



### HI! I'M CASSIE BOND, CO-FOUNDER OF ALKAWAY

...the water alkalizing and alkaline diet company I began with my husband and partner Ian Blair Hamilton 13 years ago. I'm going to share with you how you can save up to \$4000 on your water ionizer purchase.

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*I've let Ian do the talking in the past.*

He's written books, articles, recorded videos, carried out studies and generally supported alkaline health through water all over the world.

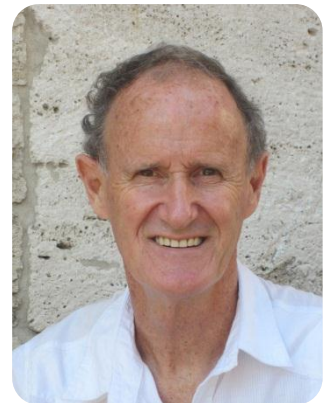
I have worked alongside him all of that time, researching, reviewing, delivering, installing, advising on, even repairing the thousands of water ionizers we've sold in that time. So I do know what I'm talking about when I say you don't need to pay thousands of dollars for alkaline ionized water.

In the last 13 years, the best part has been getting emails and letters from the thousands of people we've helped to regain health, vitality and a great lifestyle. We have received the most amazing stories from people who have gone alkaline using our water.

So based on my knowledge and experience, I can definitely promise you that if you are thinking you have to buy a top of the range water ionizer, and you take my advice,

**Up to \$4000 stays in your pocket!**

Let's begin..





## THE WATER IONIZER INDUSTRY IS STILL IN SHOCK FROM NEWS OF THE NEW TECHNOLOGY OUR TEAM HERE AT ALKAWAY HAVE CREATED.

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We've created the same form of amazing alkaline ionized antioxidant water from your tap water.. without the complexity, the maintenance, or the electrics.

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We believe our new UltraStream has the best filtration of any water ionizer on the market.

How do we know? Because it's the only water ionizer on the market ever tested to the life of its filter. No other water ionizer in the world has anywhere near the quality of testing.

It's the same form of water as that produced by a water ionizer ten times the price. And here's our big secret; we've perfected a way of guaranteeing 100% performance for as long as you own it!

I'm going to give you my **five most important reasons** to choose new technology vs. old, natural vs. electric -and I'm going to make it easy, risk free and attractive to you. Not only that, I'm going to give you, without any cost to you, my new alkaline diet regimen. (more on that later).

### Here's my FIVE reasons to choose natural ionizing:

- The water from a \$4000+ and a \$499 unit is the same, and I'll prove it!
- 'Bigger' isn't better; why it's actually unnecessary and a waste!
- Healthy, alkaline ionized water without electricity and electronic parts is here to stay.
- You don't need complicating and expensive pre-filters like many electronic alkalizers.
- You don't have to pay thousands for a non-toxic home & food sanitizer.



### What people said about our first Natural Ionizer, the AlkaStream

“I love the product. I had already been drinking high alkaline water from a friend’s Enagic machine so the benefits were already realized. However the taste of this water is much better and the best way to describe it is that it is “very wet!” Since drinking this water I have shed 15 pounds in all the right places. I have more energy, people say I look 5 years younger and I agree.”

- Tracy C. Preston, ID

*To begin, I need to tell you about the UltraStream so you can understand my five points.*

## **THERE HAD TO BE A BETTER, SIMPLER, FAR MORE AFFORDABLE WAY TO ALKALIZE, IONIZE AND PURIFY WATER.**

### **A better, easier way to pure, more powerful ionized water.**

And now there is – the incredible, ‘new-generation’ UltraStream from AlkaWay. To assist you in understanding my five important points I’ll take you on a quick tour of the UltraStream.

### **HERE’S HOW IT FILTERS, ALKALIZES & IONIZES**

#### **1. OVERVIEW**

(a) Using our exclusive O-Dobi ionizing beads and the world’s best leading edge filtration media (all certified by NSF, USA’s top filter certification), UltraStream produces the same alkaline ionized antioxidant water as water ionizers up to ten times the price.



UltraStream new technology filters out carcinogenic chlorine, chloramine and a HUGE range of harmful contaminants including bacteria, pesticides, heavy metals & fluoride .

UltraStream filters MUCH more efficiently than the most expensive electric water ionizer/filters in the world.

(b) UltraStream changes ordinary oxidising, dead tap water to live, alkaline powered hydrogen saturated water with up to 1000 times more acid-fighting power than ordinary water.

