

Drink and Breathe Purity

The simplest way to maintain your wellbeing is to ensure that the air you breathe and the water you drink is pure. Environmental experts all over Europe are concerned about air pollution and the phenomenal rate at which respiratory and allergic diseases are increasing. By 2015, researchers predict that half of all Europeans will be suffering from some kind of allergy.

The year 2006 saw the launch of Europe's biggest-ever research project into the causes of asthma and allergy. The Global Allergy and Asthma European Network is collating the fragmented information and evidence on allergies already in existence and significantly building on it.



Experts have identified a new type of pollution, indoor pollution, which is a problem people are becoming increasingly aware of as they question the air quality inside their homes, cars and offices.

Humans have created pollution at all levels and in all forms – in the air we breathe, in the earth where we grow our food and in the water we drink. With every breath, we fill our lungs with an average six thousand particles of contamination. These airborne particles can pose a threat to allergy and asthma sufferers, producing the familiar symptoms of irritation and, in more severe cases, breathing difficulties.

All the water we ever use is part of our global eco-system that has been recycled by nature many, many times. Even if we could capture the rain as it falls, by the time it passes through the atmosphere it would have absorbed all kinds of pollutants from cars, planes and industrial waste gasses.

PURE AIR

The British Allergy Foundation (Allergy UK) is the UK's leading national medical charity to deal with allergies, established to represent the views and needs of those with allergy, food intolerance and chemical sensitivity. Allergy UK aims to improve the awareness and treatment of allergies, giving people information about what allergy-friendly products are available.

With the escalating allergy epidemic, it has become increasingly important for companies to provide products that can be used safely, in the knowledge that they have been tested and approved by an internationally recognised organisation.

Allergy UK has developed a number of endorsement schemes that do just this, providing the public with guidance when purchasing 'allergy friendly' products. Their main endorsement is the Seal of Approval Award, given to products that specifically restrict or remove allergens from the environment of allergy sufferers and can be scientifically tested with measurable results.

After going through a very strict testing procedure, successful products are granted the Seal of Approval that is renewable annually.

The British Allergy Foundation awarded this prestigious award to Nikken's Air Wellness™ Power5 Pro™ showing that this unique product really is one of the very best air filtration products on the market.

The different technologies employed by the Air Wellness™ Power5 Pro™ complement each other to produce an overall system that cleans the air by trapping, destroying, absorbing and attracting airborne contaminants. The result of these multiple filter technologies is the cleanest indoor air you will ever experience.

The Air Wellness™ Power5 Pro™ also received a Seal of Approval from one of Norway's foremost agencies in monitoring and improving indoor air quality, the Norwegian Asthma and Allergy Forum. Their Seal of Approval is awarded to products that specifically restrict or remove allergens from the environment and can be scientifically tested with measurable results.

PURE WATER

The Water Quality Association (WQA) is a not-for-profit international trade association based in the USA representing the household, commercial, industrial, and small community water treatment industry. It is a resource and information source, voice for the industry, educator for professionals, laboratory for product testing, and communicator to the public.

To help consumers choose quality water treatment products, the WQA developed its Gold Seal Certification Program and issued the first Gold Seal in 1959. This program is solely dedicated to the certification of drinking water related products, reassuring consumers and regulators that a product has been certified by an independent third party organisation.

The WQA tests water treatment equipment and only awards the Gold Seal to those systems that meet or exceed industry standards for performance, capacity and integrity in removing a variety of drinking water contaminants. Gold Seal labelled products must also meet the WQA Code of Ethics standards.

This exceptional Gold Seal of approval was awarded to the PiMag® Maxi [not available in Denmark or Hungary] . This unique water system features a three-stage filtration process, combined with the benefits of passing the water through a 1,200-gauss magnet and mineral stones to balance the pH. The result is invigorating purified PiMag® water filtered using nature's methods.