

From impartial 'Consumer Guide' special edition on **Alkaline Water** Ionizers...



Page Down...

...exposing **deceptive internet marketing** & **design flaws** of these *corner cutting* **Korean/Taiwan** manufactured budget machines.

THE GOOD THE BAD AND THE UGLY

The GOOD: Enagic USA

THE GOOD: ENAGIC USA

With an "A" rating with the BBB, Enagic USA has been in the U.S. market for 10 years and has seven offices in North America, including their corporate headquarters in Torrance, CA.

Enagic USA has a stellar reputation and has become the Industry Gold Standard for both their business dealings and product support / service. Enagic USA was recently recognized by the Direct Selling News for their success in business, being ranked #60 of the Top 100 Direct Selling Company in the World.



Enagic is a 40 year old company from Japan with expanding branches worldwide – in the USA since 2003.

THE GOOD THE BAD AND THE UGLY

Enagic USA is now the **ONLY** water ionizer manufacturer on the market to receive the exclusive Gold Seal Certification from WQA!

TESTED AND CERTIFIED
Water Quality
UNDER INDUSTRY STANDARDS

C USA

- ▶ KANGEN UKON™ DD
- ▶ PLATINUM
- ▶ ENAGIC WEB SYSTEM
- ▶ TAX CALCULATOR

1. Enagic's SD501 LeveLuk model has a 5 year warranty with a 15 year life expectancy – a single service adds many more years of healthy water.
2. Every 15 gallons it automatically runs a self cleaning cycle.
3. A monthly manual cleaning filter ensures it'll keep running in pristine condition for many years to come.

THE GOOD THE BAD AND THE UGLY

What is the "Gold Seal?"



Membership in the Water Quality Association is expected and Gold Seal Certification is preferred. The WQA is a not-for-profit, international trade association representing the residential, commercial and industrial water treatment industry. The WQA is dedicated to promoting the highest principles of honesty, integrity, fair dealing and professionalism in the water quality improvement industry. It is equally dedicated to preserving the consuming public's right to quality water. Their Code of Ethics sets standards of conduct for industry members in their dealings with their customers, among themselves, with members of related industries and the public at large.

THE GOOD THE BAD AND THE UGLY

The BAD: Life Ionizers

THE BAD: LIFE IONIZERS

Life Ionizers currently has an "F" rating with the BBB and continues to have their reputation tarnished by doing things like creating false consumer review websites.

Other companies in the Ionizer Industry are warning consumers about Life Ionizers or even boycotting the sales of their products. The Water Ionizer Authority Website recently issued the following "Think Twice" consumer warning: *Life Ionizers has clearly demonstrated a pattern of disregard for both wholesale and retail customers. Before you decide to buy from Life Ionizers you should be aware of the company's history, the number of complaints filed against them and the issues reported by their customers.*

Life Ionizers currently have an "F" rating with the BBB and continues to have their reputation tarnished by doing things like creating false consumer review web-sites.

THE GOOD THE BAD AND THE UGLY

The UGLY: Tyent USA

THE UGLY: TYENT USA

Perhaps one of the worst in the Ionizer Industry, Tyent USA has earned an unflattering reputation for creating phony review websites, engaging in smear campaigns against other ionizer companies and generally engaging in questionable business practices.

Tyent USA has received a barrage of negative attention from other companies in the Ionizer Industry, including Water For Life USA and IonWays, for their underhanded dealings and deceptive marketing tactics.

Tyent is perhaps one of the worst in the ionizer industry and has earned the unflattering reputation for creating phony review web-sites, used in smear campaigns against quality competitor products and engage in questionable business practices.

THE GOOD THE BAD AND THE UGLY

Your WARRANTY is only as good as the COMPANY that stands behind it

As a consumer, the company you choose to do business with is equally as important as the product you decide to buy. Ultimately, the product, warranty and even the buying and ownership experience, is only as good as the company that provides it.



THE GOOD THE BAD AND THE UGLY

Page 1 of 5 on Ionizer Companies

In the ionizer industry there are basically four kinds of companies. Full service ionizer manufacturers; private labeling manufacturers; private label sellers, and authorized resellers.

THERE ARE BASICALLY 4 KINDS OF IONIZER COMPANIES...

1. Full service ionizer manufactures
2. Private labeling manufacturers
3. Private label sellers
4. Authorized resellers

THE GOOD THE BAD AND THE UGLY

1. Full Service Manufacturer...

Page 2 of 5 on Ionizer Companies

There is only one Full Service Ionizer Manufacturer operating in the United States, which is a company from Japan, called Enagic®. Being a full service ionizer manufacturer means that the company owns and operates their own manufacturing facility and actually manufactures their own ionizer brand. Service and support are handled directly by employees of the company.

There is the only Full Service Ionizer Manufacturer...

Enagic USA making 4 Models from \$1,480 to \$3,980
\$16 to \$45 pm – 12 months interest free

...that owns and operates their own manufacturing facilities, actually giving full service and support to their customers, with a replacement machine while yours is being serviced.

Consumers know when a company manufactures a product it means they have made a solid commitment to the product, the industry and, most importantly, to the consumer. Tens of millions of dollars have been invested in research and development; in product tooling and machinery; in facilities and staff; in warranty and support. These are just a few of the things that separate a full service manufacturer, from the rest of the companies in the ionizer industry.

THE GOOD THE BAD AND THE UGLY

2. Private Label Manufacturers...

Page 3 of 5 on Ionizer Companies

Next are the Private Label Manufacturers. These are companies that make ionizers for other companies. They don't normally build ionizers that reflect their own company name or brand.

The primary private labeling manufacturer is a company based in Korea, called Emco Tech, which also operates under the name Royal Water. Emco Tech builds about 30 models of ionizers for about 20 different brands. There are slight differences in models, based on some features and design, but about 95 percent of the internal components of these machines are exactly the same.

The actual manufacturer does not provide service or have USA support – a huge drawback for customers.

Emco Tech – Korea...

...making Royal Water, IonLife, Ionia, IonWays, etc. – 11 companies – 15 models

A very important point about the private label brands is that the actual manufacturer does not provide service or support for the ionizers they have made. Service is provided by a company or person that specializes in sales; that typically has no real expertise in ionizer repair or maintenance. In addition to this drawback, in most cases, the private label companies are missing some of the most important ingredients necessary for truly superior and outstanding customer care.

Emco Tech has no branches or offices in the United States, so there is no way to get local support from the company that actually manufactured the machine. Obviously, this is a huge drawback for consumers buying one of these ionizers.

