



WHY IS WATER SO IMPORTANT?

Next to oxygen, water is the most important of our body's needs and clean water is the lifeline in sustaining good health. Our bodies are made up of $\pm 80\%$ water.

WATER.....

- ⇒ Flush impurities from our bodies.
- ⇒ Allow us to regulate our body temperature.
- ⇒ Facilitate digestion.
- ⇒ Reduce stress on the heart and stomachs
- ⇒ Restore body fluids and quench thirst better than anything else
- ⇒ Allow better circulation to extremities and
- ⇒ Aid in weight loss.

Medical and nutritional experts agree we should drink between 6-8 glasses of water per day and the health conscious individual knows, that unfiltered water increase body toxins.

Remember, it is not only the quantity of water we drink but the quality of the water!

Although there is an abundance of water on earth, less than 1% is available and suitable for human use and much of it has become too polluted for direct consumption. In South Africa about 43% of our rain falls on 13% of the land and only 9% run off to our rivers.

Of all the water on earth.....

- ⇒ 97% is salt water,
- ⇒ 2% is fresh water locked in ice caps, and
- ⇒ **Only 1% is fresh water available for consumption.**

WATER QUALITY

Water quality problems are not necessarily encountered with the bulk supply system but rather once it has entered the system and is travelling through kilometres of piping to reach the end user. The supply system piping is not foolproof and seepages can occur with water leaking out and ground water leaking in.

Tap water contains as many as 750 different chemicals, of which only a fraction is checked during routine analytical programmes. Tap water will vary from area to area but you may be drinking minute amounts of chemicals that can affect your health.

WATER PURIFICATION

A basic requirement in the pursuit of happiness is good health and the minimum requirement is clean water. Mankind has been struggling with this problem since urbanization. Only in recent times have progressive technology led to substantial solutions.

The increase in population together with the increased use of pesticides and other chemical pollutants, worldwide caused the deterioration of water supplies. To treat polluted water, Water Authorities are using more and more chemicals. Even though these

chemicals may be within "safe standards" they affect the water in ways that could have long-term consequences. In addition these chemicals affect the taste, colour and odour of the water.

Health at Home Directis aware of the latest developments within the industry and the diversity of individual needs of consumers. We offer a comprehensive range of water purifiers, which utilize the latest available technologies including Granular Activated Carbon (GAC); Ceramic, Kinetic Degradation Flexion (KDF), Ultra Violet Light, Distillers and Reverse Osmosis.

Our range of products include, counter top models, under counter models, in-line appliance cartridges, shower and bath systems, hot and cold-water bars and whole house systems. All of our components comply with European and American Standards.

WATER CONDITIONING

The mineral composition of water carries more implications than taste and health. Yours may be termed "hard" or "soft" depending on the levels of calcium, magnesium and other minerals. Hard water has high levels of calcium and magnesium.

Hard water often leaves a chemical residue, which can build up in home appliances, reducing their ability to transfer heat and sometimes clogging pipes and parts. It's these mineral deposits that stay behind after the water has evaporated which causes clothes to "grey" in the wash, water spots or a film to appear on clean dishes and soap not to lather leaving a scud on the surface.

Health at Home Directoffers the most advanced technology available. We distribute a range of water conditioners, which prevent scale build up without adding any chemicals to the water, as well as water softeners, which convert hard water to soft water by removing the calcium and magnesium.

WATER SAVING, CHLORINE REMOVAL SHOWER HEADS

Most shower water contains chlorine, which is used as a protective measure by local municipalities to control the growth of dangerous bacteria. Unfortunately, while the chlorine helps kill the bacteria, it still remains in the water. Studies have shown that long-term exposure to chlorine in hot showers can cause harmful effects to skin, hair and to overall good health.

The H2O Shower Filter Heads with the chlorine removal system removes up to 99% of harmful chlorine found in shower water, promoting softer skin and hair and better health. No other shower filter performs as well, or as efficiently. Our long-lasting replaceable cartridge is designed for ease of installation.

HOW MUCH WATER SHOULD YOU DRINK?

Many articles have been written about the detrimental health effects of not drinking enough water. I won't repeat their warnings here, except to say that every aspect of bodily function can be impaired by insufficient consumption of liquids. In general, the more water you drink, the better your body will be able to neutralize and eliminate harmful substances. An interesting aside is the insufficient water consumption causes the body to gain weight. This is because fat cannot be completely metabolised (converted to energy) without adequate water in the body.

Most people do not drink enough liquids. Health authorities recommend the following minimums. Health authorities recommend the following minimums for daily consumption of liquids (water, tea, coffee, juice, etc.):

250ml Glasses of Water Needed per Day

Body weight in pounds	50-59kg	60-69kg	70-79kg	80-89kg	90-99kg
Glasses –Average physical activity	7	8	9	10	11

Your body can make best use of water if you spread your consumption throughout your waking hours, rather than drinking large amounts at one time.

HEALTH-GIVING WATER: A SUMMARY

- It is more important to remove any harmful pollutants from your water that to save beneficial minerals in it.
- The healthiest water is that which is free of pollutants but which has a high mineral content.
- Hard water has beneficial minerals that are lacking in soft water.
- Don't drink bottled spa water as your regular daily water.
- Drink lots of pollution-free water each day.

ADVANTAGES OF GRANULAR ACTIVATED CARBON

- Removes chlorine, taste and odour, and chemicals.

DISADVANTAGES OF GRANULAR ACTIVATED CARBON

- Does not remove heavy metals **(No It does remove heavy metals and if poor GAC it at least reduce heavy metals)**
- Bacteria can multiply in filter
- Limited life because of dual duty – chlorine and chemicals

ADVANTAGES OF KDF + GAC

- Water on demand – no water or energy waste
- Removes a wide range of contaminants including heavy metals. **(The latest research states that one cannot rely on KDF to remove heavy metals in the long run)**
- Leaves healthy minerals intact, leaving tastier mineral water
- Low maintenance, low operating costs
- KDF media inhibits bacteria growth throughout the unit – uses no silver
- 5-10 times longer life than GAC only filter

BENEFITS OF HEALTH AT HOME DIRECT WATER PURIFICATION SYSTEMS

- Convenience - instant purified water at the turn of a tap.

Adaptability
Maintenance free
Efficiency
Warranty

- fits any tap (adapters supplied)
- long life of filter cartridges and U.V. lamps
- removes more contaminants more efficiently.
- all H2O 's products come with a warranty.