

Water Ionizer

BUYERS GUIDE



Free
BUYER'S
CHECKLIST

a must have

WHAT'S HOT FOR
2014



WARNING

Alkaline
WATER
THE SIDE EFFECTS

PLATES...
HOW SAFE ARE THEY?

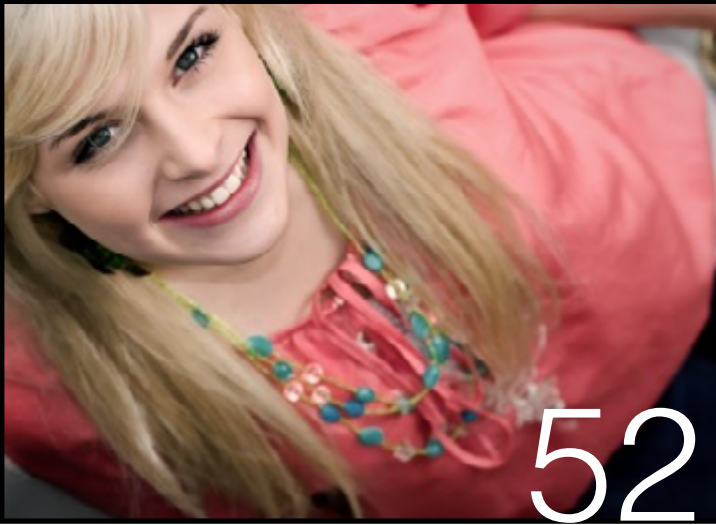
GET THE BEST QUALITY
FOR THE BEST PRICE



10 SHORTCUTS TO
THE PERFECT PURCHASE!

Must Read
What Experts Say!

See Our Top Ionizer Picks



Check out Our 2012
Hot Pick Must Haves!



Plates...5, 7, 9 or 11? How many
plates does an ionizer need?

PLATES...
5, 7, 9 | **1** | **2**

Certifications...find out which are
the most important.



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Are There Poisonous Chemicals in Ionizers?



Find out the Benefits of Ionized, Oxygenated Water



Alkalizing vs. Ionizing...What's the Difference?



Beware of the top 10 misleading marketing tactics



Quick glance at our Top Ionizer Picks!



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How We Solved the Mystery!

The way the results in this guide were compiled was a 2 step process.

First, the technicians at www.waterionizer.com ran rigorous tests on every unit on the market. After the field was narrowed to 15 units, these units were sent to the staff at www.alkalinewater.com and they were asked to run strict scientific tests on all 15 units and sort the data accordingly. It was decided that out of the 15 units, only 9 were producing the most scientifically perfect alkaline water. We took the 9 remaining units and compared metrics beyond just hardware features. Of course we considered **plate size, power, filtration, etc., but we also took a closer look at warranties, trial periods, customer service, price, aesthetics, ease of use, and much more.**

With all of these metrics considered, only 5 water ionizers and their associated companies really began to shine. We have coined the term “The Crowning Five” to represent these superior units and their respective companies because any person or family fortunate enough to own one of these top-notch units will certainly reap the benefits and see the results from our top-notch picks.



Who Wrote This Guide?

The two most well respected websites in the alkaline water ionizer industry co-wrote the material found in the guide.

www.waterionizer.com is the world leader on the ins and outs of every major water ionizer brand available in Northern America.

www.alkalinewater.com is the leading expert in alkaline water produced by a water ionizer.

Introducing *The Crowning Five*

With over 100 water ionizer models available within the water ionizer industry, how could anyone begin to make a decision on which one is the best? Simply put, it is not possible until you can really test and try each one. The reality is, no single unit is “best” for everyone. We tested virtually every major brand on the market. Additional profiling was scientifically conducted on the top 9 units that ranked best in their respective class. The purpose of this guide is to present our findings in an easy to understand format. There were clear differences as prices changed and since price is a consideration for most consumers, we decided to hone in on our top 5 water ionizer companies and their associated water ionizers to show you how you can get the most for your money.

Confused?

This word is the very reason why this guide was written. Most emails received at waterionizer.com and alkalinewater.com contain the words, “I’m Confused!” With new water ionizer companies showing up on the internet every day, choosing a water ionizer is more confusing than ever! Every major water ionizer company is telling you they are “the best” and you can’t blame them for trying. The challenge is, the word “best” is relative, and it leads to this question; If there was a “best” water ionizer, how did it get that title? When it’s all said and done, science is science, there is much more to picking the best water ionizer than just science. We decided to take an industry that is strewn with opinions and apply facts to see what would happen.



Our Goal

At the highest level, our goal is to simplify the water ionizer buying process and to educate you on the latest benefits and technologies. Most importantly, our goal is to have you feeling great about your decision.

COUNTER TOP WATER IONIZERS



Countertop Styles Have Come a Long Way!

The aesthetics of this ionizer genre have come a long way from the 1970's ...well, this is the case for most ionizer companies. As you will notice, some ionizer companies have not upgraded the style of their units to fit modern kitchen styles, so you should consider that aspect if kitchen aesthetics are important to you.

Most of the ionizer companies have incorporated pleasing colors such as silver, white and black. Stylish stainless steel is also an option, but it is certainly a rare find.

Countertop Units are Convenient!

Benefits of Countertop Units

- ▶ **No Commitment:** Can be easily moved from one location to another, which is especially important for those with vacation homes or who are planning to move.
- ▶ **Filters are easily accessible for changing.**
- ▶ **Long water dispenser reaches far for versatility.**
- ▶ **Great conversation starter to help your friends drink healthy water too.** This feature is great for creating interest for those who sell water ionizers.



Many Countertop Units are Affordable

There are many high quality units available at affordable prices.

UNDER THE COUNTER WATER IONIZERS

Why We Love Under the Counter Units

The under counter water ionizer is the perfect invention for those who love having tons of counter space.

These units require a bit more of a commitment because of the installation process, but the aesthetically pleasing results make the install worth the little bit of extra effort.



Plus, if you ever move, usually the hole that was drilled in your countertop or sink can be filled in with a nice soap or hand cream dispenser, instant hot water valve or a sink sprayer.

Since most under the counter units are fairly new, they possess the latest upgrades including stylish, easy-to-use LCD touch screens and streamlined designs. These units are certainly the coolest to look at, and every under the counter water ionizer customer whom we spoke with loves it.



AVOID CONVERTIBLE UNITS.

While convertible ionizer units seem like a great idea, be wary. Many of the companies who promote these types of units took some big shortcuts while creating these units.

Convertible units are simply countertop units with makeshift connections which were designed and produced heedlessly in order to quickly fill a market need.

Warning

The inner workings of true under the counter units are designed completely different than the inner workings inside countertop units. Therefore, many convertible units are illegal. The idea that one unit can function properly as both is simply unrealistic and will certainly affect the longevity of the machine.

Overall analysis

Put your safety first and spend your money wisely. Simply do not take a chance with these makeshift units. Make a wise decision with either a countertop or under the counter unit and stick to your decision. You will be glad you did.





Ionizers for any budget

If your main goal for buying an ionizer is to drink healthy water, then you are in luck because there are a variety of ionizers that will suit just about any budget.

At the low end of the price spectrum, you will have to accept that you will be giving up some features...just as when you purchase any other low cost appliance, like a refrigerator for example: a less expensive refrigerator may not include an ice maker or water dispenser, but it will still keep your food cold, which is the key reason for purchasing a refrigerator in the first place, right?

“Throughout the pages of this guide we will point out the exact **MUST HAVE** features and components that cannot be “skipped on” when purchasing an ionizer.”

Don't Get Fooled

Just because an ionizer is the highest price does not signify that it will produce the healthiest water! One of the most expensive brands on the market (Enagic™) charges \$2,300 extra in order to pay commissions.



PLATES...

The Most Important Part of an Ionizer!

We will Help You Understand Plate Types

The number of plates in a water ionizer is critically important. Perhaps the only thing more important than the number of plates is the size, type and quality of the plates. After all, having one nice, reliable car is better than having multiple cars that don't run, right? That said; let's take a closer look at what plates actually do, and then we will elaborate on the characteristics of a high quality plate.

There are 3 basic plate types. However, before we dig into the different types of plates, let me quickly explain the reason that plates exist, and what their functionality really is. The main function of the plates inside of a water ionizer is to re-structure the water and separate it into acidic and alkaline streams. This restructuring and separation requires high amounts of electricity. The goal is to conduct as much electricity as possible and to utilize as much of the plate surface area as possible in order to gain the most effect on the water. The plates can be found inside the water cell which is the heart of any water ionizer. Plates are made of various types of metals, with the highest quality plates made of titanium and then coated several times with platinum. The amount of platinum used on the plates can greatly affect the price of a water ionizer since the going rate for platinum is ever increasing.

Before moving on to the types of plates, it is important to understand how electricity interacts with plates and why the current plate designs were created. In 1831, a world renowned engineer, Michael Faraday, invented the magneto which is similar to an electric generator. Mr. Faraday also created a series of principles which prove that electricity favors the edge of surfaces which is why a lightning rod has a point (edge) at the tip to attract lightning. This principle was considered heavily in the advancement of plate design and it has created a fantastic evolution for water ionizers ever since.

PLATES...

The Most Important Part of an Ionizer!

We will Help You Understand Plate Types

Now let's take a look at the types of plates available and how well they perform.