THE GOOD THE BAD AND THE UGLY

3. Private Label Sellers...

Page 4 of 5 on Ionizer Companies

The next group is the Private Label Sellers. These are the companies that purchase the private labeled ionizers from manufacturers like Emco Tech. They put their name on an ionizer and claim to be an ionizer company.

Of the many Emco Tech private label brands, Jupiter Science is probably the most well known. Life Ionizers is another example of this type of company. They purchase ionizers from a Korean company called Galaxy, which reflects the Life Ionizer name, and then sell them to consumers. All they really do is push around products that another company actually created.

Galaxy Ionizers made by
Emco Tech – Korea...

...making Jupiter Science, Life Ionizers, etc.

All they do is push around
products created by a
another company.

THE GOOD THE BAD AND THE UGLY

4. Authorized Resellers...

Page 5 of 5 on Ionizer Companies

The last group of companies are the Authorized Resellers. These are independent sellers who are authorized to sell and distribute here in the U.S. on behalf of a main company, most of which are based in Taiwan, or Korea.

There are quite a few different Resellers operating in the United States and perhaps you've heard of some of them. There is Chanson USA, Tyent USA, Pure Pro, Evontis, KYK and many others. No matter which one is named, there is an important fact that applies to all of them and that consumers should seriously consider! None of these resellers are the actual manufacturers. They are not even official branches of the manufacturing company. They are simply authorized resellers, meaning support and service will only be available while they remain active in the industry.

Of all the different kinds of companies selling ionizers, the Resellers probably have the least to lose, since all they really do is buy limited amounts of wholesale inventory to sell at retail prices. Having the least to lose makes Resellers the most likely to drop out of the industry, so consumers, beware!

Resellers of Ionizers made in Taiwan & Korea...

...making Chanson USA, Tyent USA, Pure Pro, Evontis, KYK, etc.

They buy limited stock wholesale & sell at retail prices. Having the least to lose makes them the most likely to drop out, so consumers, beware!

THE GOOD THE BAD AND THE UGLY

IMPORTANT TO KNOW...

These are the main types of water ionizer companies operating in the United States, with some examples of specific brands. There are other brands out there, but, for the most part, an ionizer company will always fall into one of the 4 types we've covered. As a consumer, remember that many of the different ionizer brands out there were actually built in the exact same factory, and that 95 percent of the internal components are identical...they just have a different brand name.

Many of the ionizer brands out there are actually built in the exact same Korean factory and 95% of the internal budget components are identical.

Only "Enagic" has the highest reputation of manufacturing a true **quality product** with *state-of-the-art components*.

It's a big decision concerning the quality of *YOUR life, health & longevity*, which warrants your careful research...

WANTED

8 Tips For Picking An Ionizer (Consider each point below)

1. The type of ionizer company
2. Length of time in operation
3. Number of locations, offices or service centers
4. Honors and Certifications
5. Check out the company
6. Be cautious with Virtual, Internet based companies
7. Don't be pressured into a RIGHT NOW buying decision
8. Demand your consumer rights and get water samples!

Who wants a *budget ionizer* that'll only last a year or two? (See **Consumer Guide's A,B** example below...). We all want a *quality product* that'll last for many years to come. PRICE or VALUE over 10 years?...

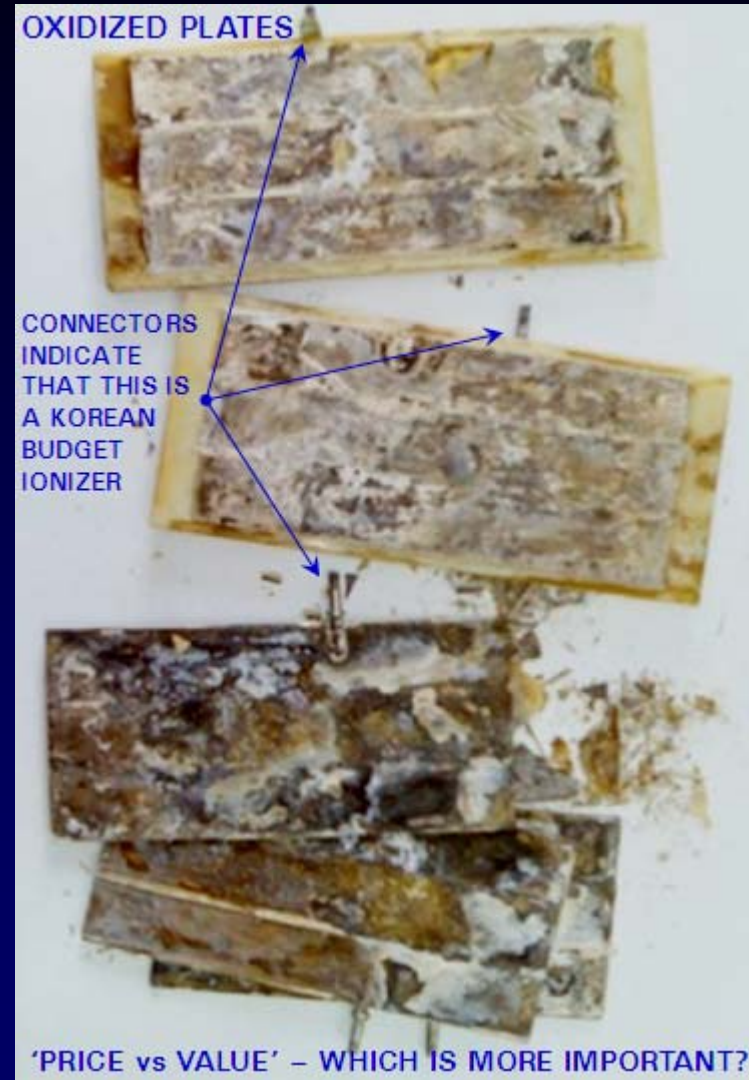
A. \$1,500 every 2 years = **\$7,500** verses
B. **\$4,000** lasting for 10 years & beyond.

Only 'Enagic' USA...

1. Owner Manufacturer, Full Service.
2. Started in 1973 in Japan.
3. Expanding worldwide company with four USA 'service centers'. In the USA since 2003.
4. Gold Seal from WQA; "A" Rating from BBB.
5. There is a reason everyone else compares to Enagic.
6. Real offices, staff, USA service centers, excellent customer service, valid warranties.
7. Enagic knows that educated researchers, are not going to settle for a *budget Korean ionizer*.
8. Test, try & prove superior Kangen water before you buy – 100,000's experiencing improved health.

PLATE CONSIDERATIONS...