(c) UltraStream turns ordinary tap water into an ocean of antioxidants.

(d) UltraStream adds slow-release magnesium and calcium; healthy alkaline essentials.

(e) UltraStream creates a form of water that radically improves hydration.

### **2. IT'S A GREAT WATER FILTER**

(a) Extreme filtration using the best media available in the world.

(b) US made Spartan catalytic carbon; the only catalytic carbon rated A1 by California's green regulations.

(c) KDF™ Patented Heavy metal, bacteria and scale reduction media

(d) Fluoride reduction using Activated Alumina

(e) Filter and ionizer performs to spec. for a full year (Lab. tested)

### **3. IT'S A GREAT WATER IONIZER.**

(a) Ionizes equal to electric water ionizers costing thousands of dollars more.



(b) Gives consistent negative ORP over life of filter in range of more than -350mV



#### 4. IT'S A GREAT WATER ALKALIZER.

(a) Adds slow release calcium, magnesium and trace minerals.

(b) Gives pH in the beneficial and recommended range of 8-9.5 over the life of the filter.

(c) Alters pH simply by altering flow rate with our unique 'Twist'N'Flow' function

#### 5. IT'S AN ANTIOXIDANT FILTER.

(a) Gives water with an abundance of

hydrogen, the primal antioxidant.

(b) Keeps producing hydrogen over the laboratory tested lifespan of the filter.

#### 6. It's SIMPLICITY:

Simple to install. Simple to use. Simple to replace filters. Simply good design.



- **Reason #1;** The water from a \$4000+ and a \$499 unit is the same, and I'll prove it!

# \$4000+ vs. \$499. Why?

If you've been approached by a water ionizer vendor, or if you've been researching on the net, I think I'd be right in assuming that all you know so far is all you've heard or read. That means you are probably already forming some opinions, like: Water Ionizers are expensive- up to \$6000 for a 'good one'.

- (a) You have to have electricity to get the 'right' water.
- (b) The size of the electrolysis plates and the power of the electricity supply is better if it's bigger.

**So let's address these concepts one by one.**

### **(a) Water Ionizers are expensive – up to \$6000 for a good one.**

We have hundreds of people calling us up to ask why our water ionizers are so cheap. We don't think they are cheap, but because they've been told they have to spend \$4000+, they are suspicious of our price!

My bottom line after 13 years of advising people is that I could no longer tell people they had to pay even \$2000 to get good alkaline ionized water when I knew they could have it for less than \$500.

Not only that, we've designed the UltraStream so its filtration is better than anything an electric water ionizer can offer – by far! I don't want to bore you with technical detail – it's all on the [website](#) – but I'm saying very clearly that you will get alkaline ionized water in the ideal range of pH 8 to 9.5 and excellent antioxidant properties through its abundant infused hydrogen.

### **What else do you want?**

Acid water is the only other benefit of owning an electric unit and I'll cover that later.

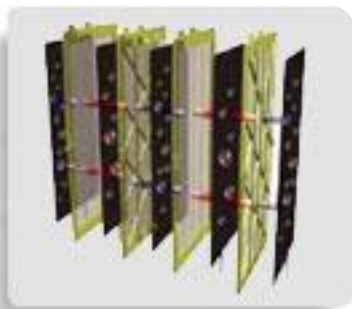


**(b) You have to have electricity to get the ‘right’ water.**

Simply not true. We have come from an electrical water ionizer background and understand them. We are the first company in the world to voluntarily move away from the ‘cash cow’ of electrical ionizers so we can help more people who have less \$\$\$.

I’ll go further. Natural water ionization has huge advantages over electrical ionization. It wastes no water, it is better filtered and every time you replace the filter you have a whole new system! It also adds the two super minerals for the life of the filter; magnesium and calcium. Many electric ionizer users with soft water supply don’t realise that they may be getting virtually none of these minerals.

**(c) The size of the electrolysis plates and the power of the electricity supply is better if it’s bigger.**



This is the mainstay of the ‘big’ ionizer seller’s argument and is used to fend off less expensive competitors. I can lay the issue to rest by saying I have customers who have owned one of our lower cost electric ionizers for over a decade and swear by its contribution to their health.

**But... the UltraStream breaks all the rules.**

It dispenses with electrolysis plates so the argument is simply irrelevant. With around a pound of *O-Dobi* media we’ve achieved what it took the ‘Big’ ionizer sellers \$4000+ of complex electronics, plumbing, transformer, autocleanse routines... do I make my point? Simplicity, simplicity, simplicity!