1.) Solid Plates -

Solid plates are the oldest and most obsolete type of plate available today. Solid plates were the original plate design for all water ionizers due to their strength and durability. Solid plates are certainly strong and will last for a very long time. The major drawback with solid plates is the fact that the electricity generated tends to stay on the outer perimeter (edges) of the plates. This phenomenon is in line with Michael Faraday's electrical principles and it is the inherent flaw of solid plates. Some companies still choose to stick with solid plates because it is the most economical plate design. If a company is using solid plates, then the amount of power that they advertise can be significantly decreased because the plate cannot utilize the full power.

2.) Mesh Plates -

Mesh plates are full of edges because they mimic the pattern of a window screen. Maybe after reading that sentence you already know the pros and cons of mesh plates. If you said they are great for conducting electricity, but not very strong, then you are exactly right. Mesh plates are great for conducting massive amounts of electricity because there are edges everywhere and the electricity can cover the entire surface area of the plate. Since there are so many edges, strength and reliability become an issue. If a plate has too many edges and is too much like a window screen then electricity can actually wear down the rigidity and durability of the plate. Furthermore, mesh plates tend to clog, which can cause entirely different issues if you live within an area where there are lime scale problems. Many companies have switched to mesh plates in order to increase their electrolysis effect, but some are switching back to solid plates or upgrading to solid/mesh hybrid plates for fear of diminished longevity. If you are going to buy a unit with mesh plates, be sure to stick with a unit with less than 100 watts of power. Anything over 100 watts will greatly reduce the lifespan of the mesh plates.

SOLID/MESH HYBRID PLATES WIN OUR VOTE!
See next page to find out why.

PLATES...

The Most Important Part of an Ionizer!

We will Help You Understand Plate Types

3.) Solid/Mesh Hybrid -



Hybrid plates combine the best features of both the solid plate and the mesh plate by utilizing an advanced design based on Michael Faraday's principles. The Solid /Mesh Hybrid plate starts out as a solid plate with all of the strength and durability needed in order to last. Afterward, strategically placed electrolysis distribution holes are drilled throughout the plate. Here is the trick...the holes that are drilled are positioned far enough apart from each other so that durability is not compromised. In addition, the holes are large enough so that they are not affected by lime scale in hard water areas and therefore will don't clog. After the holes are drilled, the plate is then dipped multiple times with platinum to ensure that no titanium edges are exposed.

Be sure to insist on dipped plates with multiple coats of platinum!

These plates are then baked to harden the coating even further. You are left with an extremely durable plate with unsurpassed electrolysis distribution that utilizes the entire plate surface area for maximum benefits. At this time, only a few companies are using a solid mesh hybrid design because the costs associated with this process are astronomical.

We are a huge fan of solid/mesh hybrid plates and we are lobbying to get every manufacturer to move in this direction.

Plates are by far the biggest consideration when it comes to purchasing a water ionizer. We have heard the reasoning of almost every manufacturer as to why they chose to use solid plates or mesh plates. The facts are as follows: mesh plates work but they don't last and solid plates last but they don't work as well. If a unit with solid/mesh hybrid technology becomes available, and it is within your budget, then there is no decent, fact-based reason that you should choose a different style. Solid/mesh hybrid plates will last a lifetime, and they work better than any other plate option.

Note that all of our Crowning Five picks have already upgraded to solid/mesh hybrid plates.

Plates...

5,7,9 or 11?

Quick Overview on Number of Plates

Does size really matter?

When it comes to ionizer plates, the answer is YES!

While considering how many plates to choose when buying an ionizer, you will want to keep in mind that **the size (surface area) of each individual plate is just as important as the number of plates that an ionizer contains.** A 9 plate unit sounds great, but you **MUST** consider the size of the plates very carefully. The truly high end water ionizers will always use plates that have **at least 7 inches in length.** Electricity is a funny thing and studies have shown that for every inch of length, the ORP and pH of the water can greatly increase. A good rule of thumb is if you have 9 plates, you need a minimum of 550 watts of power.

In addition, we have seen the studies and know that the number of plates as well as plate length is the most important facet when comparing plates. However, some companies advertise that thickness is the most important consideration in order to compensate for plates that are small in length. Our motto...Don't sacrifice one for the other when you can simply have both! Look for a machine who offers Permelec plates. **All Permelec plates offer the thickest and longest plates in the industry.** Plus, all Permelec plates are dipped in platinum multiple times to ensure quality. Moreover, look for **KFDA and ISO certifications in conjunction with Permelec plates.** The KFDA monitors plate thickness as it relates to safety, so there are no worries there. However, the KFDA does not monitor plate length, so be wary of companies who take shortcuts in that area.

Plates...Broken Down by Numbers

05

Plates

Water ionizers with 5 plates do a decent job of ionizing water. These units were designed for a lower budget income, and for people with smaller families. These models are built with the basic components that are needed to make an average pH and negative ORP. These ionizers have warranties between 1 and 5 years. Almost every ionizer in this 5 plate range, with the exception of a few, have older technology such as a transformer, and most lack proper filtration (usually have one filter). If you do decide on a 5 plate unit, definitely look for a unit with large plates (a least 7 inches in length) as well as a unit that utilizes an SMPS Plus® power supply and dual filtration.

07

Plates - Mid Range

Water ionizers with 7 plates are mid-range/middle class efficient machines. If you take a closer look at this class of ionizers, you will begin to see the transformation into newer technology, better quality of materials and more advanced filtration. Seven plate units are reliable and can offer a better warranty than the 5 plate units found in the ionizer market today. If you decide to purchase a 7 plate water ionizer in a higher price range, you should first compare it to the 9 plate unit to see what the 7 plate unit is lacking. For many families, a 7 plate unit is sufficient. However, when opting for a 7 plate unit, an SMPS Plus and a minimum of 200 watts of power is a must to help make up for it having 7 plates as opposed to 9 plates.

Steer Clear Fact 1

3 plate units are **extremely outdated**. Anything less than 5 plates is not worth considering!

09

Plates - Fantastic!

“Fantastic” is the most suitable word in regards to 9 plate water ionizers. The performance of 9 plate units far exceeds those of older 7 plate models . For those who insist on owning a great unit with great benefits, a 9 plate unit is a great choice.

Keep in mind, just having 9 plates is not enough. Remember, as with any water ionizer, you want plates which are at least 7 inches in length. As it stands, there are only two units on the market with 7 inch plates...the Enagic™ and the Tyent™. While Enagic™ only has 7 plates, Tyent™ has 9 plates or even 11 plates with the adequate length as discussed.

Selecting a 9 plate unit can be challenging because not all 9 plate units are created equal. If you intend to invest in a 9 plate unit consider the following:

- » Highest quality SMPS Plus® (This is the 7th Generation SMPS)
- » Minimum of 550 watts of power
- » Lifetime warranty on parts and labor (look for a warranty with no fine print)
- » Large solid/mesh hybrid plates (state of the art plate design like Permelec)
- » Dual filtration - look for brands who offer advanced filtration (sometimes referred to as ultra filtration or ultra filters)

A 9 plate ionizer is an excellent choice that will give you exceptional results in both pH and ORP. These units have all of the bells and whistles, and some companies offer a lifetime warranty, which should be part of your “must have” list. In every way, you will find that the 9 plate units will outperform all other 7 plate units, and they have advanced technology as well.

11 Plates

One word will do... “Astounding” and a few more words to elaborate, “Class by itself!”

In May of 2013, Tyent USA sent us an 11 plate concept unit for us to test. We tested and tested and tested again because we really couldn't believe the results that we were getting. Coined “MMP 11” (countertop) and “UCE 11” (under counter) these two powerhouses are the only two residential units in the industry with 11 plates.

These units incorporated the perfect combination of all the leading edge technology and design. Until recently, 11 plate models were only available in commercial or semi-industrial units which are large and unsuitable for a residential kitchen. Tyent USA promised an 11 plate residential unit would be available for delivery in late summer (2013), and this promise has been kept.

Our tests showed up to a 25% increase in both pH and -ORP performance over 9 plate units. With 11 plates, reaching extreme acidic levels is a snap with most water sources. Our tests boasted a 1.7 pH on the acidic side (Note: This will vary based on source water). With more plates, and an SMPS power supply with 20% higher amperage, and up to 750 watts (which only kicks in when needed making it eco-friendly), it's no wonder this unit outperforms anything else on the market.

Did we mention it has a 40% increased flow rate?

While this unit also promises to be pricier than it's 9 plate younger brother, the huge increases in pH, ORP, and flow rate will mean money well spent. It is quite likely that 11 plates are where the residential industry will stop due to the size restraints of most water ionizers. If you get the “11” now, you will have the top of the line without having to worry about the next big thing. The Tyent 11 plate model will likely be the one to beat for many years to come.

Get on Board Now!

11 plate units create the healthiest water.

Filtration

Filtration is one of the most overlooked and under considered components of any water ionizer. Most people do not understand that the first medium that the water comes into contact with when going through a water ionizer is the filter(s). If an ionizer has poor filtration, then you will essentially be drinking dirty and potentially harmful ionized water.

Here are a few tips for you to follow:

- 1.) If a water ionizer has only one filter, cross it off your list. There are too many dual filter water ionizers on the market today to even consider a single filter unit.
- 2.) Look for large filters. The physical size of the filter matters as much as what is inside the filter. Since the water travels through the filter from top to bottom, we found that the longer the filter, the better the filtration.
- 3.) Insist on ceramic. Ceramic filters were a game changer for the water ionization industry. Ceramic filters were only made available in the last 5 years. Ceramic filters are effective against bacteria, protozoa, and microbial cysts.
- 4.) Consider filter price. While buying a unit with inexpensive filters may seem appealing, inexpensive filters mean inexpensive filter media, and less of it. Top brands are charging up to \$30-\$40 more for a set of replacement filters. There are justified reasons for higher filter prices, and in this particular case, you really do get what you pay for. Consider this: a filter which costs \$30 more equates to less than .75 cents a week. Getting the best filters possible shouldn't be much of a decision at all.
- 5.) Use pre-filters when necessary. The top rated companies have many pre-filter options that can help solve almost all source water challenges. From hard water to soft water and everything in between, a reputable ionizer company will have a solution for you. Be sure to discuss any concerns that you have regarding your water type and ask the ionizer company of your choice to run a water report so you can get the pre-filters that you need.