1. Titanium plates are used for their great conductivity
2. However, Titanium is toxic to humans if ingested, so we do not want it to come into contact with the water
3. So the Titanium plates need to be coated with a safe layer of Platinum, to make the unit safe
4. Solid flat "Enagic" plates are easy to dip in Platinum for a safe even coating
5. Thin uneven mesh plates that only have a sprayed micron layer of Platinum (*and are under constant heating & cooling; expanding & contracting*), have the potential to be a health risk in time to come.



The Importance of Plate Construction to effectively ionize water...

Mesh plates are touted as being superior and more efficient, when nothing can be further from the truth.

Plate Construction

Mesh or Mess? The electrodes or “plates” are the heart of an ionizer, the engine. Their construction is very important, as they work the hardest and have the most important job in the ionization process. They provide the electrical charge that makes everything happen.

For best results plates should be solid construction, creating the greatest amount of surface area, another important aspect of the ionization process.

Some of the discount ionizer brands promote and use *Mesh or Slotted Plate Electrodes*, which are plates with holes in them, saying that they somehow create a greater amount of surface area.

In theory, a flat surface with holes in it could have a greater amount of total surface area than a solid surface. The plate would have to be very thick in order to accomplish this, which is not the case when it comes to the mesh plate electrodes in the majority of the discount water ionizers. In fact, most mesh plates are practically paper thin and the connection that passes electricity to them is just a flimsy post wedged into some of the mesh screen and sticking off of the plate.

Mesh plates are touted as being superior and more efficient, when nothing could be further from the truth.

1. Mesh plates reduce the high cost of Titanium & Platinum (more expensive than gold), which is why they are used by budget *corner cutting* ionizer companies
2. Mesh plates do not increase, but drastically decrease surface area and effectiveness to ionize water.

Mesh plates reduce cost, which is why they are used. At the thickness of these plates the holes do not increase the surface area. If anything, the surface area is drastically decreased as a result of the holes in the mesh plates. These types of plates are less expensive to manufacture and to plate with the platinum, which is the only reason they are used! Mesh plates reduce costs. They do not increase performance.

The following is a quote from a discount water ionizer website talking about mesh plate electrodes: "...five of the most advanced mesh platinum-titanium electrodes in the world...the electrodes are covered in a "super fine" mesh with very distinct high points and valleys..."

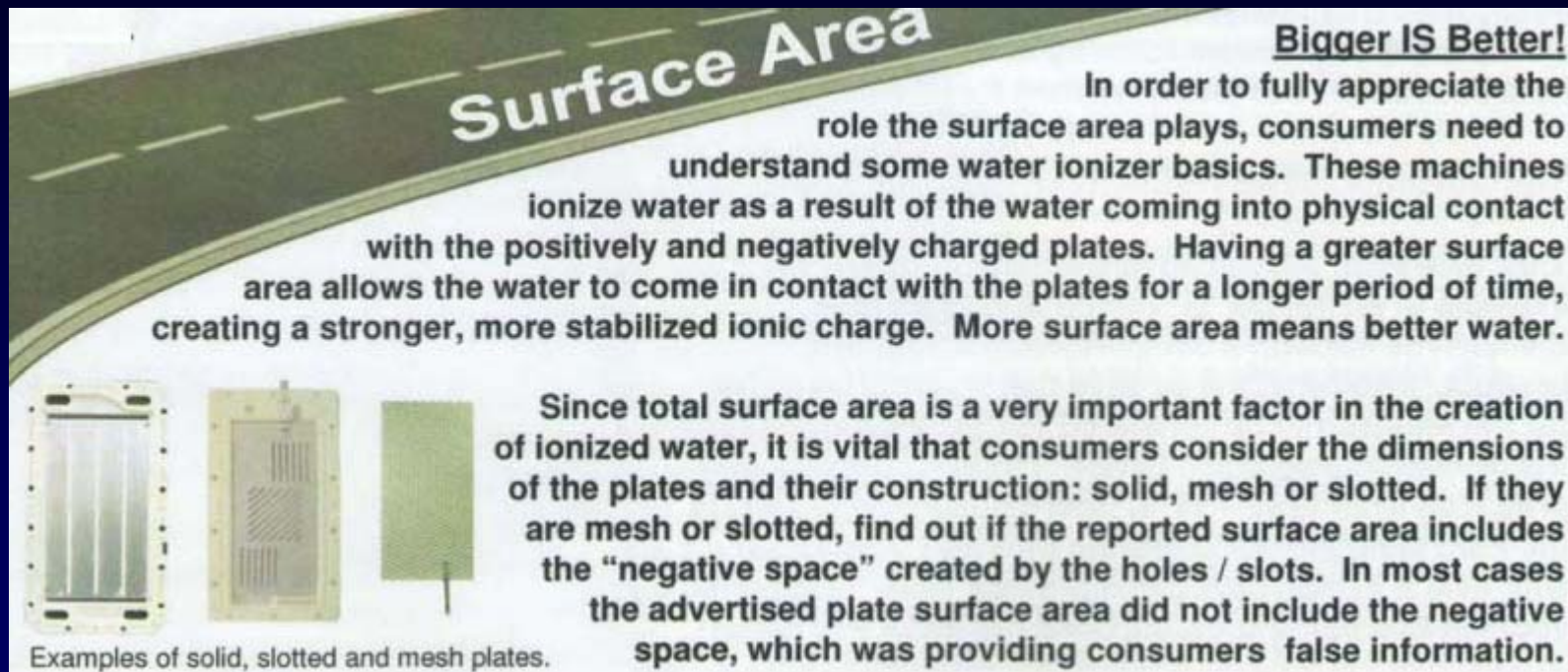


Pictured above are the actual mesh plates being described. After extensive investigation and exhaustive research it was discovered that the "distinct high points and valleys" were, in fact, nothing more than the holes in the mesh!

This ionizer took the fact that their plates have holes in them and turned it into an impressive sounding feature that would fool even the savviest of consumers!



BIGGER SOLID Titanium plates coated with an even thickness of Platinum are *BETTER* than SMALLER THIN Mesh plates (½ holes) sprayed with a micron layer of Platinum (with a *much shorter* life-span).



Surface Area

Bigger IS Better!

In order to fully appreciate the role the surface area plays, consumers need to understand some water ionizer basics. These machines ionize water as a result of the water coming into physical contact with the positively and negatively charged plates. Having a greater surface area allows the water to come in contact with the plates for a longer period of time, creating a stronger, more stabilized ionic charge. More surface area means better water.

Since total surface area is a very important factor in the creation of ionized water, it is vital that consumers consider the dimensions of the plates and their construction: solid, mesh or slotted. If they are mesh or slotted, find out if the reported surface area includes the “negative space” created by the holes / slots. In most cases the advertised plate surface area did not include the negative space, which was providing consumers false information.

