.wellness.com/find/health%20club>

## Keep Your Business Looking Good During Bad Times

*Water ... The Missing Element in Your Health & Beauty Business!*

The amazingly diverse Health & Beauty industry dominates the top consumer products categories among women. This business sector includes everything from hair and nail salons to beauty salons and health spas. Millions of employees work at over 100,000 establishments generating hundreds of billions in sales! In fact, this is such a strong sector that

traditionally it was considered immune from recession. People always wanted to look their best even when things seem at their worst – until now!

Health and beauty businesses that once sailed through recessions unscathed are cutting back under the current economic meltdown. Today, customers still want to look good, but now they are looking for cheaper ways to do it.

There is more and more competition for a dwindling supply



of customers in a market sector that was already very crowded. In order to prosper during times like these you need exciting new products and innovation – but these are hard to find in a mature industry.

Fortunately there is one valuable opportunity most health and beauty businesses have overlooked – the demand for healthy water! This opportunity is fueled by several converging trends:

- People still want to look their best
- People want to be healthy and feel better
- People know that feeling better contributes to looking better
- People are more interested in “beauty-from-within”
- The baby boomer generation is making anti-aging products more popular than ever

### Top 10 Consumer Product Categories Among Women:

1. Skin Care
2. Color Cosmetics
3. Baby Food
4. Depilatories
5. Hair Care
6. Premium Cosmetics
7. Fragrances
8. Medicated Skin Care
9. Baby Care
10. Laundry Care

# The LIFE Ionizer® Dealer Business Opportunity

## The Natural Synergy Between Water & Beauty

There is a natural connection between beauty and hydration. About 70% of the body is made of water – yet it is estimated that over 75% of Americans are dehydrated! Without optimum hydration cells can't absorb and utilize nutrients – including skin cells. The body needs healthy, live water to transport nutrients and oxygen. It is critical for everything from cellular hydration to cellular communications. Water regulates body temperature, neutralizes acidic toxins and flushes waste products.

Though drinking water does not directly moisturize skin, it does keep all of the cells in the body in top condition and prevents dehydration. When dehydrated, the body saves its water for critical organs like the brain and the heart, cutting off peripheral organs like

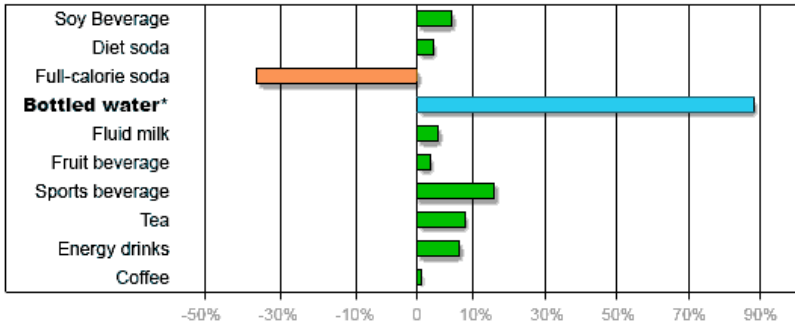
skin. So keeping well hydrated is an important part of staying beautiful from the inside out. Products that offer superior hydration and other health benefits at little cost can become your best new profit center!

### Causes of Dehydration

- Inadequate fluid intake
- Excessive sweating
- Failure to replace fluid losses during and after exercise
- Exercising in dry, hot weather
- Drinking the wrong type of water



Projected incremental growth, 2006-2011



\* This does not include the fortified or enhanced water market

Note: The average American consumes 28 gallons of bottled water every year.

Chart data extrapolated from Beverage Marketing Corporation, American Beverage Association.

## Water Is a Your New Business Partner

Today many Americans drive around and around to save a penny on gas yet don't think twice about buying bottled water that's more expensive gallon for gallon than gasoline! Which explains why this market is growing at 15-20% a year even during these harsh times. But it's turning out that bottled water

isn't really very "healthy" for our bodies or our planet! To be truly healthy, water needs a slightly alkaline pH for optimum absorption, and both tap water and bottled water are usually slightly acidic. Tap and bottled waters are also contaminated with toxic chemicals, pollutants and discarded prescription drug residues. Many popular water filters are not very effective at eliminating this contamination



# The LIFE Ionizer® Dealer Business Opportunity

and may remove essential minerals. Worse, people are learning that billions of bottles in landfills every year are an environmental nightmare.

Even if you already emphasize hydration to your customers, chances are it isn't giving them all the benefits you hoped for – because the bottled water most people use is way too expensive, too acid-forming, too contaminated and too polluting! But when you can show customers how to improve hydration with better absorption, lower costs and more beauty from the inside out, it does more than improve hydration, it improves your bottom line! *That's what happens when you make LIFE Ionizers™ and LIFE Synergy Water™ part of your business.*

## Introducing the LIFE Synergy Water™ Opportunity

LIFE Ionizers™ use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – alkaline water for drinking and acid water for sanitizing or skin care. This process also dramatically increases the negative oxygen reduction potential (-ORP) of the water, making it a powerful *antioxidant* – essential for health and beauty!

LIFE Ionizers™ are also the only ionizers with Energy Frequency Technology™ – a proprietary system based on the theories of quantum biology for adding 205 health-building energy frequencies to the water, completing the synergy between chemical, biological and physics of the water. That's why LIFE Ionizers™ are the only source of LIFE Synergy Water™.



There are 3 ways LIFE Ionizers™ and LIFE Synergy Water™ can offer customers better products and improve your bottom line:

- LIFE Eco Bottles™ – Sell our attractive BPA-free Eco Bottles and offer free refills to customers.
- LIFE Ionizers™ - Become a LIFE Ionizer® dealer and make up to 40% profits on every unit!

### **Benefits of LIFE Synergy Water™**

#### ***For Customers:***

- Improves hydration, absorption
- Helps restore acid-alkaline balance
- Slows aging
- Improves detoxification
- Helps with weight loss
- Builds immune system
- Helps the environment
- Pays for itself

#### ***For You:***

- Free LIFE Ionizer® Dealer Website
- Free access to our financing
- Helps differentiate you from your competition
- Helps increase customer retention
- Establishes sustainable business model
- Enhances customer's experience
- Builds customer relationships, credibility, confidence
- Increases revenue from existing customers
- Builds word-of-mouth, brings in new customers
- Improves profitability



Created by Nature, Enhanced by LIFE™

# The LIFE Ionizer® Dealer Business Opportunity

## Marketing Tips:

- Turn your reception or waiting area into powerful resources! Offer free LIFE Synergy Water™ for customers to drink—they'll love it!
  - Provide free educational materials so customers can learn about LIFE Synergy Water™
  - Set up a flat panel TV to show our compelling DVD while customers are working out.
- Set up a demo display with an O.R.P. / pH meter so customers can see the changes in the water. Provide some tap water and bottled water they can measure and charts that explain the differences
  - Tap water from +50mV to +400mV
  - Bottled water from +303mV to +681mV
  - LIFE Synergy Water™ from -200mV to -600mV
- Sell LIFE Eco Bottles™ with free refills and eventually they will want to purchase their own machines
  - NOTE: OEM labeling with your business name and logo is available
  - Free Advertising - hundreds of customers walking around with LIFE Eco Bottles™ and your name on them.
- Sell LIFE Synergy Water™ (for businesses with a commercial model)
  - The typical business can reasonably sell between \$500 and \$2,000 worth of water per month to their customers since the average person drinks dozens of gallons of water a month.
  - Establish a Layaway Plan for LIFE Ionizers™ - customers can pay a flat fee each visit, encouraging their next appointment and repeat business.



- Campaign Ideas - Develop custom programs for customers
  - Hydration classes
  - Weight loss with water classes
  - Beauty from the inside out

**Lead Sources:**

- An online search for health spas, salons, beauty schools, cosmetologists and aestheticians in your area will give you lots of leads.