Experts Weigh in about Ionized Water



Anthony Robbins

Author, Actor Professional Speaker
& Peak Performance Coach

“Ionized Water has been written about and highly recommended in several top health books by independent, eminent authors who drink it. These include: Dr. Ray Kurzweil and Dr. Terry Grossman, who wrote Fantastic Voyage: Live Long Enough to Live Forever.”

“Alkalize your body and live a healthier, more energized, and ultimately more fulfilling life. Our acid-alkaline balance is a baseline determinant of our physical health. When you break your old eating patterns, you will find yourself getting back to the real you, filled with the vitality and energy that your desire and deserve.”

“I have administered over 5000 gallons of this water for about every health situation imaginable. I feel that restructured alkaline water can benefit everyone.” “The countless names attached to illnesses do not really matter. What does matter is that they all come from the same root cause: too much tissue acid waste in the body.”



Dr. Theodore Baroody

DC, ND, PH.D., Dipl. Acu. Author of
Alkalize or Die

Experts Weigh in about Ionized Water

“The cells and fluids in most peoples’ bodies are overly acidic. This can cause a lot of health problems. It prevents your body from neutralizing and disposing of harmful, poisonous toxins and leaves you more susceptible to the cell-damaging free radical oxidation that leads to cancer and other diseases.”



Dr. Robert Atkins

noted Author & Health & Diet Expert



Dr. Robert Young

Microbiologist, Author of the [ph Miracle](#)

“Getting liberal amounts of alkaline water (having a pH between 9 and 10) neutralizes stored acid wastes and if consumed everyday in conjunction with a good diet, gently removes the acids from the body.”

“Drinking alkaline water is a great way to neutralize and flush out the toxins and acids that drain from the tissues and bodily fluids, and to quickly rehydrate the body and keep your body slightly alkaline.”



Daniel Reid

Author of the [Tao of Detox](#)

Experts Weigh in about Ionized Water



Sang Whang

*Inventor, Engineer, Scientist &
Author of [Reverse Aging](#)*

“Since the waste products we are trying to discharge are acidic, the right kind of water is alkaline water. My personal recommendation is to enjoy the foods that we like, but do not over eat or exclude any food. Eat in moderation following professional dietitians “balanced diet” concept, and let alkaline water do the job of cleansing acidic wastes. Do not use food to cleanse wastes, thus running the risk of nutritional deficiency or imbalance.”

“International studies show that populations with little or no history of illness, such as cancer, drink higher pH alkaline waters. After all potential risk factors were considered and factored out, it became evident that they had been drinking waters with a pH of 8.0 to 10.0”



Dr. Leonard Horowitz

Author of [Aids and Ebola](#)

Experts Weigh in about Ionized Water

“Alkaline water, produced by a water ionizer, has become the most important advancement in health care since Sir Alexander Fleming’s discovery of penicillin.”



Dr. William Kelly

College of Metabolic Medicine,
Author of *Cancer Cure*



Dr. Colbert

Author of *7 Pillars of Health*

“I have had countless numbers of patients with painful osteoarthritis on many different medications for arthritis. Many have been pain free within a couple of months after adjusting their urine pH from 7.0 to 7.5 by consuming adequate amounts of alkaline water and alkaline foods.”

“Alkaline water rids the body of acid waste. After carefully evaluating the results of my advice to hundreds of individuals, I’m convinced that toxicity in the form of acidic waste is the primary cause of degenerative disease.”



Dr. Sherry Rogers

Author *Detox or Die*

IMPORTANT, MUST-HAVE CERTIFICATIONS

IMPORTANT



Underwriter's Laboratory, or UL, is a global independent safety science company offering expertise across five key strategic businesses: Product Safety, Environment, Life & Health, Knowledge Services and Verification Services. UL's breadth, established objectivity and proven history make UL a symbol of trust that helps provide peace of mind to all consumers.

IMPORTANT



“Good manufacturing practice,” or “GMP”

are guidelines that outline the aspects of production and testing that can impact the quality of a product. Many countries have legislated that pharmaceutical and medical device companies must follow GMP procedures which are clearly defined and controlled. GMP's ultimate goal is to ensure manufacturers create products, machines and medications that safeguard the health of the patient. Complying with GMP is a mandatory aspect in pharmaceutical manufacturing and medical device manufacturing.

IMPORTANT



European Conformity, or CE,

represents a certification symbol designed to ease the free movement of goods around Europe and inform consumers. Whenever you see the CE logo on a product - whether manufactured in Europe or elsewhere - you know that it meets the EU's health, safety and environmental protection requirements. As a mark of confidence, the CE logo is a passport that allows products to circulate unhindered throughout the European economic area. More than 30% of industrial products can only be sold on the EU market if they bear the CE mark.

IMPORTANT



The GOOD DESIGN Selection aims

to improve the quality of life by improving product design by recognizing and rewarding excellently designed products. GOOD DESIGN promotes the advancement of design and encourages innovation and creativity through quality products which enhance our daily lives and meet the diverse demands of consumers.

IMPORTANT



Korea Food & Drug Administration:

The government agency committed to protecting consumers and promoting the highest level of public health by ensuring the safety of food, drugs, medical devices and cosmetics. The KFDA certification is not an easy certification to obtain. To ensure top quality, look for a machine which offers the KFDA certification coupled with an Innobiz award, and you can be confident that you have a premium product.

IMPORTANT



KIPO is the major governmental

authority in charge of intellectual property matters in Korea. KIPO provides legal and institutional administration with regard to the creation and utilization of highly creative, value-added intellectual property and by promoting technological innovation and industrial development. KIPO creates core indigenous technologies used to commercialize patented technologies and to protect intellectual property rights in Korea and internationally.

IMPORTANT



ISO (International Organization

for Standardization) is the world's **largest developer** and publisher of **International Standards**. ISO is a **non-governmental organization** that forms a bridge between the public and private sectors. Therefore, ISO enables a **consensus** to be reached on solutions that meet both the requirements of business and **the broader needs of society**. ISO Standards ensure desirable characteristics of products and services such as quality, environmental friendliness, safety, reliability, efficiency and interchangeability.

IMPORTANT



As the voice of the U.S. standards and conformity assessment system, the American National Standards Institute (ANSI) empowers its members and constituents to strengthen the U.S. marketplace position in the global economy while helping to assure the safety and the health of consumers and the protection of the environment. The Institute oversees the creation, promulgation and use of thousands of norms and guidelines that directly impact businesses in nearly every sector.

IMPORTANT

PERMELEC ELECTRODE LTD.

The Premier Plate – Permelec is the largest and most respected electrode manufacturer in all of Asia. With headquarters in Japan, Permelec Electrode LTD. is the 2nd largest company in Japan. Any water ionizer that has plates made by Permelec will likely be in service for far longer than most water ionizers. Insist on Permelec, and you can rest assured that you have the highest quality, thickest and longest, multiple dipped platinum coated titanium plates in your water ionizer which will ensure the best pH and ORP.

IMPORTANT



Innobiz is perhaps the most difficult water quality award to obtain. This award/certification is rare in the water ionizer industry because most companies do not have filters that warrant the Innobiz award. Often overlooked or simply explained to customers as “not important” by most companies that do not have this sought after award, it is the icing on the cake for those who want the best.

IMPORTANT



The International Electrotechnical Commission, or IEC is the world's leading organization for the preparation and publication of international standards for all electrical, electronic and related technologies. These are known collectively as “electrotechnology.” IEC provides a platform to companies, industries and governments for meeting, discussing and developing the International Standards they require. Over 10,000 experts from industry, commerce, government, test and research labs, academia and consumer groups participate in IEC Standardization work. The IEC is one of three global sister organizations (IEC, ISO, ITU) that develop International Standards for the world.



What is Alkaline, Ionized Water?

Why Should I Drink It?



The Healthiest Water!

Alkaline, ionized water is the healthiest drinking water available for numerous reasons. Contrary to what you may think, alkaline, ionized water is not new; actually, 1 in 5 households in Asia have a water ionizer and some ionizers are even certified medical devices. In fact, the scientific structure of alkaline ionized water is very similar in substance to the water humans drank centuries ago from unpolluted rivers and streams.

The Truth Revealed!

Before we cover the science of ionized, alkaline water, it is important to share the testimonials of both the average consumer as well as the celebrities, athletes and performers who swear by the benefits of the water. We have interviewed numerous ionizer companies to debunk the testimonials on their websites, only to discover that “the hype” was in fact true. So, how did we find out the truth?

We did the following:

We were forwarded the actual testimonial emails of water ionizer customers (including the celebrity and athletic customers) from three different ionizer companies. However, we were still skeptical, so we set up video conference calls with many of their actual customers...and each and every ionizer customer whom we spoke with verified that their testimonials (about the positive effects that they experienced from drinking alkaline water) were true.

We refused to believe one ionizer company about their claims to have less than a 1% return rate, (which is pretty remarkable for such a high ticket item), and they actually set up a meeting with us to show us their company database. Our disbelief was proven wrong. The company continued to explain to us that their ionizer becomes such a healthy part of their customer’s life that they just cannot live without it once they begin to reap the benefits from drinking the water. We know the feeling.