Examples of solid, slotted and mesh plates.

The advertised size of smaller mesh plates does NOT include the 50% negative air space of the holes, misleading the consumer.

Filtering Out The

FACTS

Filters That Add Minerals?

How some internal filters are tricking consumers!

THE TRUTH ABOUT DUAL FILTERS...

Every electronic water ionizer has an internal filter to remove impurities from the source water. This allows the water to be as pristine as possible, before actually entering the electrolysis chamber, where it is ionized. Most filters contain activated charcoal, which is excellent for removing chlorine.

They can also contain a number of other substances that help remove undesired chemicals from the source water. It is important to note that **NO** water ionizer available in the U.S. Market contains any component that releases anything harmful into the water, even though several ionizer companies make this claim against competitive brands.



If the internal filter is high quality, a single filter should be sufficient to do the job. However, some ionizers have dual filters. It would seem that, in this case, two would be better than one. It makes sense, until you understand why there are two filters. The reason may surprise you. The second filter is to put stuff into the water, not take it out. To fully appreciate why this is being done, you need to understand some of the basics of ionization.

Two filters sounds better than one, until you understand WHY budget ionizer companies use them.

The second filter is designed to put stuff into the water, not to take out.

UNDERSTANDING IONIZATION...

1. There must be minerals present in the water for ionization to work. The minerals act as conductors for the electrical charge. More minerals in the water creates greater conductivity which = greater ionization.
2. Budget ionization companies know the power surging through their machine is insufficient to make quality alkaline water with the minerals present in tap water. Hence they introduce a second filter which adds minerals to help boost ionization because of the weak charge flowing through their thin mesh plates.

The main thing you need to know is, in order to ionize water through electrolysis, there must be minerals present. These act as conductors for the electrical charge. More minerals in the water creates greater conductivity; the greater the conductivity, the greater the ionization.

Because the makers of many of the discount ionizers know that the power surging through their machine is not sufficient to ionize with the normal mineral content found in most tap water, they add additional minerals into the water from the second filter, which helps create a slightly stronger charge.



Above is an example of an ionizer internal filter containing alkaline rich minerals; in this case it is Tourmaline.

1. Using additives to boost the pH level is a deceptive way to make consumers think their water is more alkaline than it really is. Added minerals creates over calcification, which builds up on the plates, which is one of the biggest KILLERS to reduce the life of the machine. This slight perceived benefit in no way justifies the damage being done.
2. Additives defeats the whole purpose of using a machine to ionization water.

Some of these minerals also have a higher pH level, so, when tested with pH drops or other pH testers, the water will appear to have a higher alkaline level, than if it solely went off the pH created during ionization. An example of dual filter configuration appears below.



Using additives to boost the pH level is a deceptive way to make consumers think their water is more alkaline than it really is. One more issue that can be created by the introduction of these added minerals is over calcification. One of the most popular minerals used in the filters to increase the mineral content of these dual filter machines is calcium.

When water passes through the second filter, additional calcium is released into the water. While this will increase the conductivity of the source water, it will also allow even more calcium to build up in the machine. In case you did not know, one of

the biggest **KILLERS** of a water ionizer is mineral build up on the electrodes. The slight benefit that may be created from the added conductivity does not justify the potential harm being inflicted on the machine by adding more minerals.

Using additives to boost the pH level defeats the whole purpose of ionizing the water, because all it does is give an illusion of the higher alkalinity which is good for the body. This will only result in the illusion of improved health! So look for a machine that is able to effectively filter the water using only one filter and that does not need alkaline rich minerals added from a second filter in order to make the water appear more alkaline.

Budget ionizer companies have to include an auto-heated power shut off feature to prevent a MELT-DOWN of their budget thin plates – another major design and mechanical flaw.

Test Drive continued...

Auto Heat Shut Off. This particular “feature” is typically found on the discount water ionizers and is known by slightly different names, depending on the brand. It may be an “over heat detector”, or a “high temperature overload switch” or a “temperature sensor / auto shut off”. On the website of one discount water ionizer brand it is advertised that their ionizers come equipped with “High Temperature Overload: Automatic transthermal temperature sensor shutoff and reset protection”.

Sounds impressive! But no matter what it is called, they all do the same thing, which is shut down the flow of electricity to the electrodes if the machine starts to overheat. The bottom line is that this “feature” is included because the ionizer is prone to overheating, which any reasonable consumer would see as a design flaw, not a beneficial feature!



Typically this sensor is programmed to automatically activate after about 10 minutes of use. Many low end models then require a “resting” period before the ionizer can be used again. Without this sensor, some of the lower quality components of these discount ionizers could literally melt!

Auto Heat Shut Off



Even worse than melting, they could combust, and actually start to burn, creating a fire hazard.

If consumers consider this in terms of other products they use everyday, they should quickly realize that an automatic shut down of a product after 10 or 15 minutes of using it is not a feature, but instead a major design flaw. Imagine other products having this “feature”.

Would you purchase a computer that was designed to shut down after 15 minutes of use, and then had to sit for 30 minutes, before you could start it back up? Or maybe a refrigerator that could only run for 15 minutes, and then it would shut itself off.

If another product were equipped with this so-called “feature” it would be exposed for what it is: a major design and mechanical flaw. Consumers should carefully consider purchasing any ionizer equipped with an automatic heat shut off sensor.

1. There are 3 factors that *produce ionized water*, (i) Power/Watts, (ii) Plate size & (iii) Length of time the water is in contact with the plates – Enagic's are far superior in power & size.
2. Budget ionizers use a regulator to slow down the flow by up to 50%, because of their *thin mesh plates/lower watts*. Hence it takes much longer to make a bottle of ionized water.

Automatic Flow Control

This is another masterfully spun "feature" of many of the discount water ionizers. Again, in order to truly appreciate the spin, consumers have to understand some basics about ionization.

There are three main factors that influence the quality and effectiveness of the water produced by an ionizer: power, plate size, and length of time the water is in physical contact with the plate.

The designers of the discount ionizers work with lower power and much smaller plate surface area, so they devised a way to manipulate the physical flow of the water in order to force longer contact with the plates. This "auto flow control" is nothing more than a regulator that limits the amount of water that can pass through the machine at any one time.

With an auto flow control sensor it would not matter how high you were to turn on the faucet, because the valve



would control the flow once the water actually entered the machine. With the flow reduced, the water pressure is less and the water passes over the plates slower and in less volume.

This results in the water having a higher "out of the machine" pH and negative ORP reading. However, because the electrical charge being used is not very strong and the electrodes being used have a smaller surface area and are not solid, these properties are very unstable and dissipate very quickly.