**Water ... The Missing Element in Your Raw Food Business!**

*How to Enjoy a Healthy Business in a Sick Economy*



There are about 100 million “health-conscious” food consumers in the US, with about 30-40% that call themselves vegetarians or vegans. Raw Foodists are a rapidly growing subset of booming \$150 Billion U.S. Healthy Foods Market. Although they represent only a small fraction of that population, they are the most

valuable segment of this market because they are the heaviest users of vegan products. In addition, they’re the most loyal, enthusiastic customers and generate the most word-of-mouth to other Raw Foodists, as well as the full spectrum of

## The LIFE Ionizer® Dealer Business Opportunity

health-conscious consumers. This is demonstrated by the phenomenal growth of companies offering raw food products. Just a few years ago there were maybe 20 key players offering raw food products—today there are hundreds! Many of these double their sales every year or better.

With once-trendy diets like low carb, low fat, Atkins, blood type and others on the way out, the Raw and Living foods diet seems to be the most likely candidate to win the hearts, minds and dollars of today's more informed health-conscious consumer. While the Raw Food diet is known mostly for its overall health benefits, it is also promoted as a beauty and an anti-aging regimen, and is closely associated with the low-calorie diet and the acid/alkaline diet.

The good news is that upscale raw food consumers are so committed to a healthier organic, raw food lifestyle that this segment seems to stay strong even during our difficult economy. Then, when you add an economic crisis to America's health care crisis you give new customers even more reasons to make a healthier diet and lifestyle a priority. The bad news is that the sector is too small for a successful business to rely on. With double-digit unemployment in many areas, a business cannot afford to get complacent. The future of your business, as well as of the planet, depends on sustainability.

Businesses that don't plan ahead for a sustainable future may be in for a rude awakening. The days of being able to grow a business solely on the most affluent customers from the smallest niche of the health food market are fading. You need unique ideas and new



products to stay competitive, let alone grow. But these don't come along very often – until now, with the booming market for clean, healthy water.

### **The Synergy Between Pure Healthy Water & Raw Food**

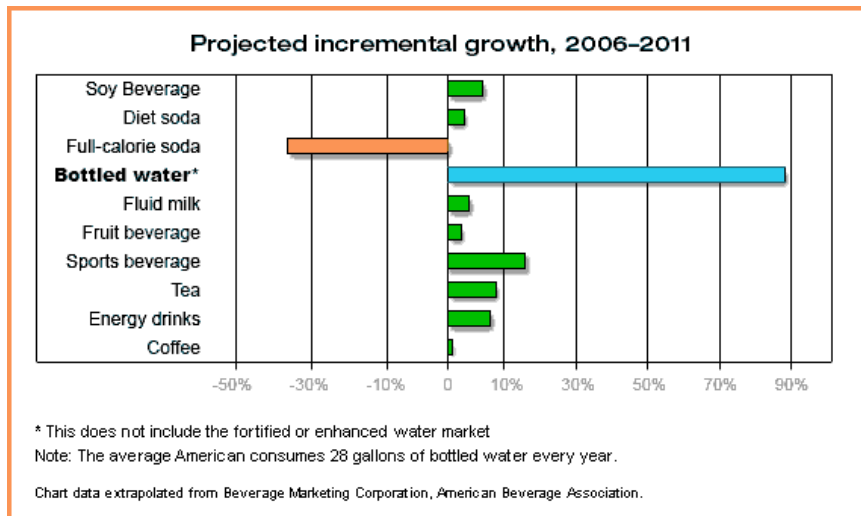
Many raw foodists already prefer bottled water and appreciate the importance of adequate hydration. In addition, they are very interested in maintaining a proper acid/alkaline balance, a key benefit of raw food, as well as environmental issues. This creates a huge contradiction in their lives that can become a huge opportunity for you!

Americans drive around and around to save a penny on gas yet don't think twice about buying bottled water that's more expensive gallon for gallon than gasoline! That explains why this market is growing at 15-20% a year, and has reached more than \$6 billion dollars.

But it's turning out that bottled water isn't really healthy - either for our bodies or our planet! To be truly healthy water needs a slightly alkaline pH for optimum acid/alkaline balance, and both tap water and bottled water are usually slightly acidic. Tap and bottled waters are also contaminated with toxic chemicals, pollutants and discarded prescription drug residues. Many popular water filters are not very effective at eliminating this contamination and may remove essential minerals.

Worse, billions of empty bottles are discarded in landfills every year creating an environmental nightmare. There has to be something better – and now there is – LIFE Alkaline Mineral Water™!

# The LIFE Ionizer® Dealer Business Opportunity



## **LIFE Alkaline Mineral Water™ Supports Acid/Alkaline Balance**

More than any other group, Raw Foodists understand and appreciate the importance of maintaining the correct acid/alkaline balance. A raw food diet is actually famous for being very “alkaline-forming,” helping the body to prevent and heal many of the diseases associated with too many acidic toxins in the body.

For good health your body’s ideal pH (a measure of acid/alkaline balance) must generally be slightly alkaline, from 7.2 to 7.4. But the modern American diet is very “acid-forming,” which can lead to health problems like obesity, heart disease, cancer, arthritis, or diabetes. LIFE Alkaline Mineral Water™ is rich with alkaline minerals that help your body make bicarbonates, which it uses to neutralize acidic toxins, maintaining

the correct acid/alkaline balance. If you don't have enough bicarbonates your body steals them from somewhere else, like your bones, which could contribute to diseases like osteoporosis.

The natural synergy between a raw food lifestyle, acid/alkaline balance and LIFE Alkaline Mineral Water™ makes LIFE Ionizers™ the best path to business sustainability both now and in the future!

### **Introducing the LIFE Synergy Water™ Opportunity**

Even if you already emphasize hydration to your customers and clients, chances are it isn't giving them all the benefits you hoped for – because the bottled water most people are buying is probably way too expensive, too acid-forming, too contaminated and too polluting! But when you can offer your customers a way to improve hydration with better absorption, lower

costs and other benefits it does more than help them improve their diet, it improves your bottom line! *That's what happens when you make LIFE Ionizers™ and LIFE Alkaline Mineral Water™ part of your business.*

LIFE Ionizers™ use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – alkaline water for drinking and acid water for sanitizing or skin care. This process also dramatically increases the negative oxygen reduction potential (-ORP) of the water, making it a powerful antioxidant. LIFE Ionizers™ are also the only ionizers with Energy Frequency Technology™ – a proprietary system based on the theories of quantum biology for adding 205 health-building energy frequencies to the water, completing the synergy between chemical, biological and physics of the water. That's why LIFE Alkaline Mineral Water™ is sometimes called LIFE Synergy Water™.



# The LIFE Ionizer® Dealer Business Opportunity

There are 3 ways Life Ionizers™ and LIFE Alkaline Mineral Water™ can help you improve your bottom line:

1. LIFE Eco Bottles™ – Sell our attractive, BPA-free Eco Bottles and offer a free refill promotion to customers.
2. LIFE Alkaline Mineral Water™ – Sell LIFE Alkaline Mineral Water™ directly to customers.
3. LIFE Ionizers™ – Become a LIFE Ionizer® dealer and make up to 40% profits on every unit!

## **Benefits of LIFE Alkaline Mineral Water™**

### ***For Customers:***

- Improves hydration, absorption
- Helps restore acid/alkaline balance
- Slows aging
- Improves detoxification

- Helps with weight loss
- Builds immune system
- Helps the environment
- Pays for itself

### ***For Your Business:***

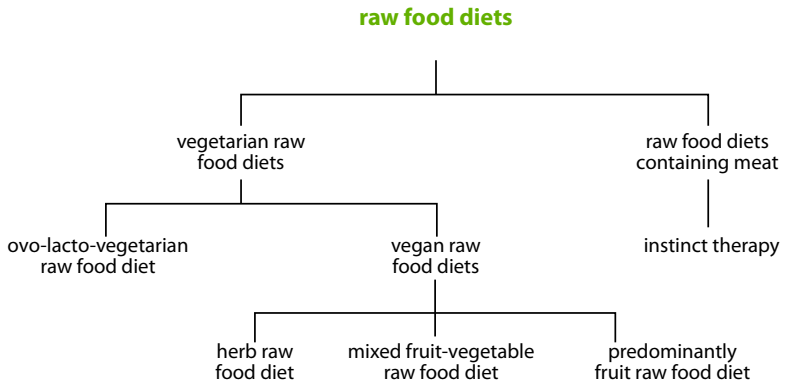
- Free LIFE Ionizer® Dealer Website
- Free access to our financing
- Helps differentiate you from competition
- Helps increase customer retention
- Establishes sustainable business model
- Enhances customer's experience
- Builds customer relationships, credibility, confidence
- Increases revenue from existing customers
- Builds word-of-mouth, brings in new customers
- Improves customer experience
- Improves profitability