The Science of Alkaline, Ionized water

We Can Help You Understand

Now, let's get into the science so **we can help you understand** what the ionized, alkaline water "addiction" is really all about, and why ionized water enthusiasts refuse to drink anything else once ionized water is introduced into their lives.

Ionized water has **5 key properties** that make it **unique**. We feel that having just one of these properties in water is incredible, but having 5 makes us almost teary eyed with gratefulness for the invention of the water ionizer! Here are the scientific properties contained in the water after it goes through the **electrolysis process** of a water ionizer. We will also cover the benefits produced from each of these properties.

1 The **Molecular cluster size of each water molecule is dramatically reduced. In the industry, this property is sometimes referred to as microclustering.** Having the smaller water molecule cluster size may be the most important component of ionized water. Think about this theory...what good are the other benefits of ionized water if the water can not **permeate the body's cells**?

Simply put, the water will provide better **hydration** because the smaller water cluster can easily permeate the cell membrane. And since the **water molecule size is smaller**, the benefits of the water can be absorbed and therefore experienced. Keep in mind, **microclustering does *not*** occur through **non-electric** alkalizer devices. Consumers have repeatedly reported that they do not feel thirsty as often while drinking ionized water produced from an electric water ionizer unit.



Pure Water:
13 - 15 molecules



Rain Water:
10 - 13 molecules



Mineral Water:
8 - 13 molecules



Restructured Ionized Water:
4 - 6 molecules





2

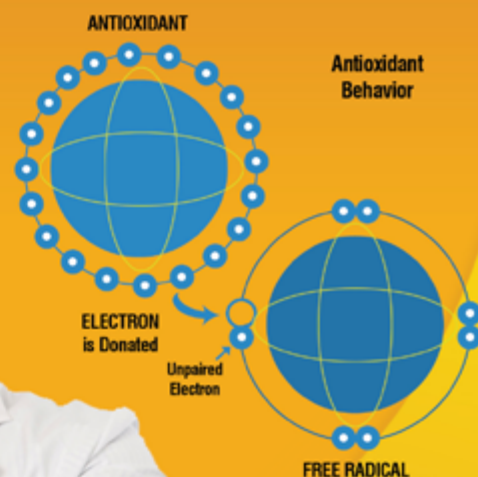
The Science

Oxidation Reduction Potential (ORP) is the most important benefit in ionized water...that is...as long as it can be absorbed into the body (remember, it can *only* be absorbed into the body's cells if the water is ionized through an **electric water ionizer** unit in order to shrink the cluster size, refer to key property number one).

ORP is really another way to describe the popular term antioxidant. As you may or may not know, **antioxidants** help reduce oxidative affliction and free radical damage caused by an assortment of daily factors such as UVA/UVB exposure, stress, pollution, pesticides and more. **Antioxidants can be found in green tea and healthy foods that doctors recommend for good health.** Premium ionized water also contains antioxidants.

Free radicals (the bad guys) are minute chemical atoms usually with one unpaired electron that causes the atom to become unstable. **Unstable atoms** (free radicals) will steal an electron from a healthy atom making the healthy atom unstable. The free radical cycle is continuous and free radicals chip away at cell walls causing aging. Aging is merely the deterioration of healthy cells exposed to years of free radical damage. Extreme free radical exposure causes disease and entire organs to breakdown.

“Antioxidants are an excellent anti-aging strategy for the entire body.”



Ionized water from a quality electronic water ionizer will produce water with generous antioxidant levels or negative ORP.

Water Ionizers

which are Medically Certified for Hospitals



3

Alkaline pH is as important as ORP, but simply has a different function. A beautiful home needs to have electricity and water to be efficient, just as a healthy body needs antioxidants and a healthy pH to function at its peak performance. Within the last decade, **many doctors have started to recommend eating alkaline foods such as raw fruits and vegetables for ideal health**, knowing how important it is to keep the body's pH slightly alkaline. Since the human **body is approximately 75% to 80% water**, drinking a beverage such as alkaline water is an easy and healthy habit to embrace. Although the USA is a bit behind on the research on alkaline, ionized water, countries like Japan and Korea have researched and endorsed the benefits for **over 40 years**. In these countries, some ionizers are **certified as medical devices** and we recommend that you opt for a machine with such a prestigious certification.



Premium Ionized Water is Oxygenated Water

4

Ionized, alkaline water is **oxygenated** during the electrolysis process. Feeding your cells more oxygen not only helps **provide energy**, but it is very **cleansing**. Centuries ago, humans drank from **natural rivers, streams or springs** where the water was fast moving and therefore was naturally oxygenated. Today, our drinking water is treated with chemicals and then processed to remove contaminants. When the contaminants are removed, so are all of our vital nutrients along with the **natural oxygen**. Just filtering the water is not enough; it's just one step in the process to produce healthy drinking water. Ionized, alkaline water provides the vital oxygen that humans need, and it has the closest chemical structure to oxygenated water **derived from natural sources**. Oxygenated water promotes numerous benefits including increased energy, better sleep, memory enhancement, and better workout recovery.




5

Filtration- Healthy water begins with clean water, so you will always be wise to choose an ionizer that has two filters. The majority of modern ionizers have included two filters in their updated designs since our tap water has become filled with more contaminants over the years. Some companies have gone as far as to offer supreme filters with 0.01-0.1 microns. These ultra filters are the best filtration that you can find because the filtering medium is much finer and more compact in order to **remove more sediment** and contaminants. In addition, make sure the filters are **ceramic**. For more detailed information on filters, see our filter section on page 15.



Complimentary Buyer's Checklist

Insist on the following features



- SMPS Plus® Power Supply** 
- A minimum of 550 watts for 9 plate units and 750 watts on 11 plate units.**
- Dual filters**
- Ceramic filters**
- Electrically powered – avoid non-electric units**
- 5 Plates minimum, but only with SMPS Plus®**
- Plates are at least 7 inches in length**
- Plates are Solid / Mesh Hybrid** 
- Chemical free**
- Depending on the price, a minimum of 7 years warranty or a lifetime warranty**
- Self Cleaning**
- Adjustable pH levels**
- 60 day trial period**
- Permelec Electrode, Ltd. Brand Plates - The Premier Plate** 
- Automatic shut off safety feature**



“Frustrated because your ionizer is not producing the high quality ionized water that you deserve?”

Complimentary Buyer's Checklist

Insist on the following features

- LCD Touch Screen 
- Environmentally Friendly 
- Must have certifications or components:



Underwriter's
Laboratory



European
Conformity



Good Manufacturing
Practice



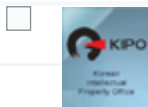
Good Design



The International
Electrotechnical
Commission



The American National
Standards Institute
(ANSI)



Korean Intel-
lectual Property
Office



Korea Food & Drug
Administration



ISO (International
Organization for
Standardization)



Innobiz

- PERMELEC ELECTRODE LTD.**
The Premier Plate – Permelec



"Choose the right ionizer from the start with this handy checklist!"

Side Effects REPORTED

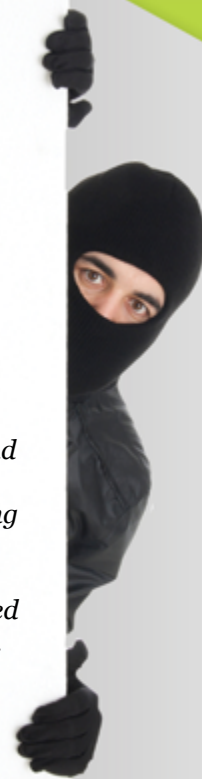
The water ionizer industry has taken the world by storm because consumers are now well informed and understand the value and benefits of drinking alkaline ionized water.

As you may or may not know, many companies who do not sell electrical water ionizers have started to fight back due to a large loss of sales to the superior water ionizer companies. They have begun to post a lot of false claims. These companies are purely driven out of desperation to stop losing sales to well educated consumers who are demanding healthy alkaline, ionized water. Remember, all good water ionizer companies will offer you a fair trial period. If you use the trial, you will feel the benefits for yourself.

Read on to learn about how one company is taking scare tactics to the extreme.

We have not seen fraud of this magnitude since the "Snake Oil on Tap" website which started writing articles online. Take time to learn who is behind any negative press, and do not let anyone scare you into losing an opportunity to try ionized water for yourself.

You will be an instant believer and there is no risk associated with trying the water because of the trial periods offered by respected ionizer companies.



Scams **exposed**

SIDE EFFECTS REPORTED

There is a new company that is claiming that ionized water (from a water ionizer) causes side effects. This company is claiming that water ionizers create artificial alkaline water. Comments and false claims like these are so unrealistic that we almost feel silly having to refute them. However, we will touch on these claims in order to set the record straight once and for all.

THE TRUTH

The only side effects that you should expect from a water ionizer are positive ones.

The "research" used by the company in question is a quote from a Japanese scientist by the name of Professor Watanabe. The problem that we have with their "research" is that this company convoluted and twisted the facts and quotes from the study to work in their favor. With a bit of quick research, you can find the study and dissect it for yourself, but in the meantime, we will sum it up for you.

Professor Watanabe conducted these tests **over 10 years ago when ionizers were using aluminum for plate material**. It is the aluminum that had the negative effect on the mice. Today, the respected water ionizer companies use platinum coated titanium plates, which is a must-have feature.

The bottom line and most important fact to consider is Dr. Watanabe's final analysis after his continued testing. His final conclusion is that alkaline water created from a water ionizer is safe and beneficial as summarized in his quote at right.