**REASON #2:** 'Bigger' isn't better; why it's actually unnecessary and a waste!

# BIGGER: BETTER?

You've probably been told that bigger electrolysis plates are better.. and that's why you should pay around double the price of any other electric water ionizer on the market.



### So.. is it true?

Bigger is sold as better for producing very high pH water. A higher surface area seems to support the electrolysis process.. but how big is better? Who says? Unfortunately for you, the unknowledgable buyer, the only people telling you what is best are the people trying to take your money.

Even though this argument is still brought out for every new sale prospect, the 'bigger is better' company had major problems explaining the superior performance in an [independent lab test](#) of an EmcoTech (*our previous electric ionizer brand*). But again, does it matter – if all ionizers give us what we want anyway? And when Ian posted a comparison video on youtube all the competitors could say was that he somehow cheated.

The one thing all water ionizer makers agree upon is that the accepted safe pH we should drink every day is [between pH8 and pH 9.5](#).

Your vendor would agree with this, so why would you pay for electrolytic plates that create higher pH? This is where the 'selling' starts. This is where the seller will tell you of the benefits of high alkaline and acid water in the kitchen, in the bathroom and in the laundry. I agree.





But... having to pay an extra two or three thousand dollars just to replace a green cleaning liquid... well, that's not clever.

*(more on this later)*

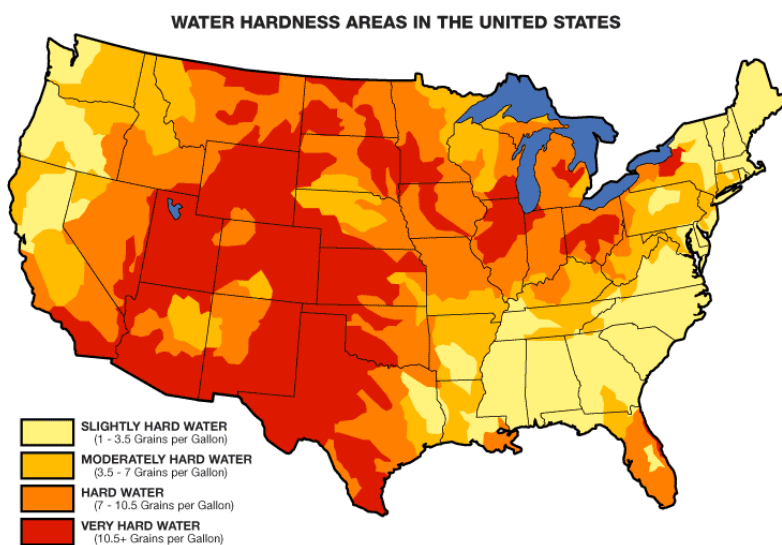
If you simply *must* have this added benefit, there are two things you can do:

- Buy an electric water ionizer from us that does the same at around half the price, or
- Order an UltraStream and the simple new (and better) technology that does the same as high acid water, but in a safer, purpose-build device, for less than 1/10 of the price.

'Bigger' is better only if the reason you bought your water ionizer was because you wanted something more than the wonderful alkaline ionized water at pH 8 to 9.5.

*Otherwise, you're wasting money. Lots of money.*

There's another price you pay with your \$4000+



ionizer..

and you pay it every two weeks for as long as you own it. It's the cleansing ritual.

Manual cleansing of the \$4000+ electric water ionizers is an essential chore you can't get out of if you want it to keep functioning to the standard you expect.

***You may not have a warranty if you don't do it.***



**Limescale.**

Why? Because your water ionizer may accrete calcium in its ionizing chamber, as well as everywhere water flows within the unit, and most ionizers are not guaranteed for these forms of water. Look closely at your warranty.

This has nothing to do with the filter. It has to do with the



calcium that is likely to be in your inlet water. If you've ever seen the insides of a water heater, or the white encrustation in a kettle.. that's what happens inside electric water ionizers.

**It's a 'fact of life' byproduct of the electrical ionization process.**

*(And the jury is still out on whether this is healthy..)*

Your \$4000+ electric ionizer is actually programmed to self-cleanse, but you are also advised to perform a fortnightly 5-hour cleanse to get the maximum working life out of it.

And at \$4000+, who wouldn't?