## Marketing Tips:

- Turn some slow moving shelf space into a powerful profit center!
  - Set up a LIFE Ionizer<sup>®</sup> and a LIFE Eco Bottles<sup>™</sup> Display
    - Offer free LIFE Alkaline Mineral Water<sup>™</sup> refills to customers that buy Eco Bottles<sup>™</sup>
    - NOTE: OEM labeling with your facility's name and logo is available
    - **FREE** Advertising - hundreds of customers walking around with LIFE Eco Bottles<sup>™</sup> and your name on them.
  - Provide free educational materials so customers can learn about LIFE Alkaline Mineral Water<sup>™</sup>.
  - Set up a flat panel TV to show Benefits of Alkaline Water DVD while customers are shopping.
- Set up a demo display with an O.R.P. / pH meter so customers can see the changes in the water. Provide some tap water and bottled water they can measure and charts that explain the differences.
- Sell LIFE Alkaline Mineral Water<sup>™</sup> (for a retail business using a commercial model)
  - The average retail business can reasonably sell between \$500 and \$2,000 worth of water per month to their customers since the average person drinks dozens gallons of water a month.
  - Establish a Layaway Plan for LIFE Ionizers<sup>™</sup> - customers can pay a flat fee each visit, encouraging repeat business.
- Offer special programs for customers
  - Raw Food Classes
  - Weight Loss with Water Classes
  - LIFE Ionizer<sup>™</sup> Demonstrations

# The LIFE Ionizer® Dealer Business Opportunity



**The different raw food diets**



## **Live Water – The Ancient Secret of the Yogis**

*Introducing LIFE Yoga Water™*

For tens of thousands of years, the religions and teachers of India understood the importance of water – both on a physical level as well as a spiritual level. Ancient manuscripts often demonstrated a surprising knowledge of how the body works, including some concepts we are only now discovering on the level of quantum physics!

From the sacred to the mundane, the ancients knew that water was a key element in their sadhana or practice. Many yoga asanas are actually designed to improve the body's hydration. Some exercises squeeze and soak the kidneys, releasing toxins that your body flushes out with water. Some massage and cleanse the colon.

Live, healthy alkaline mineral water helps transport nutrients and oxygen to the cells, enables



cellular hydration, moistens oxygen for easier breathing during exercise, helps bones, joints and organs absorb shocks, regulates body temperature, neutralizes acidic toxins, flushes waste products, improves cellular communications, and much, much more.

The sacred, pristine water the ancient sadhus and sages drank or bathed in was naturally rich in alkaline minerals, had a high pH, and often had a hexagonal molecular structure with smaller microclusters. It was even more alive and pure energetically; something modern science is only

## The LIFE Ionizer® Dealer Business Opportunity

beginning to understand. Quantum Biology, using principles of quantum physics and quantum mechanics, has shown that water has a memory. Hydrogen bonds create energetic patterns that are permanently altered by anything that was in the water even after it is filtered!

Even after water is filtered and bottled it can still contain the energetic signatures of the toxic chemicals and pollutants that were once there! We also have learned that the way cells absorb nutrients begins at the quantum level, so these toxic energy signatures may still affect your cells at the quantum level. When quantum phenomena are incompatible it can prevent proper absorption by the cells, leading to dehydration or disease.

For maximum hydration, especially when practicing yoga, it is essential to drink pure, live alkaline mineral water. But today the ancient, pure sources of life-giving

water are all but gone! Forget about bathing in the Ganges, one of the dirtiest river in the world – you can't even trust the water coming out of your own tap! Bottled water can't be trusted either – as the latest studies have shown. Bottled water is often nothing more high-priced tap water and can be even more contaminated! On top of that, billions of plastic bottles that can't be recycled are an environmental nightmare. So where are you going to get live, healthy water today?

### ***The answer is to make it yourself!***

LIFE Ionizers™ use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – alkaline water for drinking and acid water for sanitizing or skin care. This process also dramatically increases the negative

oxygen reduction potential (-ORP) of the water, making it a powerful antioxidant. LIFE Ionizers™ are also the only ionizers with Energy Frequency Technology™ as an option – a proprietary system based on the theories of quantum biology that add 205 health-building energy frequencies to the water. Finally, your body can enjoy the synergy or “yoga” of alkaline minerals, antioxidants and energy frequencies once enjoyed by the ancients. We like to call the results of this “synergy” LIFE Yoga Water™.

When you hydrate with ordinary bottled water, you need to drink a lot because your cells can’t absorb it efficiently, wasting much of it – and since it usually is slightly acidic it is very inefficient at neutralizing the acidic toxins released during your yoga practice, like lactic acid. When you hydrate with LIFE Yoga Water™, your cells can absorb the smaller hexagonal microclusters much more easily

– so your body can stay hydrated longer, especially important during exercise. Plus, LIFE Yoga Water™ is very alkaline, and has a high antioxidant potential, neutralizing acidic toxins and free radicals in your body, particularly important during yoga asanas designed to stimulate the release of toxins, and during “hot” yoga styles.

***Here are some important tips for hydrating with LIFE Yoga Water™:***

There is a lot of conflicting advice about how to drink during yoga, so it is best to follow the guidelines of your yoga teacher. In general, do not drink a lot of water right before exercise - it is better to hydrate a few hours before exercise since drinking just before or during a workout doesn’t hydrate very well. This maximizes your focus during the workout, and during hot yoga you may not need to cool your internal “fires” as much. Of course, each person is unique, so let your own thirst guide you, especially if

## The LIFE Ionizer® Dealer Business Opportunity

you tend to sweat a lot. Early signs of dehydration include dry mouth, thirst, and less energy. Keep a bottle of LIFE Yoga Water™ at your side just in case. If you do need a little water during the workout take just a sip or so - too much water can interfere with some asanas. After the workout replenish lost fluids with a refreshing drink of LIFE Yoga Water™. Remember, drink your water at room temperature and always avoid coffee, tea, alcohol and sodas since they are dehydrating.



### **From Blue Collar to Green Collar**

*Identifying Sustainable New  
Markets For Plumbing, Heating  
Air-Conditioning & General  
Contractors*

There are 975,796 plumbing, heating, and air-conditioning employees in the U.S. competing for market share (2007 U.S. Economic Census). They make up 91,693 companies, and more than 75% are small businesses with 2-3 employees. That's a lot of competition. There are literally hundreds of competitors in your own back yard – yet there is less and less business to go around. General contractors need to do something unique to stand out from the crowd.

About 30% of the industry's revenue comes from new housing and a 35% from alterations and repairs to existing homes. But these traditional sources of business have declined dramatically. Large and small contractors alike



have had to cut back, laying off employees who then start competing for your customers, too! Meanwhile, opportunities to expand into new markets are limited. What's left are nontraditional sources of revenue - thinking outside the box. Think green, healthy and sustainable!

Contractors that don't recognize these trends will be in for a rude awakening. The days of being able to build a successful business solely on dripping taps, new installations & general maintenance are long gone. Today, contractors need to diversify and the market for healthy drinking water is the best place to start!

### **Water ... The Missing Element in Your Business!**

Americans drive around and around to save a penny on gas yet don't think twice about buying bottled water, though it's more

expensive than gasoline! That healthy demand for pure, clean water explains why the market for bottled water is growing at the rate of 15-20% a year even during hard economic times. More than half of all Americans drink bottled water regularly. The market for bottled water and water filters has blossomed to \$6 billion dollars and is continuing to grow. That's a trend you need to tap into!

