

The Drinking Water Purity Pledge

Is Your Family Drinking Water that is Legally Safe, but not Totally Safe?



The PEARL 30 Water Purification System: A long proven, patented multi-barrier filtration system called Reverse Osmosis with Delonization (RODI) is capable of removing the inorganic and organic contaminants.

Most consumers will not put up with drinking water that outwardly looks, smells, or tastes bad, and over the last decade a growing number are looking to go beyond “legally safe” municipal water standards to protect themselves, their families, and pets.

Legally safe water does not mean totally safe. The Environmental Protection Agency (EPA) only regulates 91 out of thousands of contaminants to maximum allowable levels in its Safe Drinking Water Act. At the same time, consumers are subjected to constant media reports about the latest harmful toxins, drugs and

carcinogens being found regularly through tests of our legally safe municipal water.

Eager for a safer alternative, many consumers turn to bottled water or inexpensive filtration units, but these are not capable of eliminating many of the chemicals and water-borne diseases in question.

Instead, coupled with evolving and mounting evidence about the long term health affects of even trace amounts of chemicals, many families are taking what amounts to a drinking water purity pledge. No longer content with legally safe tap or partially filtered water, they are installing

more advanced filtration systems that deliver completely pure water. That means filtering out everything to the very best possible capacity.

Although these systems cost more than partial filtration systems, the overall cost is still mere pennies per gallon. More importantly, these pure water systems deliver the assurance and peace of mind that the drinking water consumed by the family and used for ice making, cooking and washing fruits and vegetables is not going to come with the risk to short or long term health associated with a chemical cocktail.

Contaminants in Water

According to a December 2009 New York Times article, “Scientific research indicates that as many as 19 million Americans may become ill, each year due to just the parasites, viruses and bacteria in drinking water,” continues the New York Times article. “Certain types of cancer—such as breast and prostate cancer—have risen over the past 30 years, and research indicates they are likely tied to pollutants like those found in drinking water.”

The article goes on to say that since 2004, “The water provided to more than 49 million people has contained illegal concentrations of chemicals like arsenic or radioactive substances like uranium, as well as dangerous bacteria often found in sewage.”

“Water, the universal solvent, tends to dissolve anything it touches over time, so it can end up with a whole range of contaminants you don’t want in it,” says Darlene Kvist, a licensed nutritionist, co-host of the weekly radio show *Dishing Up Nutrition*, and co-founder of the St. Paul, Minn.-based nutritional consulting firm Nutritional Weight & Wellness.

Contaminants can indirectly enter the water supply or even seep into underground aquifers, the source of much municipal tap water. Contaminants come



Quatreau, designed by Aquathin UK, The Pure H2O Company, is built specifically to deliver pure water from Aquathin RO & RODI systems.

from many sources: from industrial waste and agricultural pesticides to landfill seepage, underground fuel tank and septic system leakage.

Industry legally flows billions of pounds of contaminants into the air and rivers. Farm runoff includes a multitude of fertilizers, insecticides, herbicides, fungicides, rodenticides, and animal wastes.

Emerging contaminants include traces of prescription drugs from Prozac to painkillers, which when not fully metabolized by the user’s body, are flushed down the toilet. Drinking water for at least 41 million people living in 24 major metropolitan areas tested positive for trace amounts of pharmaceuticals, according to a five-month Associated Press investigation. Yet the federal government does not require testing for these emerging contaminants in drinking water and has not set limits.

While municipal facilities typically treat water with chlorine, there is evidence that this can make some pharmaceuticals more toxic. Existing water treatment plants may be unable to comply with new



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reduced maximum contaminant level regulations. In fact, there’s growing global concern about decaying water infrastructure that’s up to 100 years old in some locations, with miles of aging, asbestos-lined water mains, miles of cadmium-nickel galvanized pipe, and miles of lead pipe leaching contaminants.

“What’s considered legally safe is a moving standard that’s getting stricter over time, due to ongoing lab and government research,” says Alfred Lipshultz, President, CEO, and Co-Founder of Aquathin Corp., a 32 year manufacturer and ISO-certified producer of over 70 patented and trademarked water purification devices. “The water we were told 20 and 30 years ago was ‘legally safe’ to drink is not considered safe by today’s standards and likely future standards.”

In 1974, the Safe Drinking Water Act first regulated 22 contaminants.

Today there are 91 regulated contaminants under the Clean Water Act. If tap water contains less than the maximum contaminant levels for each of these contaminants, the water is legally safe. But the US EPA is looking at 10,000 other unregulated contaminants known to be in tap water and is considering regulating 104 more.

“When thousands of contaminants in drinking water are not tested for, it may be considered legally safe but it is not totally safe,” says Dr. Jeff Brist, a certified clinical nutritionist, board certified naturopathic physician, and licensed doctor of chiropractic with a practice in Champlin, Minn. “Toxins will accumulate in the body, particularly in fat tissue which is plentiful in the brain and nerves if the liver cannot rid the body of them.”

“Everyone should be concerned about how the water they drink or cook with will affect their health,” adds Kvist. “They should seek out the cleanest, best-tasting, contaminant-free water they can get. That’s particularly true for those with chronic illnesses, who may be more sensitive to water-borne contaminants.”