## How is the UltraStream different?

- It doesn't separate or concentrate minerals.
- It purifies incoming water of heavy metals and a *vast* range of common and uncommon contaminants and then it ADDS minerals to the pure water.
  - This natural process also changes the hydrogen levels of the water, creating its powerful antioxidant effect.

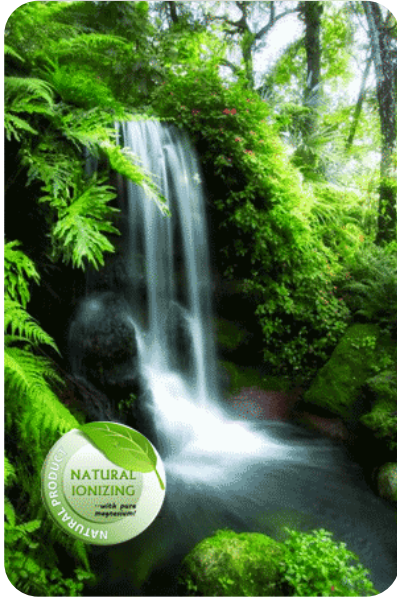
It's not just what it takes out. It's what it puts into your water that matters!

UltraStream doesn't *need* an electrolysis chamber.

That's why we call it natural ionization. There is no multitude of hoses inside it that are prone to mineral deposits. It's a filter, and an ionizer, and an alkalizer and a hydrogen water producer all in one device.

## And Then There's Water Waste.

No-one wants to waste water these days, and the UltraStream wastes NONE. Here's a small video to compare UltraStream with electric water ionizers in water waste. If you don't understand this, [here's a video link](#) to show in more detail why you have to waste so much water.



- **Reason #3:** Healthy, alkaline ionized water without electricity and electronic parts is here to stay.

Natural Ionization:  
The game changer. Reason 3

## Electric or Natural?

We *all* love to take the natural alternative when we buy anything. It's good for the earth, our kids' future and our own self esteem.

You don't *need* electricity to get natural ionized water. We produce healthy, alkaline ionized water without electricity and electronic parts.

So far I've shown that you can get the same healthy pH water from an UltraStream at around 1/10 of the price. You've also seen why 'bigger' isn't necessarily better, and that 'bigger' brings with it all the problems of a complex electrical device.

## Natural Ionization.

This isn't the place to explain the physics and chemistry of natural ionization. There's a video on our site that does that for you. Suffice to say that we, as long time proponents of electrolytic ionization, were as surprised as anyone when we found we could create the SAME water naturally!

Over the years critics of electric ionizers have claimed that to pass electrical current through water, dividing it into two streams isn't natural. I agree. It isn't. But the beneficial effects of drinking the water are obvious. I can't make therapeutic claims here but a quick search on youtube.com under alkaline water will reveal more amazing stories than you have time to watch.

*So let's not waste time arguing about the effects of drinking electric or natural ionized water.*



What we *can* say is that ionization – the process that causes this amazing UltraStream water, is absolutely natural. It is happening everywhere that water seeps through rock. Magnesium is a natural ionizer and it's only the level of magnesium in the rock that limits the ionizing process.

*We all know about the 'miracle waters' around the world. All of them are very similar to our water – but not, contrary to claims by electric ionizer sellers, similar to electrically separated alkaline ionized water.*

It's 'natural' to pass water in a filter over pure magnesium to create ionized water. That's how we do it, and our University lab tests show that it works as well at least as well as the electric process. If anything, the ionization process may be more efficient simply because the process is less aggressive. Our tests in-house show that the O.R.P. – the antioxidant level – of the water we produce lasts as long as or longer than the agitated hydrogen from the electric ionizers.

You'll see the difference in the bubbles of hydrogen struggling to get to the surface in a glass of electrically ionized water. Electric ionizer vendors use these pics as an example of their water. I think it shows inefficient solubility of the hydrogen

### The fundamental difference is that we can produce healthy alkaline ionized antioxidant water without electricity.

No circuit boards, diodes, sensors, chambers, hoses, transformers, switches, buttons, lights, voices... just simple clean function.

As I said before, you can access thousands of stories – all anecdotal – of benefits people experience when they begin drinking alkaline ionized water. So although:

- it's complicated,
- it uses electricity,
- it wastes water,
- and it has a strong need for regular maintenance...

..electric ionization works, and works well. It just isn't as simple as UltraStream technology!