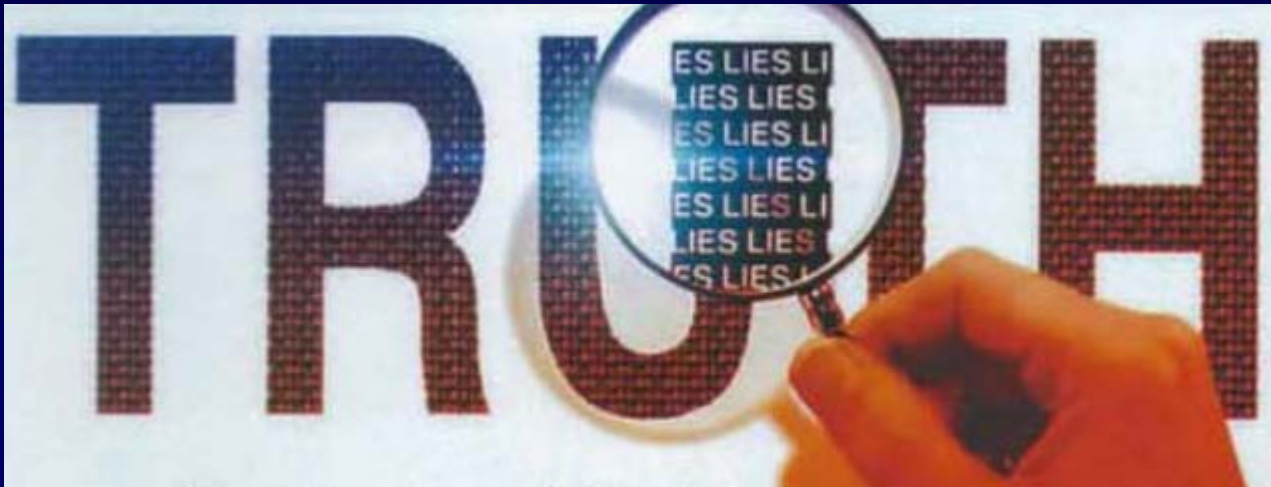
The auto flow control is one of the main reasons that many of the discount water ionizers take so long to produce any real amount of ionized water. The flow rate is typically one third, to one half, that of a quality ionizer not using a flow control sensor.

This is just one more poorly designed component, that the lower quality ionizer sellers spin, in order to try to convince consumers that it is a feature, instead of a flaw.

Consumer Guide highly recommends that, once again, consumers exercise careful consideration when purchasing a discount water ionizer equipped with an auto flow control sensor.

Review Websites

**Uncovering the
unbelievable truth
behind the Internet buzz**



Beware of the LIES & the deceptive internet marketing practices of these Budget Companies.

INDEPENDANT, UNBIASED REVIEW WEB-SITES!!!

Truth or Lies?

It has been discovered that some of the predatory water ionizer sellers have created elaborate websites that are promoted as and appear to be independent, unbiased reviews of water ionizers.

For the record, there are NO independent, unbiased water ionizer review websites anywhere on the Internet. Every so called independent water ionizer consumer review website that you come across is nothing more than a marketing website, created with the specific intention of selling a particular brand of ionizer. These sites have not been created to provide information that will help protect consumers. They have been created to specifically influence a consumer buying decision.

There are a few very simple ways to identify a fake review website. The first, and most obvious, is when a review website lists their "Top Pick" or top brand, and then that machine or brand is the only ionizer on the website available for sale. A real review website typically has all or nothing. Either they provide links for purchasing all of the reviewed products or none of them.

For the record, there are NO independent, unbiased water ionizer review websites anywhere on the internet.

These web-sites are no more than cunning tools to mislead the consumer about their competitors product and tout their own.

A dead give-away is that there are no links to purchase anyone else's product but their own.

A real review website is for providing information. They have no vested interest in which product comes out on top, so they will not pick and choose which products can be purchased. This even applies to the sites that review 10 different brands of ionizers, but only have purchase links for 5 of them. What this indicates is that the owner of the site is actively selling just those 5 brands, which does happen.

Another way to identify a phony review website is to check the Contact information. Legitimate websites provide detailed information on how consumers can contact them. Listing their company or organization name, address, phone numbers, hours of operations, etc. When you click on the Contact Us link and it directs to a page with nothing more than an email link or a short form, you are most likely on a phony review website. These fake sites don't want you contacting them, which is why no real contact information is ever provided.

There are some exceptions to this. Water Ionizer Expert, a site that appears to be



Legitimate web-sites provide detailed information on how consumers can contact them.

Phony review web-sites don't direct you to a competitors brand/site, but to a page with nothing more than a short form eMail link back to them. Busted!

Phony review web-sites are obviously not objective.

Also, NO legitimate, unbiased product comparison *laboratory tests* have been conducted by any water ionizing company.

While there have been *laboratory tests* run by companies regarding 'aspects' of their own products, there have been NO tests run for the purpose of comparing water ionizers.

an unbiased review website, is quietly revealed in the fine print at the bottom of the website as being owned and operated by Earth Trade Water, the parent company of California based Life Ionizers.

Promoting the features or benefits of their own machines would be one thing, but to expect consumers to believe that the reviews of the ionizers of a competing company in the industry are going to be completely objective would be ridiculous!

While not as predominate as the phony review websites, it is important to address the so-called "laboratory test" results that surface online every now and then. If you run into a document or video on an ionizer website that is about comparative product testing, they are only for marketing purposes. They are not for actual scientific purposes, documenting an ionizer's effectiveness.

No legitimate, unbiased product comparison laboratory tests have been conducted by any water ionizer company. While there have been laboratory tests run by companies regarding aspects of their own products, there have been no tests run for the purpose of comparing water ionizers. There have been instances when water samples have been sent to independent labs and they were tested for things like pH value and ORP. The labs then went on to draft a report on their findings, even though they did not even know where the water samples came from. This does not constitute proper comparative testing and the findings are useless.

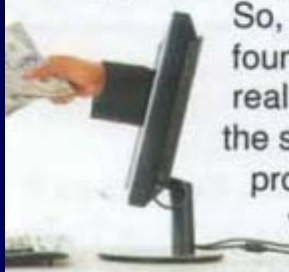
While all these web-sites might seem like they were created to help, they were actually only created to sell.

If you want to find out if a water ionizer is really worth it, demand water samples and try it for yourself.

On one website a very scientific, official looking man takes viewers through a series of tests that were designed to convince them one ionizer brand is better than another. To an untrained eye, most of these tests seem legitimate. Unfortunately the testing is not following even the most basic protocols necessary to truly come up with conclusive, accurate results.