"Alkaline ionized water (AKW) is used for the purpose of supplementing electrolytes and water lost by perspiration during exercise and for preserving health, because AKW is easily absorbed by the body and is excellent at regulating osmotic pressure in vivo."

-Dr. Watanabe



side effects reported

Prof. Watanabe

Professor Watanabe, M.D. of Watanabe Hospital, Japan has conducted studies connecting alkaline water with alleviating many different gynecological conditions due to its ability to neutralize toxins. His studies have concluded that when alkaline water was given to individuals with pre-eclamptic toxemia cases, that the beneficial results were staggering. He also said that when alkaline water was given to women during pregnancy, that their children showed above average intelligence and were born with stronger muscles.

Nowadays, all respected water ionizer companies that we researched use platinum and titanium for plate materials, and they are completely safe and beneficial. The author who wrote the misleading articles is trying to use scare tactics to prevent you from buying a water ionizer. WHY? He owns a struggling company which is trying to market an inferior water filtration system, and he is utilizing the popularity of water ionizers to draw in customers. It is a shame that some companies will stop at nothing to make a sale. In the end, the fundamental truth is that there is no non-electric water filter capable of creating the beneficial water that is created by an electric water ionizer.

Go to page 16 to see what the experts think of alkaline water.

Top 10

RIDICULOUS & MISLEADING MARKETING TACTICS

Ridiculous marketing tactics from various water ionizer companies are on the rise. We are guessing that they figure that if they can make something sound intriguing, that consumers will want it and pay extra for it. Shame on those companies.

To help you steer clear of being their next victim, we compiled a list of 10 of the strangest marketing tactics we have seen. We are listing these with hopes that you won't fall for any of the following.

UV Light

Some companies are offering UV lights as an option. UV light options are a new money making gimmick offered for inside a water ionizer, or as an additional add on to the water ionizer itself.

Know the facts: UV light equipment requires regular monitoring to ensure safety. UV bulb intensity diminishes over time and precautions must be made to ensure that the bulb is still working. If the bulb is not accessible by consumers, then it is not possible to uphold UV light safety monitoring.

Think about it: Scientific evidence shows that UV light, at its peak performance, takes 1 to 7 minutes to kill bacteria. Since it takes mere seconds for water to pass through an ionizer, there is no chance that UV light will have any significant effect. The large amounts of electrical current that runs through the ionizer will effectively kill any bacteria that may be present in your source water. So save your money and rest assured that a well-made ionizer's ultra filtration and electrolysis process will give you pure, healthy water.



Physician's Desk Reference

We are starting to see several water ionizer companies say that they are listed in the Physician's Desk Reference. This claim is not true for any water ionizer company. We did our research and found a **paid for advertisement** for one company in the "Physicians' Desk Reference for Alternative Medicine", BUT it is simply a paid advertisement.

cont...

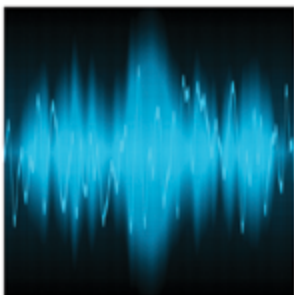
Top 10

RIDICULOUS & MISLEADING MARKETING TACTICS

Number of Plates

A few companies are still behind in upgrading their units. Would you believe that some companies are still marketing 5 plate units as their top of the line water ionizers? Ionizers with 5 plates, as long as they have SMPS Plus®, are okay starter machines. But sadly, companies that do not yet have 7 or 9 plate units are trying to get consumers to believe that 5 plates are better than 7 or 9 plates.

Be wary of companies who claim that “as technology advances it gets smaller.” This theory is good for computer chips, but not for good old fashioned electricity as it pertains to water ionizer plate contact. In layman’s terms, a 5 plate unit will never ionize water to produce the level of benefits that a 9 plate unit does because of the electrical contact with the plates (more plates = more contact = better ORP and pH levels). Simply put, don’t fall for it.



Frequencies in Water

This one is almost too wild to even mention. There are actually companies trying to convince customers that by running frequencies through water that some magic happens. Through our research, we could not find any scientific evidence to support this claim. It is simply not true and does not make any sense.

What's next? An ionizer with miniature elves inside that play music for you? Don't fall for this one.

Top 10

RIDICULOUS & MISLEADING MARKETING TACTICS

Thickness of Plates

We are starting to see a few companies with small plates trying to draw consumer attention to the thickness of their plates as opposed to the length and width. **The thickness does not justify choosing a machine with small plates since thickness is not the key component during electrolysis.** If you were caught in a rain storm would you rather have a large umbrella that is big enough to cover you, or a thick umbrella that is only as large as a baseball? The same theory applies with water ionization. **The length and width of the plate are what aids in the electrolysis process.** The thickness is secondary. All reputable brand ionizers have plates with sufficient thickness, but **only a select few have plates with a sufficient thickness, length and width. To be safe, look for a machine which offers Permelec plates.**

See our top picks section starting on page 51 to learn which ionizers have premier plates (Permelec).



PH and ORP claims

OK, this one is going to be short and sweet. PH and ORP levels will vary greatly from state to state or even from town to town in some instances. **Any company that is using a transformer cannot guarantee pH and ORP levels.** Look for units with a 7th generation SMPS Plus® power system. An **SMPS Plus®** will ensure that you can adjust your water ionizer levels to fit your needs. **Adjustability** is a feature that you must not be without.

cont...

Top 10

RIDICULOUS & MISLEADING MARKETING TACTICS

Convertible Units

Keep an eye out for so called “convertible units.” Some companies are trying to sell water ionizers that can function as both a counter top and an under counter model. We have looked inside many water ionizers, and the difference between an under counter model and a counter top model is vast. The convertible water ionizer is like trying to buy an oven that is also a refrigerator. The two are so vastly different that they should not be in the same package. If you want an under counter unit, buy an under counter unit, and if you want a countertop unit, then buy one of those. After all, are you really ever going to convert it? It’s unlikely.



Vitamin C Filters

In the shower, this is a great technology, in a water ionizer filter, it has no place. Vitamin C is an effective means of removing chlorine and chloramines. The challenge is that Vitamin C powder dissolves very quickly. So when water ionizer companies advertise that they have vitamin C in their filters, it is true, but the reality is that **the vitamin C will be washed away very quickly**. Therefore, leaving you with the vitamin C benefits for only a very brief period of time, and an **ineffective way to remove chlorine**.

Less power is better

This hoax is one of our favorites. Tell you what, go buy a car with 200 horsepower and try to beat a car with 500 horsepower. It’s not going to happen, and it won’t for the same reason that **a water ionizer with 150 watts will never create the same pH and ORP levels as a water ionizer with over 350 watts of power**. If nothing else, remember this: **Large plates (length, width and thickness) and more power always equal better and healthier pH and ORP.**

cont..

Top 10

RIDICULOUS & MISLEADING MARKETING TACTICS

NON-ELECTRIC IONIZERS ARE THE NUMBER 1 MISLEADING TACTIC

Non-Electric

The attack of the non-electric water ionizers is in full effect. Remember, no electric = no ionization. To have truly healthy water, it must be ionized using electrolysis. Mineral based units will alkalize your water, but it will not be ionized (which is how the magic happens). Some companies are using scare tactics to try to dissuade customers from using electric based water ionizers, but it is all just a farce. Utilize the 60 day trial of a reputable electric water ionizer company, and you will be amazed at the benefits you feel. Take the same trial with a non-electric and you will be amazed at the lack of benefits attained.





Manufacturers vs. Assemblers

We often get inquiries from motivated shoppers who are on the brink of finding the right water ionizer for their family. It is very common that during their research they are “informed” that they should buy from a “true manufacturer”, and not an “assembler”.

So what exactly does this mean? What is the difference between a manufacturer and an assembler? The fact is, most industries today do not make every component that is used in their devices. When you bought your car, did you notice that the radio was made by “Bose” or “Pioneer”? When you bought your last computer, did you notice that it said “Intel Inside”? These are just a couple examples of a prevalent practice in the world of manufacturing.

Some water ionizer companies are grasping at straws trying to separate themselves from their competition. They invent myths like “We are a true manufacturer” in order to scare the customer into buying their unit. These companies will tell you that they make every part, and that their quality is second to none. Be smart and realize that in most cases, especially in regards to plates, that there are superior companies in existence simply because they make one particular part better than the company who tries to be an expert in all parts.

Alkalizing vs. Ionizing

INSIST ON THE BEST...IONIZED!!!

While some companies make it seem that ionizing is the same as alkalizing, it actually is not. The companies who make these claims do not have electrical units.

To ionize water, you simply need electricity. Alkalizing water is okay if you are on vacation and do not have access to an electrical ionizer, however, the benefits of ionized water far exceed plain alkalized water.

Ionized Water Benefits...when water runs over the plates of an electric ionizer there are many things that occur:

1

Water receives an electrical charge, i.e. "Ionic charge"

This charge is one of the most important healthy benefits received from drinking ionized water because this charge is what produces the antioxidants. Keep in mind that you simply will not receive this charge from plain old alkalized water from a non-electric alkalizer.



2

Many ionizers offer supreme or ultra fine filtration options, which are light years ahead of the quality of the non-electric alkalizers available on the market.



Alkalizing vs. Ionizing

INSIST ON THE BEST...IONIZED!!!

Ionized Water Benefits...