*Now.. if you're not yet convinced, read on.*



### UltraStream's Natural Ionization improves upon nature by emulating it.

When water passes through porous rock that contains ionizing minerals, it becomes ionized. Its pH and its electrical charge get better, just like the water from an electric water ionizer.

So by passing purified water through pure alkaline minerals and our proprietary *O-Dobi* Japanese ionizing media that causes this natural ionization, we've created a water ionizer that needs no power!

- Same beneficial pH.
- Same great ORP.
- Better purity through the use of the very best filter media in the world.

and.. there's one other big difference.

- In an electric ionizer, the filter is separate from the ionizing chamber and its associated electrics.
- It's in the same plastic outer ionizer 'box', but also within its own canister, but all it does is feeds water to the 'works' and the chamber.

When you change a filter on an electric ionizer you get clean water again... but anything that has gotten through the basic filter is likely to be still stuck inside the plumbing of the ionizer. Hard water minerals pass directly through an electric ionizer's filter and accrete in the chamber and the tubes, despite assurances to the contrary.

And frankly, the UltraStream's ability to remove contaminants is WAY better. You've sighted our [laboratory report](#).

**Bottom line:**

**If you have hard water and fail to maintain a strict bi-weekly cleaning regimen (up to five hours for best effect) you've got troubles.**

*Oh yes, AND buy a special chemical and extra filter adaptor to perform the cleanse.*

*Did they tell you about that?*

*Oh yes again.. and did they tell you that if your local water has chloramines, fluoride, heavy metals or hard water minerals you will need up to THREE extra pre-filters?*



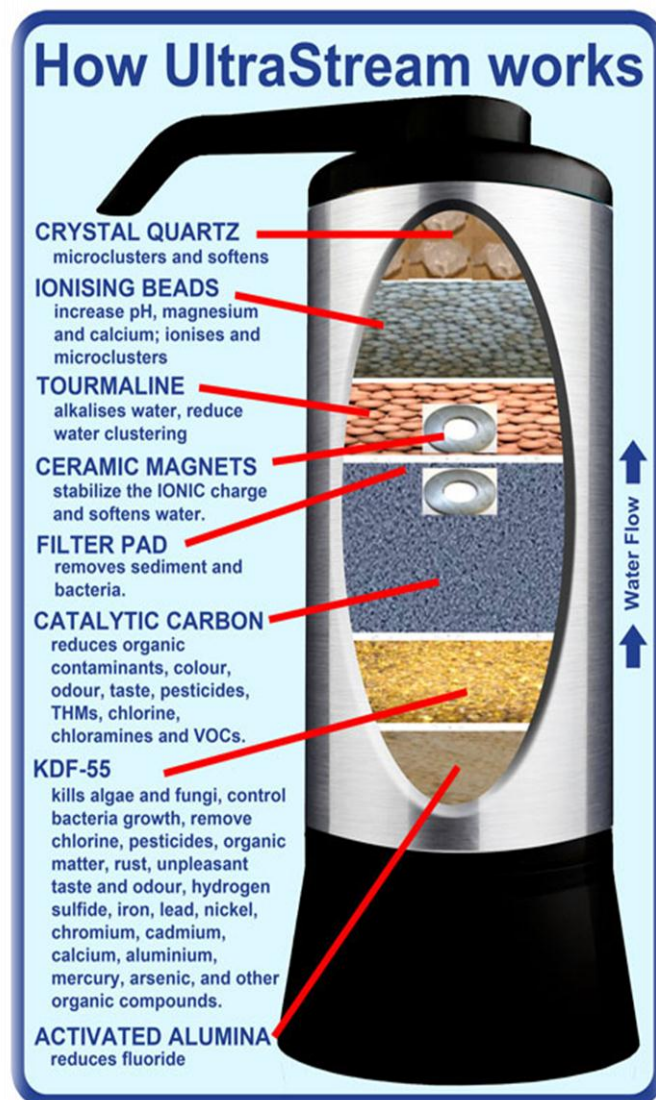


## How did we make the electric ionizers' automatic self cleanse routine redundant?

**Simple. We put the ionizing media inside the filter.**

It's the opposite of the old electric version.

- When you renew an UltraStream filter, you also renew the ionizer.
- You effectively install a brand new water ionizer, and you can expect out-of-the-box performance immediately. *(Our first University Lab test showed a pH of 9.5 after running the filter for 3600 litres. It was giving peak performance from Day One to the end of its measured life! Download it [here](#))*
- No enforced cleanout / autocleanse routine.
- No bi-weekly five hour flush.
- No sending it back to the vendor every year for a big flushout at your expense.





