

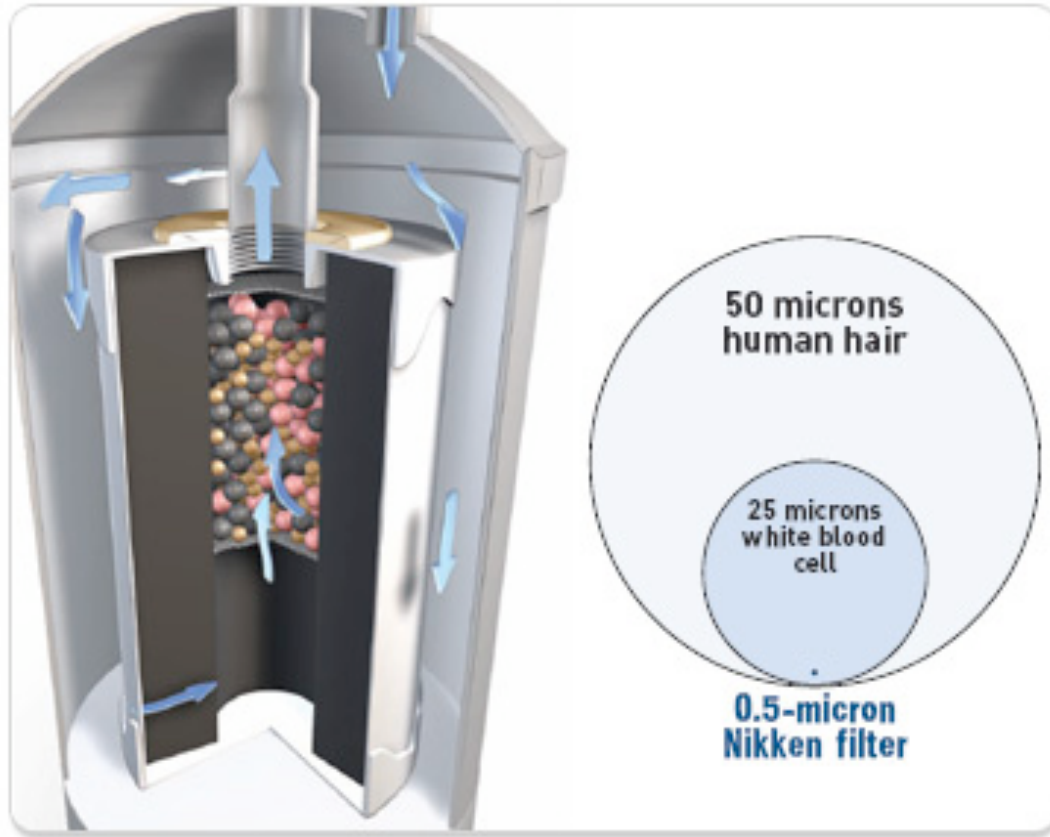
PiMag™ Water Technology

Overview

Nikken PiMag Water Technology consists of two elements: multiple filtration and pi minerals. The arrangement of these systems varies according to the requirements of the individual product. However, all products with this technology produce the same result, filtered PiMag water.

Filtration systems

The PiMag Deluxe (in both the Countertop and Under Counter models) includes a system of multiple filters that provides a defense against a broad range of tap water contaminants, including volatile organic compounds, lead, cysts, MTBE, turbidity, chlorine, bad tastes,



odors and particulate matter.

When intake water enters the system, it initially passes through a primary and secondary prefilter. This traps larger particles and also helps protect the later-stage filter from clogging. The final-stage filtration in the PiMag Deluxe Water System includes a natural carbon filter that captures microscopic particles as small as 0.5 micron in size. Charcoal carbon is a natural material that operates on the adsorption principle. It provides a vast amount of surface area for adsorption, and thus makes an extremely effective filter medium.

The compound filtration system in this product is extremely efficient — in NSF testing, on more than 30 contaminant levels measured the reduction rate is greater than 90%.

The PiMag Aqua Pour, a gravity-fed device, also features several stages of filtration. Water entering the system first passes through a microsponge prefilter or a ceramic prefilter that reduce particulates.

Additional filtering is performed by ion exchange resin, activated carbon and zeolite. The water flows between spheres of pi ceramic material during this process. The final stage features a bed of mineral stone, based on the agitation/tumble filtration provided in naturally-cleaned streams.

The PiMag Ultra Shower System uses yet another form of filtration, to reduce the chlorine which is absorbed by the body via the lungs and skin surface when showering. This shower system features technology that neutralizes chlorine through a copper-zinc redox process. In addition, a superfine filter reduces a range of water contaminants such as iron, sulfides and heavy metals.

Pi and magnetic systems

A unique feature of PiMag Water Technology is the addition of pi minerals to the process. Pi water was originally discovered by Japanese scientists in the 1970s. Observation had suggested that the water from an isolated hillside stream had a remarkable effect on the plant life in the area.

The scientists examined the environment and found that it contained an unusual collection of topographical features. The surrounding hills contained magnetite and calcium. The watercourse flowed over silicates, the material that forms natural crystal.

The water from it was found to have an atypical combination of minerals, and was naturally alkaline. This alkalinity helps to balance the acidic diet and stress-induced acidity that is commonly experienced in modern life.

Duplicating these conditions in the laboratory resulted in a form of this “pi water.” Magnetic technology was added, as a magnetic field assists in conditioning water without adding salt or other chemicals.

Effects

Independent testing, including that performed by public agencies including the United States government has shown that source water for municipal supplies may present significant amounts of pollutants. Chlorine or ozone added to combat these dangers, are themselves toxic. Reducing the amount of both the contaminants and chlorine can result in water that offers the potential for better health.

PiMag Water Technology also possesses advantages over commercially bottled water. An immediately obvious one is cost: the purchase and operation of a PiMag product, which filters tap water, is an order of magnitude less expensive than the ongoing cost of bottled water — which itself is often nothing more than treated tap water.

The environmental cost of bottled water is equally formidable. A mountain of discarded, non-biodegradable containers is a potential ecological disaster.

These plastics may pose a health risk in more ways than their harm to the environment. Certain chemicals in the plastic containers are known to leach into the water these containers hold, especially if the bottles are stored or on shelves for any appreciable length of time. On consuming this water, these chemicals may be absorbed and retained in body tissue.

Owning and using a PiMag water product avoids the potential for harm inherent in the regular consumption of bottled water.

Water is vital to supporting every bodily function: digestion and nutrient absorption, proper circulation, removal of toxins and more. Ensuring an adequate supply of good water is thus essential.