- 3 When the water runs over the plates of an electronic machine, the water is broken down into smaller clusters. These clusters allow for better hydration through better absorption. After all, what good is great ionized water if your body cannot absorb it? So again, go for an electric unit.
- 4 Water that runs through an electrical ionizer should have the option to adjust the pH levels, and a good-quality ionizer will offer this feature so that you can get the best ionized water from your unique source water. Remember, every town's source water is different, so insist on adjustable power settings.
- 5 The purity of the water produced from an ionizer is significant. Not only do some ionizer companies offer ultra-fine filters, but some offer two filters as well. With two filters, your water gets double filtered. Plus, the electrolysis process kills bacteria and microbes that a plain non electric alkalizer may leave behind.



There is a Small Place for Alkalized Water from a Non-electric Machine

A non-electric alkalizer:

- ▶ Is great for helping you maintain a healthy pH for short periods of time like when you are on vacation and do not have access to an electric ionizer.
- ▶ Offers minimal, if any antioxidant properties.
- ▶ Does not break down the water into smaller clusters, so absorption benefits drop dramatically. You can actually taste the heaviness of the water compared to most ionized water.
- ▶ Most alkalizers do not have premium filters. Today, some ionizers are offering ultra-fine filters that purify the water at a much higher level. Look for ultra-fine filters when purchasing an ionizer; it's worth the upgrade charge.

Power Trip... In with the New

Are You Unsure about Which Power Source is Best?

Power sources are a very hot topic when it comes to choosing the best quality water ionizer. One of the key components that will determine how effective the water ionizer will be is the amount of power that is being produced by the power source.

Let's begin by looking at the three types of power sources available on the market today.

There are three types of Power Sources:

Transformers (older style)

SMPS - (Switched Mode Power Supply) Newer technology

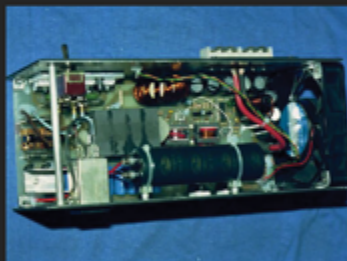
SMPS Plus® - (Advanced Switched Mode Power Supply) Newest technology, 7th generation, Superior technology

The Transformer



The Transformer is the oldest style technology used in the water ionizer industry today. The transformer is considered to be reliable up to a point, but it's not considered to be the best choice by most electrical engineers. The older style transformer is outdated and far less efficient than the newer style SMPS & the highly anticipated SMPS Plus®.

The original SMPS



The original SMPS system or switch mode power supply was introduced in various electronics over the last decade. Electronics that use the SMPS system include televisions, computers, and other high end gadgets. In the last 2 years, more and more engineers have been switching to SMPS Plus® in order to gain additional benefits.

A few points regarding the first few generations of SMPS systems.

- **Efficient**
- **Will not over heat (stays cool)**
- **Better electrical output**
- **Newer technology**
- **Not as advanced as the SMPS Plus®**

Power Trip...

In with the New

SMPS Plus®

We call it the Lucky 7! If you have completed any research at all, you should already know that an SMPS Plus® system is the only way to go. With adjustability, temperature control, and other advanced features, the 7th generation SMPS Plus® changed the water ionization industry forever. We agree, 7 generations of anything seems like a lot, but it was worth the wait and we are "Lucky to have it." The very first SMPS systems were good, in fact the 1st generation was better than the 4th and 5th. The 6th generation SMPS was something to rave about as it cured many of the issues in generations 5 and 6. We sang the praises of the 6th generation SMPS for all of 2011, but the 7th generation release (also known as the SMPS Plus® or as we call it "Lucky 7") is simply amazing. You get full adjustability, automatic shut off to prevent flooding, voice guided LCD touch screen support, a solid design and much more. The SMPS Plus® is only available in a few limited water ionizers, so do your research to avoid problems.

Visit our top picks on page 51 for help finding a unit with an SMPS Plus® .

The 7th generation SMPS Plus® does everything the regular SMPS does but better! Here are the benefits:

- Optimal electrical output
- Full adjustability
- Automatic shut off to prevent flooding
- Voice guided LCD touch screen support
- Superior power handling
- More consistent levels of pH and ORP
- Functions much better than units that use auto adjustability
- The newest most advanced technology available on the market today!

Power Trip... Watt is What?



If the unit cannot exceed 100 watts
after being adjusted...



cross it off of your list!

Under 100 watts (OK)

Units with less than 100 watts are, in most cases, not worth considering. That being said, some units have power adjustability options that allow you to vary the power of your unit from a low number of watts (like 85) up to a higher number of watts (like 150). In this case, units with 100 watts (for a starting number) is sufficient.

REMEMBER: The starting number is just the beginning, but if the unit cannot exceed 100 watts after being adjusted, cross it off of your list.

Under 200 watts (good)

Many 5 plate and 7 plate units will have between 150 and 200 watts. Generally speaking, if a unit has 5 plates then make sure that it has SMPS Plus®. In any case, solid/mesh hybrid plates and an SMPS Plus® power supply will be required to get sufficient results when you are dealing with less than 200 watts of power.



GOOD

200 to 300 watts (better)

Seven plate water ionizers should have between 200 and 300 watts of power. Under 200 watts is not the best choice for a 7 plate unit, and 300 watts is generally too much power for only 7 plates. Turbo units can sustain higher wattage (close to 300) if they use solid/mesh hybrid plates.

See page 9 for more on solid/mesh hybrid plates.



BETTER

Power Trip... Watt is What?



All of our top picks have both solid/mesh hybrid plates and an SMPS Plus[®] power supply.



NUMBER 1

550 to 750 watts (Best)

Any reputable 9 plate unit will have at least 550 watts and any reputable 11 plate unit will adjust to up to 750 watts. Now unfortunately, there are particular companies who have less than the standard wattage of 550 and will try to convince you it is because their units are more advanced. Such statements are simply not true, so don't fall for it. We didn't. The bottom line is...if you are going to buy a 9 plate unit with less than 550 watts of power then make sure it has the following without exception:

1. An SMPS Plus system. Older generation SMPS systems do not handle power the same way as an SMPS Plus[®]. The SMPS Plus[®] is a 7th generation model with advanced technology.
2. Plates are 7 inches in length. Regardless of thickness, if the plates in the unit are too small, they will not be able to make sufficient use of the wattage and therefore the ionization process (pH and ORP) will not be desirable or effective.
3. Solid / Mesh Hybrid Plates – This design is hands down the best on the market. Here's why: Solid plates are known for their integrity and durability. Unfortunately, they are also known for inferior ionization because the power stays around the edges of the plate. Mesh plates are known for great ionization and creating more useable surface area, but they have also been criticized for integrity issues. The brand new Solid/Mesh Hybrid plates combine the very best of both worlds. By taking the integrity and reliability of solid plates and combining it with the advanced power disbursement capabilities and additional surface area of mesh plates, you are left with plates that can reach supreme ionization levels along with exceptional durability. Solid/Mesh Hybrid will likely be the new safety standard in all water ionizers by 2015. For now you will have to settle for a select few that are ahead of the game.

Poisonous Chemicals in Ionizers?



Okay, so I know that you probably think that this title is crazy; I mean, why would anyone put poisonous chemicals in a water ionizer, right?

We thought the same way, and we actually still do.

There is one company in particular which supplies an enhancer (added to a port within the Enagic™ unit) that consists of two different chemicals. The enhancer is used to achieve very high and very low pH levels.

Great Idea?

Well, the “water” produced when this chemical is added will remove stains from your carpet and help suppress fungal infections.

However, your **drinking water** goes through the same chamber. Plus, that is not the only downfall, as if that was not enough. There are other flaws with this concept as well because when this chemical is added the “water” it is no longer just water.

The Enagic™ information booklet that comes with the unit contains serious warnings. One warning states, “Do not install in an unventilated room for chlorine gases produced through electrolysis are highly toxic.” There are more warnings throughout the booklet, but let’s move on and break down what these chemicals do so that you can understand.

Poisonous Chemicals in Ionizers?

The Enagic™ “enhancer” consists of sodium chloride and sodium hypochlorite.

Sodium Chloride:

A raw material utilized to produce chlorine, pesticides and PVC, among other modern materials.



Sodium Hypochlorite:

A chemical compound known as bleach and used as a disinfectant. The Material Safety Data Sheet (MSDS) warns: “Skin contact may produce burns. Inhalation of the spray mist may produce severe irritation of respiratory tract, characterized by coughing, choking, or shortness of breath. Prolonged exposure may result in skin burns and ulcerations.”



Overall analysis:

Consumers drink ionized water to become healthy, so why risk breathing or drinking trace amounts of these chemicals? Especially since there are many machines on the market that will produce very high and low pH levels without any chemicals. Insist on a chemical-free unit.

Safest Ionizers

Yes, The Safest!

There are many safety features and certifications to consider to ensure that your ionizer purchase is in your best interest. With more and more ionizer brands hitting the market, water ionizer safety is a growing concern and not to be taken lightly. Just as the lead paint in toys made in China disaster flooded the news in 2007, ionizer safety is serious and not all companies are abiding by the rules.



Safety Checklist:

Make sure that your ionizer has the following **certifications**:

- 1 UL rating**
- 2 ISO-International Organization for Standardization**
- 3 GMP- Good Manufacturing Practice**
- 4 IEC-The International Electrotechnical Commission**

In addition to **Certifications,** look for these safety features:



Automatic shutoff

Prevents flooding that could occur from forgetting to turn an ionizer off.

Chemical free

Don't settle for a machine that requires chemicals to achieve higher or lower pH levels because trace amounts of these chemical additives can exist in the plate chamber and end up in your drinking water.