But studies are showing that bottle water can be contaminated with toxic chemicals, pollutants and discarded prescription drug residues, too. Many popular water filters are not very effective at eliminating this contamination and may remove essential minerals. Bottled water is often nothing more than filtered tap water and costs more per gallon than gasoline – and plastic bottles are an environmental nightmare. So many consumers are looking for something better and more cost-effective than bottled water. With the natural connection between a



# The LIFE Ionizer® Dealer Business Opportunity

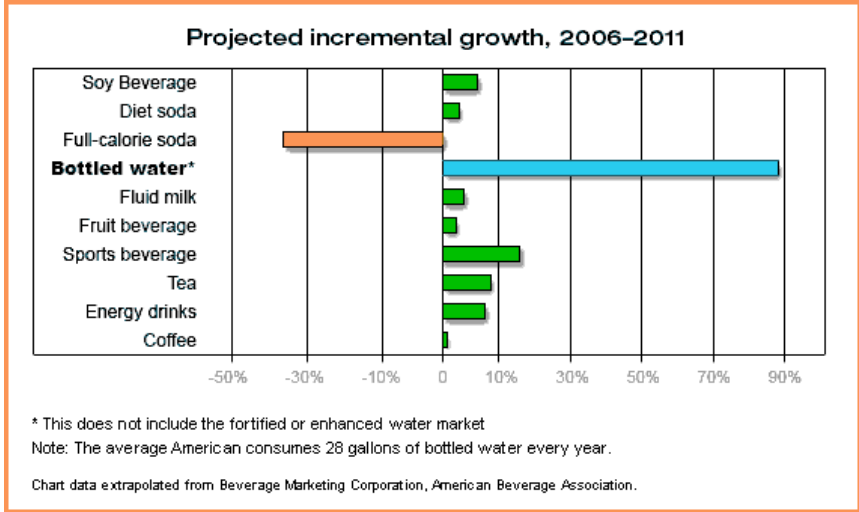
consumer's water supply and his or her plumbing, heating & A/C contractor, you are perfectly positioned to offer just what they are looking for - a cost-effective healthy alternative to bottled water and ordinary filters.

## **Contractors can't count on clogged toilets, new installations & general repairs as their only source of income in the future:**

1. It is a declining market.
2. It is getting much more competitive.
3. It is getting harder to find new customers.
4. It is easier to increase revenue from existing customers.
5. Billable hours for services are limited.
6. New product sales to existing customers has huge potential with negligible startup costs.
7. Referrals from LIFE Ionizers™ helps build new customers.

## **Industry Trends**

- The "green revolution" is revolutionizing the construction and general contracting industries.
- Consumers are increasingly aware of green, healthy and sustainable alternatives.
- The demand for multi-functional products is continuing to grow.
- Consumers are more aware of the impact lifestyle choices make on their health and the environment.
- Despite today's economy the market for bottled drinking water is growing at a 15-20% a year.
- And now savvy contractors can get in on the action!



### The Synergy Between Pure Healthy Water & Your Industry

To effectively address the green revolution occurring in their business, contractors must develop new profit centers, improve relations with existing customers, offer new healthy & green products and use more sophisticated marketing and public relations campaigns. Your existing customers already trust your expertise, so it's a natural fit

to extend that awareness and credibility to new products and services.

The key is choosing the right products and services to quickly and cost-effectively develop a new profit center successfully. With the natural synergy between water technologies and these industries, LIFE Ionizers™ offers the best possible solution!

# The LIFE Ionizer® Dealer Business Opportunity

## **Benefits of LIFE Synergy Water™**

### ***For Customers:***

- Reverses aging
- Improves hydration, absorption
- Restores acid/alkaline balance
- Improves detoxification
- Helps with weight loss
- Builds immune system
- Helps the environment
- Pays for itself

### ***For Contractors:***

- Free LIFE Ionizer® dealer website.
- Free National Referral database for contractors on LifeIonizers.com and in our call center.
- Free LIFE Ionizer sales materials & training.
- Financing available (or use your own).
- Free OEM labeling of LIFE Eco Bottles™ with your logo.

- Helps you stand out from competition.
- Increases market share.
- Builds sustainable green business less reliant on traditional services.
- Builds customer relationships, credibility, confidence & referrals.
- Increases revenue from existing customers
- Adds profitable, new online sales potential
- Brings in new customers
- Improves customer satisfaction.
- Improves profitability in a tough economy.



Created by Nature, Enhanced by LIFE™



## **Introducing the LIFE Synergy Water™ Opportunity**

To be truly live and healthy water needs a slightly alkaline pH for optimum absorption, and both tap water and bottled water are usually slightly acidic. LIFE Ionizers™ use electrolysis to split water molecules into two parts – an alkaline hydroxyl ion (-OH) and an acidic hydrogen ion (+H), creating two streams of water – healthy alkaline water for drinking and acid water for sanitizing or skin care, and with our proprietary Energy Frequency Technology™, LIFE Ionizers™ are the only source of LIFE Synergy Water™. Partnering with LIFE Ionizers™ offers you a rare new profit center for existing customers PLUS an opportunity to create new customers.

*1. Sales to Existing Customers:* Even though you may offer water softeners and filtration systems, chances are customers still buy bottled water

because the perception that it's better than tap water is so powerful. Now you can offer them a way to enjoy the very latest technology for the healthiest, purest water available without moving to a cabin in the remote wilderness – with better absorption, lower cost and many other benefits. It's a natural fit that adds significant profit potential to every service call. Our flagship products are LIFE Ionizers™, however we offer several other products that would be attractive to you customers, including LIFE ReMineralizer™ post filter cartridges that add healthy alkaline minerals back into water purified by reverse osmosis systems.

*2. LIFE Ionizer® Installations for New Customers:* LIFE Ionizers™ offers our customers a wide range of products. Our ionizers come with free external water filters, and our flagship models are

# The LIFE Ionizer® Dealer Business Opportunity

designed for under-the-counter installation that you can provide. LIFE Ionizers™ will also refer customers to contractors that become LIFE Ionizer® Dealers on our website database and in our call center. Virtually every customer that is referred for installation is a highly qualified new customer for other contracting services.

other companies and will help you quickly build your market share.

LIFE Ionizers™ has been in business for over 14 years, are proud members of the Better Business Bureau and the Water Quality Association. LIFE Ionizers™ have passed all safety tests and have UL certification. We invite you to explore the profitable world of LIFE Ionizers™.

## The Power of a LIFE Ionizers™ Dealership

There's no way to overestimate the value of a partnership with the LIFE Ionizers™ brand. Customers have a strong preference for brands they trust and LIFE Ionizers™ provides your customers with the reassurance needed to successfully offer exciting new products. Aligning your business with our brand will allow you to stand out among



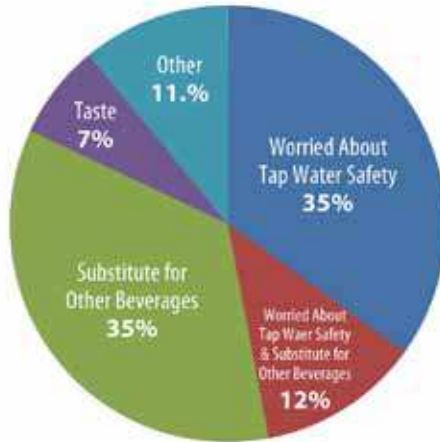


### ***Marketing Ideas:***

- Sell LIFE Ionizers™ during Service Calls to Existing Customers
  - Earn up to \$1,200 per sale
- Offer free LIFE Synergy Water™ for customers during service calls - your customers will love it!
  - Provide free educational materials so customer can learn about LIFE Synergy Water™.
  - Offer customers our compelling DVD.
- Set up a demo during service calls with an O.R.P. / pH meter so customers can see the changes in the water. Using tap water and bottled water measure ph & ORP and explain the differences
  - Tap water from +50mV to +400mV.
  - Bottled water from +303mV to +681mV.
  - LIFE Synergy Water™ from -200mV to -600mV.
- Sell LIFE Eco Bottles™ with free refills and eventually they will want to purchase their own machines
  - ***Free Advertising*** - hundreds of customers walking around with LIFE Eco Bottles™ and your Logo on them.
  - Sell LIFE Ionizers® to commercial customers
    - Exclusive state-of-art commercial model
  - Establish a Layaway Plan for customers that don't qualify for financing.
- Install LIFE Ionizers® & Develop New Customers
  - Provide sales literature and discount coupons for premium contracting services
    - Water heaters & softeners
    - whole house filtration systems
    - Septic tank & sewer services
    - Preventative maintenance services