While all of these websites might seem like they were created to help, they were actually only created to sell.

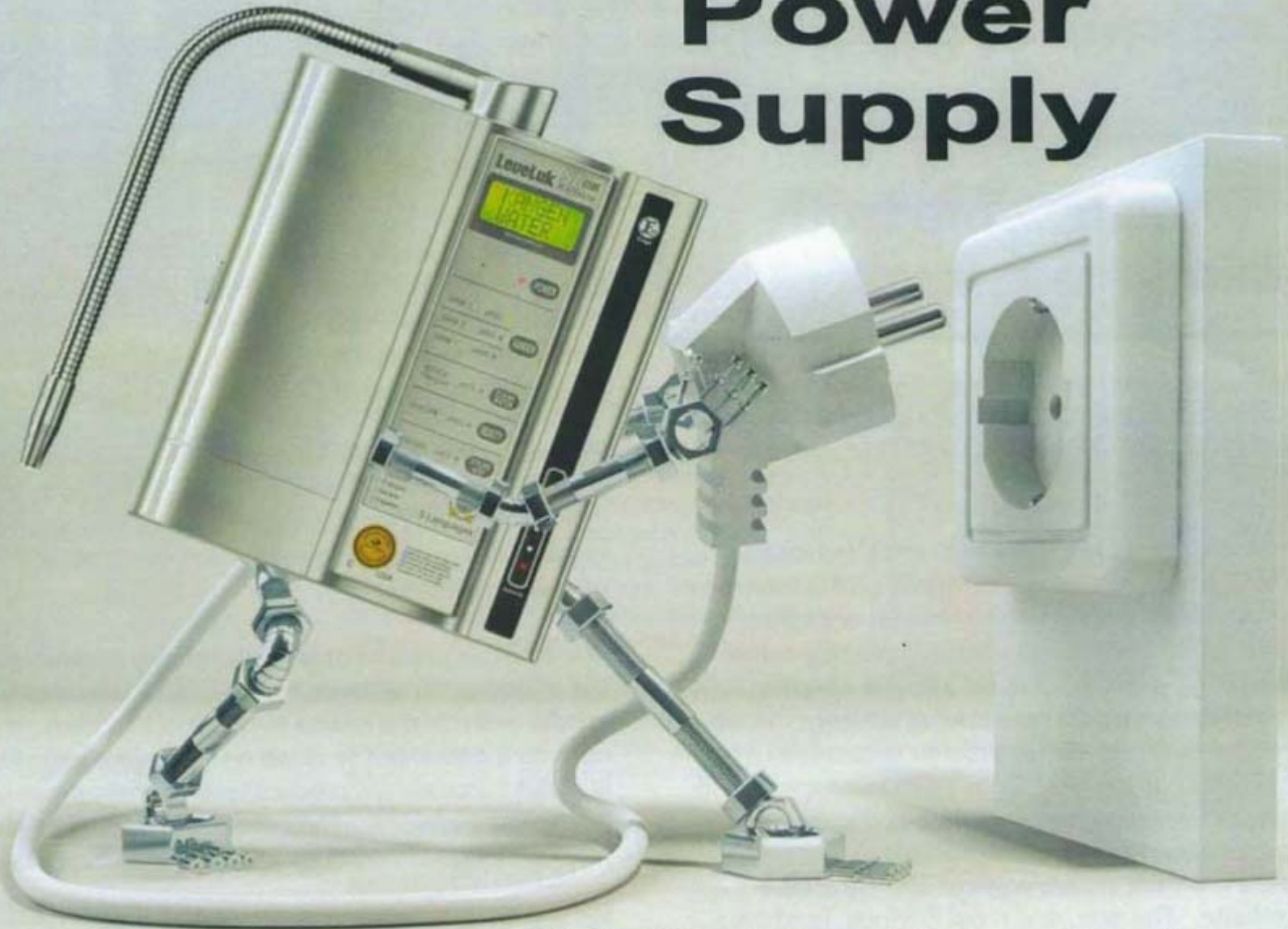
Every word they say is centered around this objective.



So, when it comes to ionizer reviews found on the internet, your best bet is to realize that they are not objective and that the sites were created to sell you a specific product. If you really want to find out if a water ionizer is really worth it, demand water samples and try it for yourself.

THE TRUTH ABOUT POWER SUPPLY...

Power Supply



Transformers vs. SMPS: The Results Are In

1. The power surging through the plates (230W for Enagic SD501); the size, construction and number of plates, all will determine the strength & stability of the ionized water.
2. The 2 types of power are (i) Transformers and (ii) SMPS – Switch Mode Power Supply, which is lighter & cheaper, hence used by budget companies. SMPS tested to have an overall lack of stability and long-term reliability in the systems currently available.

The amount of power surging through the plates of an ionizer is one of the most important aspects of ionization! It is the amount of power, coupled with the size, construction and number of plates, that will ultimately determine the strength of the properties and the stability of the ionized water.

There are 2 primary types of power supplies used in water ionizers: Transformers and SMPS, which stands for Switched Mode Power Supply. Many of the discount ionizer companies, promoting mesh or slotted plates, heavily promote SMPS. They promote it as the most advanced technology available for electronics and that even the newest plasma screen televisions use this type of power supply. SMPS does have at least one positive selling point, which is that it incorporates a switching regulator in order to make the conversion of electrical power more efficient.

Traditional transformers are the best form of power supply to handle continuous electrical usage, as well as higher wattage. Ironically, many discount ionizer companies actually attack the use of transformers, saying that it is out dated technology and that what they offer is much more modern, which supposedly makes it better. They act as if the transformers being used today are the same as those invented by Michael Faraday back in 1831.

SMPS creates an average of power output, meaning that a "300 Watt" ionizer using SMPS actually only produces a maximum of 150 watts of power.

Contrary to these attacks, the transformers that are used are the most advanced available and are one of the key components to the success of these products. It allows a higher wattage water ionizer to run for long periods of time, while producing stable ionized water.

Research conducted by Emco Tech, a Korean based manufacturer of private label water ionizers that primarily uses SMPS, was recently discovered after one of their distributors published the findings regarding the use of SMPS in water ionizers on their website.

The following are from these findings: *SMPS is lighter weight and typically less expensive to manufacture, however it has been shown to respond more slowly, and be less stable overall, than the Transformer system.*

One clear advantage of SMPS has nothing to do with its performance, and this is that its lighter weight results in lower shipping costs. The Emco Tech research summarized SMPS as having an overall lack of stability and long-term reliability in the systems currently available.