Adjustable power settings

Ensures that you receive the best pH levels for your source water.

SMPS Plus®

Stays cool and will not overheat like a transformer can. Multiple dipped platinum coated titanium plates – Protects plates from rusting, peeling or cracking. Platinum offers ideal electrical transference for abundant antioxidant output.

Platinum coated titanium plates

Preferably multiple dipped which ensures no rusting.

Dual filtration

Ensures the cleanest water.

Electricity

Helps to ensure that most harmful bacteria is killed and that premium ionization is achieved.

Overall Analysis

It is worth a larger investment for your safety. Think about it, the water ionizer companies who spend the money to ensure your safety must charge a bit more to cover their costs for the controlled studies, electrical testing and scientific analysis to receive important certifications.

COUNTRY OF ORIGIN BE CAREFUL



The old saying,

“You get what you pay for!”

rings true with water ionizers.

Now, keep in mind that there are some exceptions to this rule, and we will get right to it. Ionizer companies who are selling their units through an MLM-type system are excluded from this rule because the inflation of their prices exists to pay 7 to 8 levels of distributors.

So, we will exclude any MLM-type company in this concept.

The country of origin is extremely important to ensure quality. Remember to keep these facts in mind while purchasing an ionizer:

- 1** There are two manufacturing countries who have minimum wage laws: Korea and Japan. Many other countries have no laws and operate “sweatshops” which employ workers that earn very low wages, if any wages at all.
- 2** Some water ionizer manufacturing countries do not abide by child labor laws. Japan and Korea abide by strict labor laws.
- 3** Some water ionizer manufacturing countries, aside from Japan and Korea, subject their employees to poor or dangerous working conditions.

In addition, countries other than Japan and Korea have been found to use corrosive plate materials in their ionizers. Steer clear of purchasing ionizers made in these countries. Pay a bit more for the peace of mind you will have while drinking each glass of ionized water.

“Do not put you or your family’s health at risk! Instead, buy a quality ionizer made in Japan or Korea.”

Warranties, Return Policies & Trial Periods...

What Does all of the Small Print Mean?

Warranties

Warranties should be your most important consideration throughout your ionizer buying process. Be sure to look into each company's warranty very carefully and ask for the fine print...or you could be sorry. The warranty tells you a lot about the company and the product that you are about to purchase...even before you buy! If the company has a great warranty, it is also likely that the quality of their products are premium as well.

Now keep in mind that there are a few very important details to consider. For example, the fine print. Many water ionizer companies have very specific fine print particulars hidden throughout their warranty which has been written to work in the company's best interest, not the consumers. As a matter of fact, there are very few companies on the market that have a true lifetime warranty without any fine print.

Many online companies use crafty wording to imply that they offer a lifetime warranty, but in fact they are only offering a lifetime warranty on the labor and not on the parts. These types of warranties are very misleading since the parts can be very expensive and even work in the company's favor to help cover the cost of their labor.

With regards to warranties, just **be careful**, do your homework, and then you can feel good knowing that **your investment is protected**. It is better to be safe than sorry and it never hurts to ask.

Parts and Labor?

The Return Policy

With reputable water ionizer companies, returns are minimal, so the best practice is to buy from a reputable company.

Remember, the length of time for return policies in the industry varies from 3 days to 60 days. Obviously, companies offering a return policy that is less than 60 days are probably doing it for a reason. Regardless of which ionizer you buy, if you use your unit and decide to return it, you should expect to pay a restocking fee, which is an industry standard. Restocking fees can vary greatly as well. Restocking fees range from a flat 15% fee (best) all the way up to over 25% or more depending on how long the unit was in use.

Warranties, Return Policies & Trial Periods...

Trial Periods

Reputable water ionizer companies are excited to let you try their units for a reasonable amount of time so that you can notice the benefits for yourself. You will find many fine details regarding trial periods as well. In the water ionizer industry, 60 days is an exceptional and very fair trial period. As consumers ourselves, we feel that anything less is cause for alarm.

CASE IN POINT:

One of the more **crafty restocking fees** that we encountered is from Enagic™. On their website, it states that they accept returns for up to 30 days on unused merchandise. However, when you call for more details, you find out that after 7 days of receipt, you will begin to receive a bunch of charges. To return a used SD-501 model after 7 days, it will cost \$480.00. Take a look at the interesting use of the word “Processing Fee” in their policy for the SD-501 model:

- ▶ A full refund minus shipping fees will be granted only if a machine is returned both unused and within 7 days of receipt.
- ▶ A restocking fee* will be charged when:
 - a machine is returned used (water runs through the machine even once) within 7 days of receipt.
 - a machine is returned after 7 days but before 1 month after receipt.
- ▶ A used machine returned after 7 days but before 1 month of receipt will be charged a processing fee** (in lieu of a restocking fee) as follows:
 - SD-501 Restocking fee *is \$100
 - SD-501 Processing fee ** is \$380
- ▶ A machine in any condition may NOT be returned for a refund after 1 month following receipt.

TIP:

With regards to Warranties, Return Policies and Trial Periods, we took these into consideration on all of the units that we tested. Every unit that is ranked highly in this guide is from reputable companies with clear policies on warranty, return policy and trial period. Every unit that made it into our Crowning Five category has a low 15% restocking fee, a 60 day trial, and varying length on warranties all of which cover both parts and labor.

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★



Crowned : Best Budget Friendly



Why Alkalux is a *Crown Worthy* Company ?

Alkalux founders set out to build a quality machine with high quality parts and a fair warranty...all for a fair price. Well, they surpassed their goal when they added a Digital Easy Touch Screen, adjustable power settings, and great customer service to their repertoire. Check out our top machine pick from Alkalux below.

ALKALUX'S TOP MACHINE

Alkalux 2507

Price: \$1,895

Lowest Sale Spotted: \$1,516

In this price range, the Alkalux 2507 is our top pick. In our scientific studies, the 2507 continually outperformed every ionizer in its class. The ionized water quality produced by the Alkalux simply cannot be beat by other units in this price range. If you are on a budget, but still want healthy ionized water, look no further than The Alkalux, which meets all of the safety standards and has a premium 7 year warranty.



Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★★	Luxury Options	★★★★
ORP levels	★★★★★	Consumer rating	★★★★★
pH levels	★★★★★	Overall rating	★★★★★
Customer Service	★★★★★	Our rating	★★★★★

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★



TOP OVERALL EXCELLENCE



Why Tyent USA is a *Crown Worthy* Company:

Tyent USA continues to knock our socks off during our scientific testing. Every Tyent unit considerably outperformed every other popular water ionizer brand on the market. In addition to the scientific tests, the Tyent company as a whole offers stellar customer service, premium warranties and many other luxury options. Other ionizer companies just can't touch the water quality produced from Tyent's skillfully produced units. Keep in mind, all Tyent ionizers include the most plate surface area and thickest plates in the industry. Plus, all of their plates are dipped multiple times in platinum to ensure safety and quality. If you decide to purchase a Tyent, then you can be confident that it will be the only ionizer brand you will ever want or need again.

Check out our top rated Tyent units and you will see why Tyent came out on top so often in our picks.

Tyent's Top Under the Counter Machine

Tyent UCE-9000 TURBO

Price: \$3,995

Lowest Sale Spotted: \$2,795

The Tyent under the counter model is our top ionizer pick because, as a whole, this expertly designed unit combines the highest level of style & performance. In our scientific tests, the Tyent UCE-9000 Turbo outperformed all other water ionizers, including the Enagic™ SD-501. Plus, the lifetime warranty offered with the Tyent UCE-9000 has zero stipulations and really puts this highest ranking unit over the top.



Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★★	Luxury Options	★★★★★
ORP levels	★★★★★	Consumer rating	★★★★★
pH levels	★★★★★	Overall rating	★★★★★
Customer Service	★★★★★	Our rating	★★★★★

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★

Tyent's Top Countertop Machine

Tyent USA MMP-9090 Turbo

Price: \$3,495

Lowest Sale Spotted: \$2,495

The 9090 Turbo is by far the top performing countertop unit on the market. In our scientific tests the Tyent MMP-9090 Turbo scored the highest in all categories. Plus, just like the Tyent UCE -9000, this unit includes the largest plate surface area and the thickest plates as well. So, if top performance, safety, aesthetics, customer service and warranty are important features for you, then this is your unit. When it is on sale for less than 3K, you should snatch it up fast.



Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★★	Luxury Options	★★★★★
ORP levels	★★★★★	Consumer rating	★★★★★
pH levels	★★★★★	Overall rating	★★★★★
Customer Service	★★★★★	Our rating	★★★★★

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★



Tyent's Top Budget Machine

Tyent USA MMP-7070 Turbo

Price: \$2,895

Lowest Sale Spotted: \$1,895

The Tyent 7070 Turbo is the tried and true standard water ionizer...offered at a great price! If you want a budget friendly machine from the top ionizer brand in the industry, then the 7070 Turbo is the machine for you.



Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★★	Luxury Options	★★★★★
ORP levels	★★★★★	Consumer rating	★★★★★
pH levels	★★★★★	Overall rating	★★★★★
Customer Service	★★★★★	Our rating	★★★★★

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★



BEST REASONABLY PRICED & RELIABLE



Why is KYK USA a *Crown Worthy* Company:

We were a bit astounded to find such an economical machine that performed so well in our scientific tests. KYK USA offers a price friendly ionizer and the company behind the machine is as dependable and committed as the machine itself. If you are looking for a great deal all around, check out the KYK Generation II.