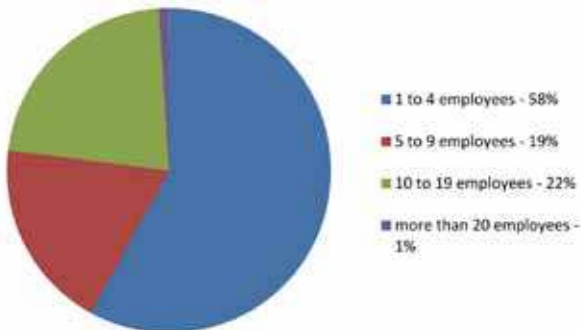
# The LIFE Ionizer® Dealer Business Opportunity

- Promotion of other healthy, green products & services
  - Low flow, waterless & composting toilets
  - Water reduction systems
  - Tankless water heaters
  - Passive solar water heating
  - Photo Voltaic Solar Panels
  - Drip irrigation systems
  - Grey Water recycling systems
  - Fire sprinkler system installation
  - Boiler and furnace services
  - Irrigation & sprinkler systems
  - Boiler maintenance
  - Heating systems
  - Hydroponics systems
  - Solar energy & heating systems
  - Ventilation and duct work
  - Septic system installation & maintenance
  - Heating and A/C systems
  - Refrigeration systems
- Sell LIFE Ionizers® to Commercial Customers & Offices
  - The only commercial-quality water ionizer available
  - Sleek looking design
  - Highest possible flow rate



*Why People Drink Bottled Water*

**Division of U.S. Plumbing Companies Based on Size**



SOURCE: 2004 County Business Patterns. <http://census.gov/epcd/susb/introusb.htm>



# The LIFE Ionizer® Dealer Business Opportunity

Exhibit 4.53

## U.S. BOTTLED WATER MARKET GROWTH BY WATER TYPE AND DISTRIBUTION 1999 - 2008

Type	Year	Home	Commercial	Retail		Vending	Total Growth
				Off-Premise	On-Premise		
<u>Non-Sparkling</u>	1998/99	6.1%	6.3%	20.6%	8.5%	1.4%	12.4%
	1999/00	3.8%	4.0%	10.6%	10.6%	6.6%	8.0%
	2000/01	4.2%	4.0%	16.8%	10.0%	1.6%	10.7%
	2001/02	1.6%	1.8%	18.2%	13.4%	3.5%	11.6%
	2002/03	-2.2%	-2.8%	14.2%	11.1%	-2.2%	8.0%
	2003/04	-1.6%	-1.2%	13.8%	6.1%	-2.9%	8.2%
	2004/05	0.3%	0.0%	16.2%	20.2%	3.1%	11.9%
	2005/06	0.0%	0.9%	13.6%	5.9%	7.6%	10.2%
	2006/07	1.4%	1.6%	7.9%	-1.2%	4.0%	6.0%
	<b>2007/08</b>	<b>-4.7%</b>	<b>-3.9%</b>	<b>-0.6%</b>	<b>-4.1%</b>	<b>5.8%</b>	<b>-0.9%</b>
<u>Domestic Sparkling</u>	1998/99	--	--	-1.0%	2.8%	--	-0.1%
	1999/00	--	--	-0.7%	-2.7%	--	-1.2%
	2000/01	--	--	-0.2%	0.0%	--	-0.1%
	2001/02	--	--	3.8%	3.9%	--	3.8%
	2002/03	--	--	2.1%	2.0%	--	2.1%
	2003/04	--	--	9.3%	9.3%	--	9.3%
	2004/05	--	--	12.4%	6.5%	--	10.9%
	2005/06	--	--	2.6%	1.4%	--	2.3%
	2006/07	--	--	3.0%	14.5%	--	5.7%
2007/08	--	--	3.1%	-0.2%	--	2.3%	



Type	Year	Home	Commer- cial	Retail			Total Growth
				Off- Premise	On- Premise	Vending	
<b>Imports</b>	1998/99	--	--	-7.0%	0.5%	--	-6.1%
	1999/00	--	--	-9.6%	-3.0%	--	-8.7%
	2000/01	--	--	-10.9%	-5.2%	--	-10.1%
	2001/02	--	--	32.2%	4.3%	--	28.0%
	2002/03	--	--	24.3%	3.9%	--	21.8%
	2003/04	--	--	19.7%	5.3%	--	18.2%
	2004/05	--	--	-22.7%	5.2%	--	-20.2%
	2005/06	--	--	-12.2%	6.3%	--	-10.0%
	2006/07	--	--	11.3%	2.8%	--	10.1%
<b>2007/08</b>	--	--	<b>-12.2%</b>	<b>0.2%</b>	--	<b>-10.6%</b>	
<b>Total Gallons By Outlet</b>	1998/99	6.1%	6.3%	17.4%	7.0%	1.4%	11.2%
	1999/00	3.8%	4.0%	8.9%	7.7%	6.6%	7.1%
	2000/01	4.2%	4.0%	14.8%	7.7%	1.6%	9.7%
	2001/02	1.6%	1.8%	18.2%	11.7%	3.5%	11.8%
	2002/03	-2.2%	-2.8%	14.2%	9.7%	-2.2%	8.2%
	2003/04	-1.6%	-1.2%	14.0%	6.4%	-2.9%	8.6%
	2004/05	0.3%	0.0%	14.3%	18.0%	3.1%	10.8%
	2005/06	0.0%	0.9%	12.5%	5.5%	7.6%	9.5%
	2006/07	1.4%	1.6%	7.9%	0.4%	4.0%	6.1%
<b>2007/08</b>	<b>-4.7%</b>	<b>-3.9%</b>	<b>-0.8%</b>	<b>-3.5%</b>	<b>5.8%</b>	<b>-1.0%</b>	

Source: Beverage Marketing Corporation

# The LIFE Ionizer® Dealer Business Opportunity

## Lead Sources

### **Mr. HandyMan**

#### **Mr. Handyman National Headquarters**

3948 Ranchero Drive  
Ann Arbor , MI 48108  
Phone 1-800-289-4600  
Fax 734-822-6888

### **National Association of Plumbing-Heating-Cooling Contractors**

180 S. Washington Street  
P.O. Box 6808  
Falls Church, VA 22040  
Phone:(703)237-8100  
(800)533-7694  
Fax:(703)237-7442  
<http://www.phccweb.org/applications/ContractorReferral/search.cfm?navItemNumber=532>

### **Find A Plumber**

<http://www.findaplumber.com/>

### **Service Magic**

[http://www.servicemagic.com/sem/category.Plumbing.10216.html?gclid=CKDwpa-EjKACFVI35Qodainufg&m=googleadwords&entry\\_point\\_id=3384522](http://www.servicemagic.com/sem/category.Plumbing.10216.html?gclid=CKDwpa-EjKACFVI35Qodainufg&m=googleadwords&entry_point_id=3384522)



**Plumbing Networks**

<http://www.plumbingnetworks.com/>

**Plumber Yellow Pages**

<http://www.plumberyellowpages.com>

**RotoRooter**

[www.rotorooter.com](http://www.rotorooter.com)

**Mr. Rooter**

[www.mrrooter.com](http://www.mrrooter.com)

**Culligan Water**

<http://www.culliganwater.com/locations>

# The LIFE Ionizer® Dealer Business Opportunity

## The Benefits of Alkaline Water

### Restores the pH Balance in the Body

Alkaline water can neutralize the acidity of the body caused by stress, modern diet, air pollution and many bottled waters. A higher pH in the body reduces the need for fat and cholesterol to protect the body from damaging acids.

### Weight Loss

Research by Dr. Robert O. Young, author of *The pH Miracle for Weight Loss*, shows that the epidemic of obesity in the industrialized world is result of **acidity in the body**.

**The body creates fat cells to trap and neutralize acids in the system.**

- The **modern diet** of meats, grains and beverages, such as

coffee, tea, soft drinks and alcohol is **extremely acidic**

- Some acids are voided through urination, defecation and perspiration, but many **acids remain in the system.**



- Excess acids in the body break down healthy tissue, so the body protects itself by creating a **natural buffer of fat.**

- **Fat cells bind to acids.** Some fat cells are voided from the system, but many **fat cells are stored** in the body, resulting in **weight gain.**

**Traditional weight loss methods are doomed to fail.**

**Reducing portion size** of meals **only minimally decreases** acid intake.



- **Reducing calories will not decrease** the acidity of the body—and may increase it if large amounts of acidic beverages are included.

