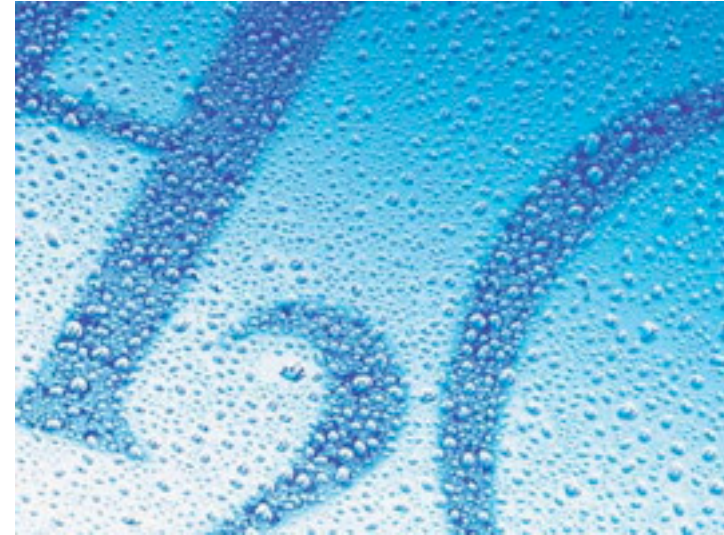


Quench your thirst for a healthier life

Did you know that drinking water could help you feel healthy and alert? With busy schedules dominated by work, social and family commitments, many of us struggle to find the time for healthy eating, exercise and a good night's sleep. But regular sips of water really can help you kick-start your progress in leading a healthier lifestyle.

You are what you drink

Water is essential for survival and comprises sixty per cent of the human body. This rises to seventy per cent in the brain, eighty two per cent in the blood and an incredible ninety per cent in the lungs.



In total, the human body contains around forty-five litres of water, equivalent to a three-minute shower! Considering these high ratios, the importance of drinking high quality water cannot be underestimated.

Our bodies lose around three litres of water a day, and without fluid replenishment, dehydration will quickly set in causing headaches, tiredness and loss of concentration. Scientists report that just a two per cent reduction in the body's water levels can correspond to a twenty per cent loss in both physical and mental productivity.

Chronic dehydration can even cause degenerative diseases, allergies, hypertension and obesity.

Get clear about water

Water can help you lose or control your weight. The body often confuses the sensations of thirst and hunger, so when faced with the urge to eat excessively, drink a glass of water and the craving is likely to subside.

Drinking water helps to flush toxins out of the body and speed up your system so that you absorb fewer calories. We ingest a number of toxins over time through the food and drink we consume. As these toxins build up in our system, our cells become less able to effectively absorb water and eliminate toxins. By drinking the best water possible, cells are able to absorb fluid more readily.

Bottled water

Many people drink nothing but bottled water, but is this really the best possible source of water? There are two types of bottled water; spring water and mineral water. Spring water is collected directly where it arises from the ground, while mineral water flows over rocks to collect a higher content of various minerals.

Water authorities treat bottled and tap water to make it safe to drink, which means that you could be drinking water that contains chemicals such as chlorine. After killing harmful bacteria during the sanitation process, chlorine continues to destroy the good bacteria in our bodies that are important for our immune system.

All the water we ever use is part of our global ecosystem and has been recycled by nature many, many times. The search for good quality water is not a search for newly created water, but for water that is clean and alive with sparkling energy.

The solution is Nikken

People want pure water that tastes good, and Nikken PiMag[®] water is an exceptional source of this. Discovered by scientists in Japan, PiMag[®] water originates from a mountain stream that has amazing results on its surrounding plants. Researchers used special materials to reproduce the exact environment and their discoveries resulted in Nikken PiMag[®] water products.

Each PiMag[®] product features multiple levels of filtration. Special ceramics add minerals and valuable sea coral harvested from the ocean floor adds coral calcium. An additional component produces a magnetic field – yet another breakthrough provided by no other water system.

How much do we need?

Now we know what water we should be drinking, just how much do we need every day? The British Dietetic Association advises a daily amount of two and a half litres, which should be increased during hot weather and physical activity.

Handy hints to help you reach your daily water intake:

- Start as you mean to go on; drink a glass of water as soon as you wake
- Keep a PiMag[®] Water System on your desk so you can easily top up your glass throughout the day
- Carry a PiMag[®] water bottle with you when you're on the move
- Increase your intake of fresh fruit and vegetables, which have a high water content as well as countless other health benefits

Shower Power

We are well aware of the chlorine removal benefits offered by Nikken's PiMag[®] products when drinking

and cooking – but did you know that fifty per cent of the chlorine you absorb every day is through showering? Taking a three-minute shower is in effect the equivalent of drinking a glass of chlorinated water! Used to disinfect water, it serves its purpose before reaching the shower but is not a chemical that should be showered in.

With Nikken's new PiMag[®] Ultra Shower, not only is chlorine removed, but heavy metals, sulphites, dirt, sediment and odours are also reduced and the pH of the water is balanced. Shower in PiMag[®] water every day and you could enjoy softer hair, smoother and softer skin, and less dandruff.

You can't just rely on water.

Drinking water may have considerable health benefits, but remember it is not intended to serve as a substitute for regular exercise and healthy eating. Put on your CardioStrides[®] Ultra, take your Jade GreenZymes[®] and Ciaga[®], and whatever you do, be sure to drink a vast amount of PiMag[®] water!

The importance of water FAQs

Q. How does drinking water affect my weight?

A. Water is required for almost every bodily function, so if you are dehydrated, you cannot burn fat and will have difficulty losing weight. In addition, not drinking enough water can cause weight gain as thirst is often confused with hunger. Drinking water will help you feel fuller and reduce your cravings.

Q. How much water can I lose before I'm dehydrated?

A. If you lose just two per cent of your water supply, you will become confused and fatigued, and losing four per cent will cause you to pass out. The first important signs of dehydration are a dry mouth, thickened tongue, dull headache, confusion and light-headedness.

Q. What is better to drink if I am dehydrated – a glass of water or a sports drink?

A. Pure, clean water is the best thing for your body. Since the body has to filter every fluid until it becomes clean water, a sports drink will require filtering before it can be used as water. In addition, the sweetener in the sports drink can change the pH of fluid in your intestines, which could alter normal fluid absorption.