While SMPS is employed in some electronics, due to the weight and cost advantage, transformers remain the most prevalent, durable and most stable power system for water ionizers and many high end home electronics.



...through the eyes of the BBB...

1. The BBB rating for Life Ionizers was an “F”, which is the lowest rating possible.
2. 47 Consumer complaints in the past 3 years, 19 in just the past 12 months, including warranty issues.
3. Complaints allege significant misrepresentations regarding refund policies, contrary to the “60-Day Money Back Guarantee” promoted on the Life Ionizer web-site.

There have been many inquiries from consumers regarding Life Ionizers, aka Earth Trade Water, Inc., so Consumer Guide launched an investigation to uncover what we have titled *The Facts of Life*.

CG conducted a very extensive investigation, using numerous resources, however, this published report contains information that was primarily found on the Better Business Bureau (BBB) website.

The investigation started with a simple BBB search using the name Life Ionizers. The search returned 1 result, “Life Ionizers aka Earthtrade Water”. As of the date of the search* the rating for Life Ionizers was an “F”, which is the lowest BBB rating possible.



* Information collected during a search conducted on February 1, 2013.
Visit www.bbb.org for the complete BBB Life Ionizer report.

The BBB website provided a detailed report explaining why this former BBB Accredited company had their accreditation rescinded and are now receiving the lowest BBB rating possible.

It started with a summary of consumer complaints, which included 47 in the past 3 years, 19 in just the past 12 months. While there were some complaints regarding billing issues, advertising / sales issues, and warranty issues, the vast majority, 42 of the 47 complaints on file, were listed under “Problems with Product / Service”.

In addition to specific information regarding all 47 complaints, the website also included more details in the “Additional Complaint Information” section. The following information was found in this section:

“Consumer complaints most frequently allege there being significant misrepresentations or misunderstandings regarding the company’s refund policies.” This seems to completely contradict the “60-Day Money Back Guarantee” promoted on the Life Ionizer website.

1. Customers alleged having significant difficulty reaching company representatives who are able to resolve their issues – claiming representatives to be dismissive, rude, unhelpful, or unwilling to assist to resolve their issues.
2. Consumer Guide strongly encourages consumers to thoroughly investigate the company, before making a buying decision – don't discover the hard way how Life Ionizers conducts business.

The BBB website also reported "Consumer complaints allege having significant difficulty reaching company representatives who are able to resolve their issues". It went on to say, "Consumer complaints claim receiving poor customer service, claiming that company representatives were dismissive, unhelpful, or unwilling to assist the consumer to resolve their issues. Some consumer complaints further allege that the company's customer service representatives were rude, unprofessional, or offensive during phone conversations about their issues." This, once again, seems to completely contradict the Life Ionizer "100% Satisfaction Guarantee" promoted on their website.

The most shocking information was discovered in the "Advertising Review" section of the BBB website. Fueled by consumer complaints, the BBB launched an internal undercover investigation of Life Ionizers in September 2012 for alleged violations the California Business and Professions Code advertising laws for companies selling water filtration systems. The BBB investigation concluded that some of these laws were being violated.

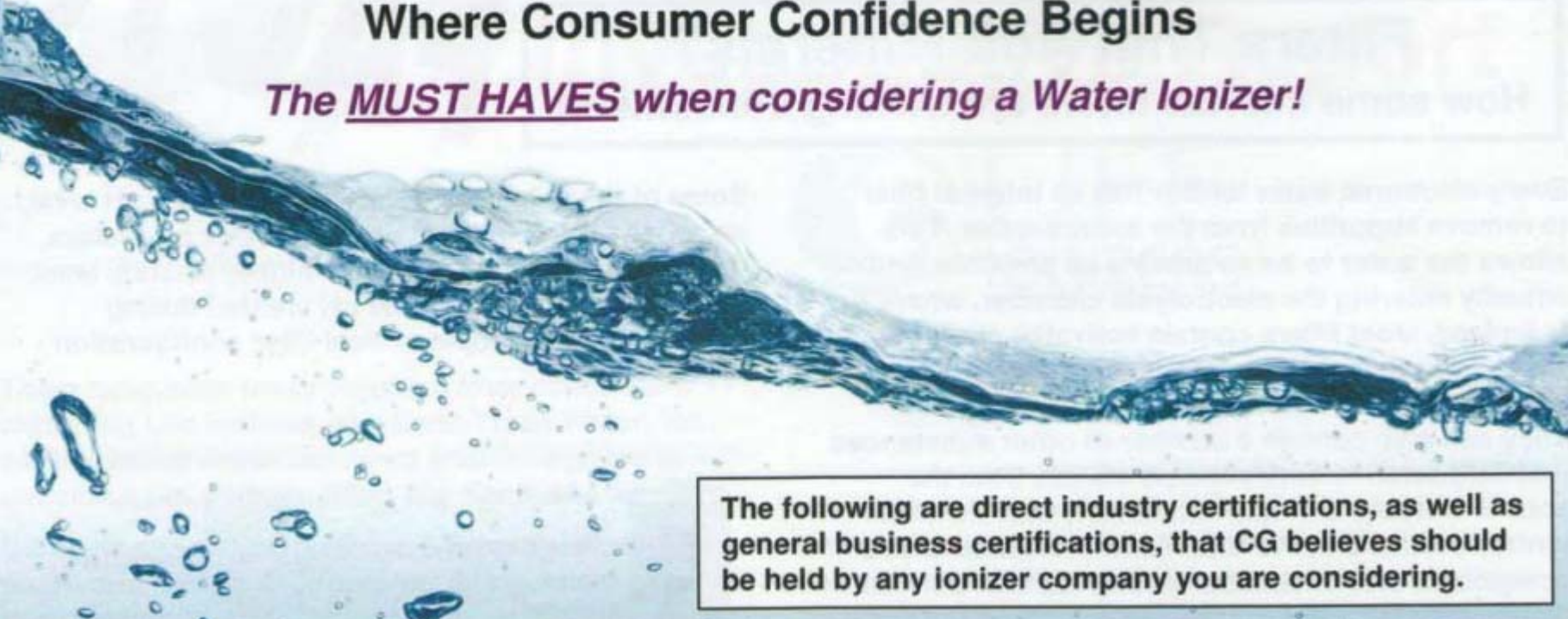
Life Ionizers has stopped promoting their affiliation with the BBB on their website since their rating fell to an "F" and they are now using a different "Consumer Protection" company called the Online Business Bureau (OBB), where they are a "Recommended" company. A search of the "Online Business Bureau" on the BBB website revealed that OBB, just like Life Ionizers, also has an "F" rating with the real BBB.