**Reducing fats** in the diet will **not reduce** the acidity of the body or result in weight loss.

- **Increasing the intake of meat** will **increase the acidity** in the body.
- **Exercise increases the production of acids**, such as lactic acid. Many acids are released through perspiration, but some are retained by the system, causing **pain in muscles**.



**Drinking alkaline water releases fats and creates weight loss.**

- Alkaline water can reduce the body's acidity and **stop fat storage**.
- Micro-clusters of ionized water help **flush acid and toxins from the system**.
- Once fat cells are no longer needed, the body will eliminate them—the **fat melts away**.

**A healthy body causes weight loss, not the other way around.**

- A healthy, non-acidic body will return to its natural, **ideal weight**.
- Freed of toxins, the body's cells, tissues and organs achieve a **healthier state**.
- A detoxified, non-acidic body has **more energy and vitality**.

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“Your body can-and will-let go of the excess fat,” writes Dr. Young. “If your food and drink are alkaline (meaning, in basic chemistry, the opposite of acid), all that acid-binding fat will just melt right off. There will be no need for the body to hold on to it anymore.”

1. Young, Dr. Robert O., The pH Miracle for Weight Loss. New York: Grand Central Publishing, 2005, p. 15.

## Alkaline Water Helps Slow Aging

Alkaline water is negatively charged and an “antioxidant.” Antioxidants reduce cellular and DNA damage caused by free radicals.

**Getting older and aging is not the same thing.**

- **Getting older** relates to the **passage of time.**
- Aging relates to the **break-down of tissues** in the body.

- The outward signs of **aging** include **wrinkles, sagging and gray hair.**
- Getting older by itself **does not cause aging.**

**Aging is the result of damage to bodily tissues by organic acids and by active oxygen (free radicals).**

- **Organic acids** in the body break down tissues, causing **aging and age-related diseases.**
- Common **waste products** in the body include acetic acid, carbonic acid, fatty acids, lactic acid and uric acid.
- Active oxygen (**free radicals**) causes **oxidative damage** to molecules within cells of the body.





- **Free radicals** are associated with numerous **diseases**, including arthritis, atherosclerosis, Alzheimer's disease and diabetes.

### **Drinking ionized alkaline water can help neutralize acids and scavenge free radicals in the body.**

- Drinking ionized alkaline water causes the stomach to produce **bicarbonates**, which are absorbed into the blood stream and can **neutralize acids**.
- A proven scavenger for active oxygen is **active hydrogen**.<sup>1</sup>
- Active hydrogen is produced in water using **electrolysis**, the process used to **ionize drinking water**.

“As we start to lose bicarbonates in our blood, around age 45, we begin to age physiologically,” writes Sang Whang, author of *Aging and Reverse Aging*. “All we have to do to stop aging and maintain good health is to recharge bicarbonates to the blood.”<sup>2</sup>

### **Osteoporosis and the Beneficial Effects of Alkalinization**

*By Dr. Peter L. Kopko, D.C*

Newsletter 3 | October 2007

In October 2004, the U.S. Surgeon General Richard H. Carmona, M.D. issued for the first time a report on the topic of bone health. He warned Americans that by 2020, one in two Americans over the age of 50 will be at risk for fractures from osteoporosis or low bone mass.

Osteoporosis, the Consequences of the Acidogenic Western Diet & the Beneficial Effects of Alkalinization

In October 2004, the U.S. Surgeon General Richard H. Carmona, M.D. issued for the first time a report on the topic of bone health. He warned Americans that by 2020, one in two Americans over the age of 50 will be at risk for fractures from osteoporosis or low bone mass. In the U.S. today it is estimated that 10 million people over the age of



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50 have osteoporosis and another 34 million have osteopenia (low bone mass) and are at risk for developing osteoporosis. According to the National Institutes of Health (NIH), osteoporosis accounts for an estimated 1.5 million fractures annually in the U.S. In fact, it is estimated that 1 in 2 women and 1 in 8 men will suffer an osteoporosis-related fracture in their lifetime. Other findings in the report include:

- About 20 percent of senior citizens who suffer a hip fracture die within a year of fracture.
- About 20 percent of individuals with a hip fracture end up in a nursing home within a year.



- Hip fractures account for 300,000 hospitalizations each year.
- The direct care costs for osteoporotic fractures alone are already up to ***\$18 billion each year***. The number is expected to increase if action to prevent osteoporosis is not taken now.

If this is not alarming enough, according to this report, osteoporosis is a silent condition because many Americans are unaware that their bone health is in jeopardy. In fact, four times as many men and nearly three times

as many women have osteoporosis than report having the condition. One of the most dangerous myths about osteoporosis is that only women need to worry about bone health. Further, osteoporosis affects men and women of all races.



All researchers and health care providers agree that the key to this potentially life threatening and disabling condition is **prevention**. Early intervention, recognizing risk factors and modifying or eliminating them and life style changes are the agreed remedies.

Let us take a look at two of the agreed leading risk factors:

- Chronic acidemia from protein-rich, meat-based diets.
- Chronic acidemia from the over consumption of carbonated soft-drinks, coffee and alcohol.

It is my opinion that after 26-years of clinical experience that absent the side-effects of certain prescription medications, which are certainly a risk factor for osteoporosis, the underlying primary risk factor is **chronic acidemia**. It has been well documented that the traditional

Western diet of protein-rich foods and the over consumption of soft-drinks, coffee and alcohol can lead to a chronic low-grade metabolic acidosis. This diet increases the net dietary acid load, lowers the pH of the blood and acidifies the urine.

**So what can we do on a daily basis to combat this chronic acidemia?**

Both in my practice with my patients and at my own home I recommend along with dietary changes, exercise, calcium and Vitamin D supplementation, drinking ionized, micro-clustered alkaline water. Why alkaline water? Every time that the body succumbs to this low-grade metabolic acidosis, the body must regain balance and return to homeostasis. Our blood pH level must remain in a very narrow range or organ systems, enzyme functioning and basic life support become at risk at failing. The physiological

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response to this acidosis is to leach calcium out of our bones and thereby buffer this systemic acidity. I call this process the “Tums effect”. It is analogous to taking Tums when your stomach is upset. Tums is primarily calcium just like your bones. When this process occurs day after day your bones are leached out, your calcium bank is depleted and you end up with osteoporosis.

The traditional Western diet is far more acidifying than you may think. According to Sang Whang, an engineer, scientist, inventor with many U.S. patents and expert on anti-aging and alkalinity, drinking one glass of cola with a pH value of 2.5 could in theory lower the blood pH to dangerous levels if it were not for this bone calcium homeostatic mechanism. In fact, without this bone calcium leaching mechanism, one would need to drink 32 glasses of alkaline water to neutralize this one cola’s acidity, according to Sang Whang.

Researchers Remer and Manz developed a system for calculating the average **Potential Renal Acid Load (PRAL)** of specific foods. Fats and oils have a relative value of zero; they do not produce an acidic load on the kidneys. As the PRAL goes up in positive numbers, so goes up the potential acid load. Negative numbers represent an alkaline effect.

- Milk and Dairy Products: +1.0-+23.6
- Meat and Meat Products: +9.5
- Fish: +7.9
- Grain Products: +3.5-+7.0
- Vegetables: -2.8
- Fruits and Fruit Juices: -3.1





We all know that it is very important to drink good clean water every day to maintain health. Why not optimize that mandatory requirement for excellent health by ***drinking ionized, micro-clustered alkaline water*** and mitigate the ill effects of acidic foods and help reverse the progression of conditions like osteoporosis?

### **Detoxifies cells more efficiently than standard drinking water.**

Due to their smaller size, micro-clusters of ionized water molecules are expelled from the cells more efficiently, carrying damaging toxins out of the cells and flushing them out of the system.

- The negative charge of ionized alkaline water will attract the positive ions of acids and neutralize them within the body.