KYK USA's Top Machine

KYK Generation II

Price: \$1,995

Lowest Sale Spotted: \$1,495

Although the KYK Generation II, or G2 has all of the important features that an ionizer needs for safety, reliability and performance, we were still a bit skeptical about how it would stand up to our scientific tests (mainly because of the great price). We were pleasantly surprised to find that the new KYK G2 outperformed many of the ionizers within this price bracket. If you decide to go for the KYK G2, then rest assured that you will be as refreshed as we are with the ideal ionized water quality this machine produces.



Aesthetics	★★★★	Filter quality	★★★★
Safety	★★★★	Warranty	★★★★
Ease of use	★★★★	Luxury Options	★★★★
ORP levels	★★★★	Consumer rating	★★★★★
pH levels	★★★★	Overall rating	★★★★
Customer Service	★★★★★	Our rating	★★★★

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★



TOP AFFILIATE MARKETING WATER IONIZER COMPANY



Why is Eventis a *Crown Worthy* Company:

Eventis's concept is healthy home-based, and their water ionizer is a key piece of the puzzle. Although Eventis has not been in business the longest, they are the affiliate marketing company to watch.

Eventis's Top Machine

Eventis Elite

Price: \$2,995

Lowest Sale Spotted: \$2,995

The Eventis Elite has some really unique features that we found delightful, such as the front-load filter feature, one touch filter reset feature and the center spout placement. In addition to cool features, the Elite scored top marks in our scientific tests.



Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★	Luxury Options	★★★★
ORP levels	★★★★★	Consumer rating	★★★★★
pH levels	★★★★★	Overall rating	★★★★★
Customer Service	★★★★★	Our rating	★★★★★

MEET THE CROWNING FIVE COMPANIES

★★★ & THEIR TOP MACHINES ★★★



BEST 5 PLATE



Why is Hydrent a *Crown Worthy* Company:

The Hydrent company's motto is pure, simple and inexpensive. Hydrent has a well-trained staff whose goal is to get healthy water into the hands of as many consumers as possible and as quickly as possible by offering high quality for less.

Hydrent's Top Machine

Hydrent

Price: \$1,495

Lowest Sale Spotted: \$995

The Hydrent offers all of the components for producing healthy ionized water. Plus, although it only has 5 plates, they are 7 inches in length. In fact, it even has the SMPS Plus® with a suitable warranty and trial period. If you are looking for a great value, then consider this easy-to-use machine.



Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★
Ease of use	★★★★★	Luxury Options	★★★★
ORP levels	★★★★↓	Consumer rating	★★★★↓
pH levels	★★★★↓	Overall rating	★★★★↓
Customer Service	★★★★★	Our rating	★★★★★

Ionizers Worth an Honorable Mention, but Not Crown Worthy

Worth Mentioning :

IonWays (Formerly Jupiter)

www.ionways.com

Athena Water Ionizer - JS205

Price : \$2,195

Lowest Sale Spotted: \$2,095

Pros: The IonWays Athena Water Ionizer tested well in some areas of our testing, but not across the board. Since this unit tested higher than some others ionizer brands within the industry, we wanted to give it an honorable mention.

Cons: The Athena has a limited warranty, small plates, low wattage (transformer) and has not yet upgraded to an LCD Touch screen or the essential SMPS Plus® technology.



Aesthetics	★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★	Luxury Options	★★
ORP levels	★★★★	Consumer rating	★★★★
pH levels	★★★★★	Overall rating	★★★★
Customer Service	★★★★★	Our rating	★★★★



Delphi Under the Sink Ionizer

Price: \$2,695

Lowest Sale Spotted: \$2,356

The IonWays Delphi Water Ionizer tested about the same as the IonWays Athena; it did well in some areas but not consistent across the board. The only real difference between the two is that the Athena is a countertop model, while the Delphi is an under the sink unit.

Cons: The Delphi has a limited warranty, small plates, low wattage (transformer) and has not yet upgraded to an LCD Touch screen or the essential SMPS Plus® technology.

Aesthetics	★★★★★	Filter quality	★★★★★
Safety	★★★★★	Warranty	★★★★★
Ease of use	★★★★	Luxury Options	★★
ORP levels	★★★★	Consumer rating	★★★★★
pH levels	★★★★★	Overall rating	★★★★
Customer Service	★★★★★	Our rating	★★★★

Ionizers Worth an Honorable Mention, but Not Crown Worthy

Worth Mentioning :

Alkazone®

www.alkazone.com

Alkazone® BHL-4200

Price: \$2,200

Lowest Sale Spotted: \$2,000

Pros: The Alkazone® BHL-4200 did reach the sought after 9.5 pH levels, making it a good basic unit. The ORP was decent, which is why the 4200 made it into our Honorable Mention category.

Cons: It left a lot to be desired when we tried to make lower acidic pH levels and higher alkaline levels. All Alkazone® ionizers offer only a 2 year warranty. This machine has small plates and has not yet upgraded to the essential SMPS Plus® technology.



Aesthetics	★★	Filter quality	★★★
Safety	★★★	Warranty	★★★
Ease of use	★★★	Luxury Options	★★
ORP levels	★★★	Consumer rating	★★★↓
pH levels	★★★	Overall rating	★★★↓
Customer Service	★★★	Our rating	★★★↓



Enagic™ USA

www.enagic.com

Enagic™ SD-501

Price: \$3,980

Lowest Sale Spotted: \$3,980

Pros: We put Enagic™ in the Honorable Mention category simply because the company has been around for a long time and has established a strong MLM sales force who push this unit in order to earn commissions. For that reason alone, we receive a lot of inquiries for more information, and we felt the need to inform consumers of its ranking compared to other ionizers in the industry.

Cons: The Enagic™ has a very limited 5 year warranty, no adjustable settings, one filter, and has not yet upgraded to an LCD Touch screen or the essential SMPS Plus® technology. Harsh chemical additives are needed to reach high and low pH levels which raises safety concerns. If you are interested in the business opportunity aspect, check out Evontis or consider becoming a distributor with Tyent or KYK who offer unique business opportunities as well.

Aesthetics	★★	Filter quality	★
Safety	★★★★★	Warranty	★
Ease of use	★	Luxury Options	★★
ORP levels	★★★★	Consumer rating	★★★★↓
pH levels	★★★★	Overall rating	★★★★↓
Customer Service	★★★★	Our rating	★★★★

Ionizers Worth an Honorable Mention, but Not Crown Worthy

Worth Mentioning :

Chanson™

www.chansonwater.com

Miracle M.A.X. Water Ionizer

Price : \$2,195

Lowest Sale Spotted: \$1,995

Pros: The Chanson Miracle M.A.X. showed some good results for ORP. Also, the Miracle M.A.X. compensates for its small plates and low wattage levels by adding additives to reach higher or lower pH levels. The good ORP levels and good pH levels (with additives) make it worth mentioning.

Cons: The Miracle M.A.X. has a limited warranty, only one filter, small plates and has not yet upgraded to an LCD Touch screen or the essential SMPS Plus® technology. Also, without the salt additive, the pH levels just did not reach the same levels as our Crowning Five units.



Aesthetics	★★	Filter quality	★
Safety	★★★★	Warranty	★★★★
Ease of use	★★★	Luxury Options	★★
ORP levels	★★★★	Consumer rating	★★★
pH levels	★★★★	Overall rating	★★★
Customer Service	★★★	Our rating	★★★



Chanson™ VS-70 MASTER

Price: \$2,395

Lowest Sale Spotted: \$2,195

Pros: The Chanson VS-70 Master produced decent pH and ORP levels when compared to our Crowning Five budget units, which is why it earned an honorable mention. The VS-70 Master comes with a lifetime warranty (although limited) and met our safety requirements.

Cons: The Chanson VS-70 MASTER is only available with 7 plates, and has not added the extra wattage to compensate. The VS-70 has a limited warranty, no turbo mode feature, only one filter, small plates and has not yet upgraded to an LCD Touch screen or the essential SMPS Plus® technology. Also, without the salt additive, the pH levels just did not reach the same levels as our Crowning Five units. If you can afford the extra money up front then go for a 9 plate unit that includes a zero stipulations lifetime warranty. You will be saving a lot of money in the long run.

Aesthetics	★★	Filter quality	★
Safety	★★★★	Warranty	★★★★
Ease of use	★★★	Luxury Options	★
ORP levels	★★★★	Consumer rating	★★★
pH levels	★★★★	Overall rating	★★★
Customer Service	★★★	Our rating	★★★

How to Protect Yourself from SCAMS

in **3** easy Steps



What Matters Most?

Let's Face it. There are so many companies and organizations saying so many things on the internet. It should be stated that many of the certifications and awards that you see on a company's website can be bought.

The Better Business Bureau (BBB) one of the only organizations that cannot be bought. That said, DO NOT buy any water ionizer no matter how great it may seem from a company without a stellar BBB rating.

TIP

Some companies have already been given a poor rating and so they either switched their company name or they signed up for another organization (on a paid basis) that is similar the BBB to confuse you. These organizations are almost 100% scams.

How to protect yourself in 3 easy steps:

- 1 Go to <http://www.bbb.org/us/Find-Business-Reviews/>
- 2 Very Important! Type in the name of the water ionizer company that is associated with the water ionizer brand that you wish to research. For example "Enagic", "Tyent USA", "Life Ionizers", etc. This will ensure that the company can't hide by changing their name.
- 3 Start reading! See which companies have an acceptable rating. You can read all the customer complaints and then make your decision on which company you feel more confident in doing business with.

We can't stress how critical this is. A company can pretty much say anything they want and make any promises they want. The BBB is the age old, tried and true consumer protection agency that can keep you on the right track and ensure a safe purchase.