Before making any major purchase, \$1000 or more, Consumer Guide strongly encourages consumers to thoroughly investigate the company, before making a buying decision. Based on the information found on the BBB website, many consumers have discovered, the hard way, how Life Ionizers conducts business. Unfortunately, this discovery was after the purchase, which was simply too late! Investigation Summary: When it comes to Life Ionizers, buyer beware!

Water Ionizer Industry Certifications

Where Consumer Confidence Begins

The MUST HAVES when considering a Water Ionizer!



The following are direct industry certifications, as well as general business certifications, that CG believes should be held by any ionizer company you are considering.



"A" rated Membership in the Better Business Bureau is expected and Accreditation is preferred. BBB Accreditation is an honor and not every company is eligible. Businesses meeting BBB standards are presented to local Boards of Directors for acceptance as a BBB Accredited Business.



**DIRECT SELLING
ASSOCIATION**

If you are buying your ionizer through a direct seller, meaning NOT in a traditional retail establishment, then the seller should be a Member of the DSA. The DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. DSA members go through a lengthy and rigorous application process, and only the very best in the direct sales industry are selected for membership.

The Association's mission is "To protect, serve and promote the effectiveness of member companies and the independent business people they represent. To ensure that the marketing by member companies of products, and or the direct sales opportunity, is conducted with the highest level of business ethics, and service to consumers." The cornerstone of the Association's commitment to ethical business practices and consumer service is its Code of Ethics. Every member company pledges to abide by the Code's standards, and procedures as a condition of admission, and continuing membership.



ISO certified manufacturing is an absolute must! These are certifications that affect the quality of the product as it is being made. Obviously, to get a great end product, you must use the highest quality materials and employ the highest levels of craftsmanship during the production process.

The International Organization for Standardization, or the ISO was founded in 1947 and is the world's largest developer of voluntary International manufacturing standards. International manufacturing standards give state of the art specifications for products, services, and good practice, helping to make industry more efficient and effective. Having ISO certification means that a company adheres to the highest manufacturing standards in the industry.



Membership in the Water Quality Association is expected and Gold Seal Certification is preferred. The WQA is a not-for-profit, international trade association representing the residential, commercial and industrial water treatment industry. The WQA is dedicated to promoting the highest principles of honesty, integrity, fair dealing and professionalism in the water quality improvement industry. It is equally dedicated to preserving the consuming public's right to quality water. Their Code of Ethics sets standards of conduct for industry members in their dealings with their customers, among themselves, with members of related industries and the public at large.



Now, for the
WRAP UP...



There are two essentials in life over which you have **no choice**.

You have to breath **air** and drink **water**.

What **quality** **air** and **water** are you consuming?



Fresh Country Air



City Smog



Alkaline Water



Acidic Bottled Water

Daily breathing **Fresh Air** vs **City Smog** will positively impact your health. Likewise with drinking **Alkaline Antioxidant Water** vs **Acidic Oxidant Water**.

LeveLuk SD501 – Our 7 Plate Flagship Model

1. Makes 7 kinds of water
 - a) Drinking (4 different types)
 - b) Cleaning (2 different types)
 - c) Beauty (1 type)
2. Approved as a 'Medical Device' in Japan
3. Seven solid Titanium plates coated with Platinum
4. A Self-cleaning system
5. Creates 'Medically Approved' *Kangen Grade Water*
6. Five year warranty
7. Fifteen year life expectancy & longer after a service.





We have units to fit everyone's needs and budget, from \$1,480 up to \$ 5,980...

...unlimited Alkaline Water for the family from 53c to \$1.50 a day – i.e. for less than ONE highly acidic cup of coffee for ONE person.



My Health Investment Considerations Are...

How much are you **spending a week/month** on **water, juice and anything you mix with water?**



It's so easy to **spend \$12.50 per week** on **acidic store water & soft drinks (so bad)** for the family, which equals **\$50 per month.**

We're either spending the *same dollars* on our **credit/debit card** at **Wal-Mart** for **Acidic Water** or at **Enagic** for **healthy Alkaline Water.**

For your health & wellbeing, you'd also *drink more water* if it **tasted GREAT** and you had a **handy unlimited supply?**

How much can **Kangen Alkaline Antioxidant Water** **SAVE YOU?**

- * Wal-Mart drinking bill reduced to *near zero*.
- * Diminished Medical Bills (doctors & medicine) over 12 months adds up to *a sizable savings*.
- * Major Medical expenses are *extremely unlikely*.
- * Savings on *lower* health insurance rates.
- * Good health = **prevention** of *loss of income*.

Those who daily drink
Kangen Alkaline Antioxidant Water
Age Well & Seldom **EVER GET SICK...**



Preventive Health
is relatively Cheap.

It's **Curing Disease**
that is Expensive...

Prevention is far cheaper & much less painful than...

Every 3 minutes someone suffers from a **STROKE** with it's resulting disability.



Every 20 seconds someone suffers from a **HEART ATTACK**, often with fatal consequences.

The **COST** of hospitalization & **DRUGS** may give you another heart attack.



Every 60 seconds someone is diagnosed with the dreaded C-Word – **CANCER!**

Kidney Stone

More & more people are suffering the excruciating agony of having to pass these 'acidic based' **KIDNEY STONES.**

Enlarged view of a razor sharp **KIDNEY STONE...**



...unnecessary chronic suffering.

Freely share gallons of water with...

- * Family
- * Friends
- * Neighbors
- * All those with Ailments (i.e. most folks)
- * Everyone who is Health Conscious
- * Have **fun** helping people attain excellent health.

Help 8 families and your machine will be paid for.

Health Investment Plans

- * Enagic's affiliate credit card – No deposit – \$17 to \$45 pm – 12 months interest free
- * Check – Money order – Your credit card
- * Deposit & up to 16 month payment plan

Which option works best for you?

The average family is already spending \$12.50 per week on store water, juice and anything you mix with water, i.e. a \$50-\$60 per month *saving*, to *re-invest* in life giving pH 9.5 Kangen Water.

SMILEY & MARLENE PAPENFUS
Real Estate Consultants



EXPERIENCE,
DILIGENCE & INTEGRITY

SmileyPapenfus@gmail.com

813.600.3292

www.SmileyRealEstate.US

Health Wealth



Body By Vi - 90 Day Challenge!



YOU + 3 = FREE

Marlene Papenfus

813.600.3443

MarleneSlimFit@gmail.com

www.MarlenePapenfus.MyVi.net

The Health Shake that Tastes like Cake!

Health is Your Greatest Wealth!
Wisely invest in your families health!
Start Drinking Kangen Alkaline Water!!!!