### **How Alkalinizing the Body Promotes Detoxification**

*By: Dr. Peter L. Kopko, D.C.*

Today's common diet, which is rich in proteins from meat, dairy products and processed grains, has been shown to create what is called metabolic acidosis. The physiological systems of the body are heavily taxed by this acidic load. This can be evidenced by the fact that most Americans have highly acidic urine. The majority of patients that have been tested in my office that are not vegetarians run a urine pH of 4.5-5.5 which in my opinion is overly acidic. What benefit could be achieved by making the urine more alkaline?

Let's first look at the consequences of what produced the acidic urine. Metabolic acidosis most often results from the over ingestion of the above mentioned food groups. The breakdown of these proteins creates acidic byproducts, which must be eliminated by the kidneys,

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thus producing acidic urine. This problem is further complicated by the ingestion of tap water, which itself has been found to be at best neutral or a pH of 7 and often acidic or below a pH of 7. When the body is in a chronic state of metabolic acidosis our liver detoxification mechanisms are compromised. The liver enzymes which are involved in detoxification are referred to as phase I and phase II detoxification liver enzymes. These enzymes are highly pH sensitive and are responsible for the chemical biotransformation of toxins into water-soluble metabolites for excretion in the urine. These very same enzymes are enhanced by alkalizing the urine to a pH of 7.1 to as high as 8.3. This very process is performed every day in emergency rooms to accelerate the excretion of ingested poisons.

In the acute medical setting, intravenous sodium bicarbonate is used to alkalize the urine to a pH of 7.5 to 8.3. The method by which urine alkalization works to enhance toxin elimination is called ion trapping, which in turn is the ability to enhance urinary excretion of weak acids in alkaline urine. Most poisons and toxins are acidic and weak acids. Therefore, by creating a more alkaline physiological environment, we can enhance and accelerate the detoxification process on an ongoing, daily basis. It is this chronic acidification process of metabolic acidosis that is hindering everyone's ability to detoxify. This brings us to what can we do to alkalize our bodies?

Drinking alkaline water daily would greatly enhance the physiological processes responsible for attaining and maintaining a relative blood and urine alkalinity. Everyone today is aware



that we need to drink more and higher quality water. The issue of the water's pH though has not been emphasized enough. Why not enhance the body's alkalinity by drinking 6-8 glasses of alkaline water daily? How can this be accomplished?

This is simply accomplished by utilizing a home water filtration system that not only filters the water, but **adjusts the pH as well**. In addition, the unit micro-clusters the water. This means that the large, 15- molecule clusters of water are reduced to 5 molecules in size. This process actually makes water "wetter" and allows for better hydration and delivery of nutrients to the cells. There is even another positive aspect to the function of these machines: they create negative ions, which are natural anti-oxidants. That's right—your water will help neutralize free radicals and slow

down the aging process. I utilize the LIFE Ionizer® water filtration unit both at my home and my office. My patients and my dog, Roswell, love the water.

### Alkaline Water Provides Superior Hydration and Nutrition at the Cellular Level

- Negatively charged alkaline water neutralizes free radical positive ions.
- Ionization breaks clusters of water molecules into smaller micro-clusters, reducing the size of the clusters from the 11-16 molecules in standard water to just 5-6 molecules in ionized water. Smaller clusters pass through cell walls more easily and hydrate the cells more quickly.

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- Faster hydration allows the body to regulate its temperature more efficiently.
- Micro-clusters of mineral-bearing ionized water also deliver nutrients more efficiently to the cells.

### **The New Sports Drink: Alkaline, Ionized, Micro-clustered Water**

*By: Dr. Peter L. Kopko, D.C.*

The process of drinking water before and during exercise is referred to as pre-hydration and hydration, respectively. According to the American College of Sports Medicine, the purpose of pre-hydration is to start an exercise activity in a euhydrated state—wherein the body is normally hydrated and plasma electrolyte levels have normalized.

Pre-hydration should be performed several hours before exercise to

enable fluid absorption and allow urine output to return to normal levels. The goal of drinking water during exercise is to prevent excessive water loss—or dehydration—through sweat. Monitor your average water loss during exercise by calculating your body's sweat rate. This can be estimated by measuring total body weight before and after exercise. For approximately one pound of body weight lost, estimate one pint or eight ounces of water lost. Prevent water loss in excess of 2 percent of your total body weight to avoid dehydration.

It has been known through studies that were originally performed in the 1940s that dehydration resulted in impaired physiological and performance responses. More recent studies have demonstrated performance loss at dehydration levels less than 2 percent of body weight. Specifically it has been demonstrated that even mild to



moderate dehydration reduces aerobic endurance performance resulting in increased body temperature, heart rate, perceived exertion and possibly increased reliance on carbohydrates as a fuel source.

Dr. Judelson, et al., in a study published in October, 2007, demonstrated that dehydration significantly decreased resistance exercise performance as would be performed commonly in a gym with weights or machines. Clearly, drinking water before and during exercise is important. The composition of this fluid replacement has also gone through many changes. Conventional wisdom for many years was that salt (sodium) needed to be added to the water to replace sweat-lost sodium. Recent thought has



arrived at the conclusion that most people eating the standard Western diet have consumed *too much* salt and subsequent sodium, and that it does not need to be immediately replaced when exercise lasts less

than two hours. The issue now becomes what is the best water to replace exercise-induced water loss though sweating.

Consider that when exercising you are consuming more oxygen and metabolizing energy through muscle work. This process creates free radicals, lactic acid and a mild metabolic acidosis.

Drinking alkaline, ionized, micro-clustered water may help ameliorate all three of these exercise-induced physiological end-products. Water that has been alkalized may help



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neutralize the exercise-induced acidosis. Alkaline water by definition contains alkaline forming minerals like calcium, magnesium, potassium and sodium. Water that has been ionized may help act as a free-radical scavenger to address the issue of accelerated oxygen consumption. Ionized water by definition has more negatively charged hydroxyl ions than tap or filtered water. Ionized water has the ability to give up these extra negative charges and may help act as a free-radical scavenger. Lastly, when water is micro-clustered it may be absorbed at a faster rate. This may help with general rehydration.

It is recommended that you drink 400-600 ml of water 2 hours before exercise and 150-300 ml every 15 to 20 minutes of exercise, varying the volume depending on your total body weight and sweating rate.

### **pH Balance Energy & Diet Drinks**

Originating in Japan in the early 1960s, energy drinks such as Red Bull are sold in 134 countries worldwide. Global sales have surpassed \$5 billion a year and are projected to hit \$10 billion by 2010. The popularity of diet soda continues to grow amid concerns about obesity, with 59 percent of Americans saying they drink diet soda and worldwide sales surpassing \$20 billion a year. Sales of sports drinks, which originally were designed to help athletes rehydrate, total \$3 billion a year. Each of these beverages offers some benefits, but all contribute to acidity in the body.

### **Energy drinks cause dehydration and increase bodily acid.**

- The key ingredient in most energy drinks is **caffeine**, often from guarana or yerba mate.



- **Caffeine** is the source of much the energy boost, but it also **causes dehydration**. To rehydrate, you need to drink two cups of water for every cup of energy drink consumed.
- **Energy drinks** are extremely acidic. For example, Red Bull has a pH level of 3.26, almost **10,000 times more acidic than pH neutral water**.<sup>1</sup>

**Diet soda has been linked to weight gain and acidity.**

- A 2008 study at Purdue University found that rats on diets containing the artificial sweetener saccharin gained more weight than rats given sugary food,<sup>2</sup> perhaps because the body does not receive a signal to “rev up” the metabolism.<sup>3</sup>
- An eight-year study with 1,550 participants conducted at



University of Texas Health Science Center, San Antonio, found that drinkers of **diet soft drinks** had a **greater risk of gaining weight** than drinkers of regular soft drinks.<sup>4</sup>

- **Diet soda** is even more acidic than energy drinks. Diet Coke has a pH level of 3.57, **more than 10,000 times more acidic than pH neutral water**.<sup>5</sup>

**Sports drinks are designed for athletes exercising more than two hours.**

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- **Sports drinks** contain electrolytes, **carbohydrates** and other nutrients burned up through extended periods of exercise.
- Most sports drinks have between **13 and 19 grams of sugar** per eight ounce serving. Drinking sports drinks without working out increases caloric intake.
- **Sports drinks** are even more acidic than energy drinks and diet soda. Gatorade has a pH level of 2.95, **more than 10,000 times more acidic than pH neutral water.** <sup>6</sup>

Americans are spending billions of dollars each year on beverages that may provide a short-term boost but also increase the likelihood of gaining weight and increasing acidity in the body. A better solution is to hydrate frequently with ionized alkaline drinking water,

which hydrates better than diet soda and energy drinks and helps to neutralize the acidity of the body.