Bottled Water

Bottled water is a popular solution to drinking tap water. However, it might not be much better. Up to 40 percent of bottled water is actually drawn from municipal tap water. Some tested bottled water even contained contaminants such as synthetic chemicals, bacteria, and arsenic.

“Many plastic bottles used for drinking water are made with bisphenol-a, B.P.A., a toxic chemical that could leach into the water, particularly in hot conditions,” says Dr. Brist. B.P.A. has been shown to disrupt the hormonal system of animals. As indicated in animal tests, even small amounts of the chemical could cause changes in the body.

Even if bottled water is considered adequately safe, it is seldom used for washing fruits or vegetables, cooking rice or pasta, or making ice. Using tap water for any of these activities can quickly introduce contaminants back into a family's diet even if they drink only bottled water.

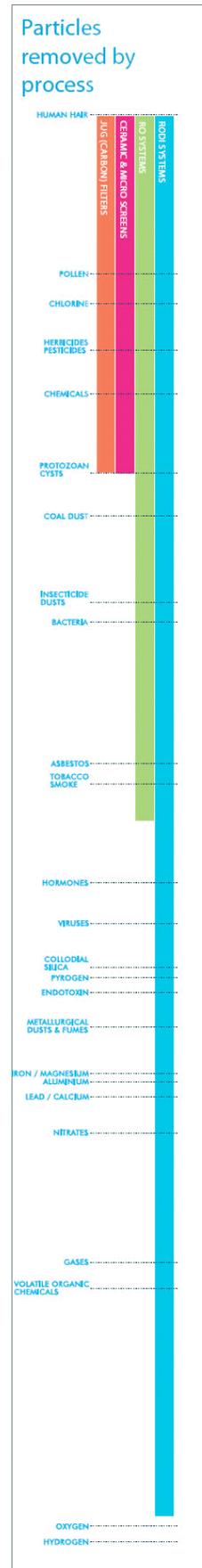
“A simple water quality test that families can do themselves is to let their ice melt,” says Kvist. “If there's sediment in the melted ice water or a funny smell, the water likely contains some kind of contaminant. But even if there's no sediment or smell in the water, that doesn't mean there are no contaminants. People cannot usually see, smell, or taste most contaminants in water.”

Filtration Systems

Like many consumer driven industries, the water treatment industry has its share of practitioners selling pseudo science. Consumers have been offered clustered water, ionized water, catalytic, aura and spin magnetic drinking water, all of which make invalidated and hyped-up, spurious claims for curing everything from diabetes and cancer to impotency.

A quality home water filtration system, however, can produce clean, healthy water based on proven scientific principles that costs much less than bottled water. With a water filtration system, consumers can have the convenience of an unlimited volume per day at less than 4 cents per gallon. States and municipal water plants in recent years have recommended home filtration units when the plants cannot address certain contaminants or there is only well water.

Yet ordinary water filters have significant limitations. Simple pitcher-type filters typically use carbon and ceramic to make tap water taste better.





Given the choice between a filtration system that consistently allows your family to consume contaminants and a multi-barrier system that removes them to the best possible capacity, consumers should choose the latter.

While common carbon filters are effective against organic contaminants such as pesticides, herbicides, and chemical solvents, they are ineffective against microorganisms and inorganic contaminants. They cannot remove salts, heavy metals, and only reduce a few of the pollutants in the spectrum of pesticides and industrial wastes.

Adding a Reverse Osmosis (RO) filter can remove at least 70% of impurities by membrane separation. Yet while ordinary RO systems are somewhat effective against organic and inorganic contaminants, they fail to treat microorganisms such as viruses and bacteria.

However, a long proven, patented multi-barrier filtration system called Reverse Osmosis with DeIonization (RODI) is capable of removing the inorganic and organic contaminants. The multi-barrier system integrates DeIonization to carbon and RO filtration to purge the microorganisms, lead, asbestos, nitrates, heavy metals, and volatile organic chemicals that RO alone fails to eradicate.

“Given the choice between a filtration system that consistently allows your family to consume contaminants and a multi-barrier system that removes them to the best possible capacity, consumers should choose the latter,” says Lipshultz.

“With purified drinking water using RODI, like Aquathin’s, you can essentially eliminate bringing waterborne

contaminants into the body, which can help the body thrive, not just survive,” says Dr. Brist.

“To improve the taste of drinking water and remove the whole spectrum of contaminants, I chose the Reverse Osmosis with DeIonization filtration technology 20 years ago for our first office,” adds Kvist, who provides only pure water in her home and at the office for her staff and clients. “Its certified, multibarrier process has protected us for decades, removing any potential contaminants in our drinking water from chemical solvents, herbicides, fungicides, and rodenticides to fertilizers, nitrates, radionuclides, heavy metals, and disease-causing waterborne microorganisms.”

For families unsure about the quality of their home drinking water, Kvist offers some advice. “Have the water tested by a water purification expert and if needed seek out a reliable water purification company with Aquathin RODI technology. After all, prevention is the best medicine. When health and safety is at stake, providing your family with totally safe drinking water is better than hoping that legally safe water won’t lead to problems in the decades ahead.”

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