1. Young, Dr. Robert O., *The pH Miracle for Weight Loss*. New York: Grand Central Publishing, 2005, p. 125.

2. "A Role for Sweet Taste: Calorie Predictive Relations in Energy Regulation by Rats," Susan E. Swithers, PhD and Terry L. Davidson, PhD, Purdue University; Behavioral Neuroscience, Vol. 122, No. 1.

3. American Psychological Association (2008, February 11). Artificial Sweeteners Linked To Weight Gain. Science Daily.

4. Abstract 1058-P. Sharon P. Fowler, MPH, University of Texas Health Science Center School of Medicine, San Antonio.

5. Young, Dr. Robert O., *The pH Miracle for Weight Loss*. New York: Grand Central Publishing, 2005, p. 125.

6. Young, Dr. Robert O., *The pH Miracle for Weight Loss*. New York: Grand Central Publishing, 2005, p. 125.



## Acidity and the American Diet

Alkaline water tastes lighter with a pleasantly sweet flavor. Using water with a higher pH level improves the taste of beverages and food. Cooking with alkaline water improves the taste and quality of foods, and using acidic water when boiling eggs improves their quality.

## Acidity in the Body

The human body creates acid, all day, every day as a by-products of metabolism. In addition, acid is introduced into the system through eating and digestion. Many secreted and digested acids are swept away by the blood stream, filtered out by the kidneys and released from the body in the urine. Other acids leave the body through perspiration. Your body can only process a certain amount of acids, however, so it is possible to overload the system and for the body to become acidic.

The American diet is extremely acidic.

- Meat, including **beef, pork, chicken** and **turkey**, is acidic.
- Dairy, such as **milk, butter** and **cheese**, is acidic.



- Grains, such as **rice** and **barley**, are acidic.
- Beverages, such as coffee, tea and **soft drinks**, are very acidic.
- Simple carbohydrates, such as **potatoes, pasta** and **bread**, contain large amounts of acids.

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## **Acidity in the body is related to disease.**

- Acid reflux is a painful condition that occurs when acidic stomach liquid backs up (refluxes) into the esophagus causing irritation, inflammation and damage to the lining of the esophagus.
- High cholesterol occurs when the body produces excessive amounts of cholesterol to neutralize large amounts of acids in the blood stream before they damage living cells.
- Heart disease is the result of cholesterol build-up in the coronary arteries that reduces the blood flow to the heart muscle. As stated above, cholesterol forms to protect the arterial wall from acidity in the blood.
- **Fat** is produced by the body to trap and neutralize acidic waste in the body. As Dr. Robert O. Young, author of *The pH Miracle for Weight Loss*, puts it, “The body retains fat as a protection against the overproduction of acids produced by the typical American diet....Your fat is actually saving your life.”
- **Inflammatory** related diseases, such as allergies, arthritis, fibromyalgia, psoriasis and even stroke, are related to low-grade metabolic acidosis.

**Drinking alkaline water can help restore the body's pH balance and reduce its acidity.**



## **Water on the Global Level**

*By Dr. Peter L. Kopko, D.C.*

Our planet's drinkable water is quickly disappearing. The mismanagement of our natural water reserves through its misplacement and displacement is contributing to climate change as well. Industrialized nations have polluted the surface water to the point that we are now taking water from the ground, the wilderness and watersheds, and moving it to where we need it. It is moved to big cities and then dumped into the ocean. Furthermore, we pave over water retentive lands, frustrating the hydrologic cycle to fulfill its responsibility and bring the water back.

This global water problem is further complicated by what is termed the "virtual water trade." The virtual water trade is the process where one country uses vast amounts of water to produce commodities that are exported

to other countries. Everyday in the U.S., 1/3 of all domestic water use is for the production of exportable commodities. This is taxing our drinkable water reserves. In fact, Australia, another country involved in the virtual water trade, has hit the "water wall." They are running out of drinkable water.

It was believed until recently that the hydrologic cycle could not be interrupted but we now know that it can and has been dramatically and deeply affected by our abuse and displacement of water.

A global water cartel is forming throughout the world. The future may be more about water and less about oil. Corporations are actively engaging in the water business. Further proof of this is the privatization of municipal water supplies. Large corporations now survey the globe looking for aquifers much like they did in the past looking for

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oil or mineral reserves. There are huge aquifers in Latin America that are being surveyed.

As with global warming, the global water crisis is often written off as a cyclical event in nature. Global warming is not the result of cyclical temperature changes and the global water issue is not a result of cyclical draught.

Some startling facts:

- Lake Meade at its present rate of drying up will be gone in 13 years.
- 50 billion bottles of water are sold each year and 95 percent of the plastic bottles are not recycled.
- The average American uses about 150 gallons of water a day, this includes private and domestic use.
- The average British citizen uses 30 gallons per day, private and domestic.

- Kenyans use 3 gallons per day period.
- It takes 74 gallons of water from planting the seed, processing the beans, to produce one cup of coffee.
- It takes 600 gallons of water to produce the corn that is then fed to the cow to produce 1/3 of a pound of hamburger.

In conclusion, geophysicists have recently determined that from damming up water in huge dams and redirecting streams, rivers and lakes, the speed of the earth's orbit has been altered and has shifted the tilt of axis and the shape of the gravitational field.





## The LIFE Ionizer Dealer Program - In Review

- **The Perfect Storm** - LIFE Ionizer® Dealers is the right company with the right product at the right time. And there is little or no risk to start a LIFE Ionizer® Dealer business!
- **The Business of Water** - The need for clean, affordable drinking water is growing at an alarming rate. Yet bottled water and standard home filtration are not the best answers. LIFE Ionizers™ provides the cleanest, healthiest, most environmentally friendly and most affordable solution for home owners.
- **Customized Filtration** - Off the shelf water filtration systems cannot address the myriad of contamination issues in today's municipal and well water supplies. Only through customized pre-filtration, available through LIFE Ionizers™, can a home owner provide themselves and their families with the healthiest drinking water. LIFE Ionizers™ is the only Ionizer system that provides prefiltration.
- **Earning Potential** - Earn up to 50% profit margins when selling a LIFE Ionizer® system. And, earn a 10% commission on sales produced by your team whether they are next door or in another country. Spend as much or as little time as you wish on your business.
- **The LIFE Ionizer® Dealer Business System** - Whether you're at a customer's home or on vacation half way around the world you can monitor your business, stay in touch with your team or contact new leads. In addition, the LIFE Ionizer® Dealer web-based



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business system, through your two web sites, helps you market your LIFE products and the LIFE Ionizer® Dealer opportunity to customers and perspective team members around the globe.

- **LIFE Ionizer® Dealer Training** - Everything you need to know to be successful is on line and available 24/7. From video training to Power Point presentations, forms and charts to promotional and print materials. It's all at your finger tips. We also do two monthly teleconference calls and webinars to keep LIFE Ionizer® Dealers up to date on the latest information.
- **Dedicated Business Advisor** - Each LIFE Ionizer® Dealer is assigned to a Business Advisor at our corporate office that is part of the Dealer Support department. The role of the Business Advisor is to insure you have what you need to be successful and even answer questions for your customers.

- **Getting Started** - It's easy. Simply contact the LIFE Ionizer® Dealer who told you about us, or log in to their MyLifeDealer.com website and click 'JOIN'. If you are not already in contact with a LIFE Ionizer® Dealer, call the LIFE Ionizer® Dealer support department at (855) 816.4845. Choose a Gold or Silver Dealer kit and be prepared to choose a Dealership name for your web domain. Your web-based business system will be available within the hour and your Dealer kit will be shipped immediately. You'll be selling LIFE products and building a team within days.

Where could you be next year at this time if you get started today?

**Call NOW** to be a part of this life changing opportunity!

**(855) 816.4845**



For more information on The LIFE Dealer Business Opportunity,  
call the dealer support department at  
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