- **Cassie's Reason #4;** You don't need complicating and expensive pre-filters like many electronic alkalizers.



# Better Filtration



UltraStream simply doesn't need hard-to-install and expensive pre-filters like expensive electronic alkalizers. We designed it first and foremost as a high efficiency water filter, then a water ionizer.

We haven't spent much time comparing filters in high end electric water ionizers yet. If you need to know more, here's a whole section on it if you want to look more closely

UltraStream...	Expensive Electric
UltraStream is a single filter with ionizing and alkalizing capability.	Electric ionizers are electronic electrolysis systems with an inbuilt filter compartment – into which you insert the manufacturer's filter.
UltraStream filters use the most advanced filter media available to filter a huge range of modern day contaminants.	Expensive electronic water ionizers use a very basic carbon filter.
UltraStream has a large capacity filter	Expensive water ionizers have a small



capacity filter.

All input water to UltraStream becomes alkaline ionized purified water

Up to 40% of input filtered water may be lost in the electrolysis process of the expensive electric.

UltraStream filters are designed from scratch and tested to give a years' high level filtration and ionization to a family of four.

Expensive water ionizer's filter lasts (according to their website) six months.

If you have your heart set on giving your family the best water, you'll learn that once you have your expensive electric unit, you may need up to 3 extra prefilters to even approach the filtration range and ability of the UltraStream.

UltraStream filters...	Expensive Electric filters...
Chlorine	Chlorine
Chloramines	Extra Filter \$40
Fluoride	Extra Filter \$60 per filter replacement
Heavy Metals	Extra Filter, Replacement \$35
Hard Water	Extra Filter, Replacement \$40
+ Many other less common contaminants	?
	Extra Prefilter Housing \$150.

Check on what I'm saying [here](#) if you don't believe me. Ian demonstrates what he's talking about in [this video](#).

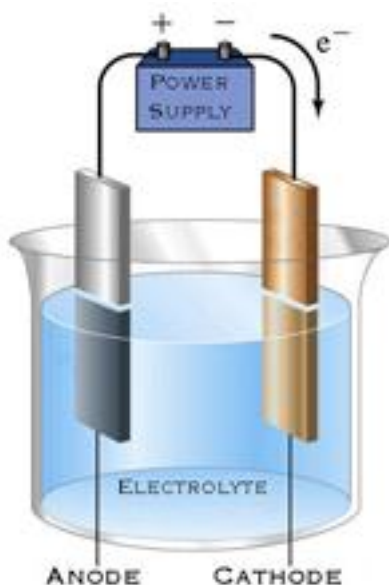




***“Frankly, I find it hard to believe that you don’t have to have a self-cleanse system like an electric ionizer, and I find it hard to believe that ‘Natural Ionization’ could be as powerful as electric ionization.”***

It isn’t easy to accept a new paradigm, especially when you have just accepted the old one.

*But here’s the unalterable fact...*



Electric water ionizers DO NEED a self-cleanse system because they use a technology that inherently adheres dissolved minerals to the electrolysis plates at the heart of the system. We know. We’ve inspected thousands of them. Without it, the concentration of dissolved minerals becomes a problem. Even on systems that have advanced self cleanse systems for the plates, calcium gathers in pipes and hoses prior to and after the chamber, restricting flow.

**Look very carefully again at your warranty. What does it say?  
If you haven’t bought, ask for a copy!**

I’m not criticising electric ionizers. Their engineers have coped well with the problem... as long as you maintain your machine properly and regularly.

As a general rule, if your water has a T.D.S. (*Total Dissolved Solids*) level of over 200ppm, you will have serious problems. But even with less, your personal maintenance program is essential.

## So why does this happen?



Electrolysis is the use of an electrical charge in water to attract or repel minerals in the water based on their own positive or negative valency.

Minerals are either attracted to or repelled by a metal plate holding a charge of electricity. It's obvious that if you keep on sending the same electrical charge to the same plate within the ionizing cell, then minerals in the water will begin to accrete on the plates they are attracted to. You've probably already seen this with hard water in kettles and hot water services where it is a cause of considerable expense and repair.



*Our first water ionizer, the Mavello, is still in many homes around Australia. It's certainly stood the test of time.*

The Mavello designers decided that their best way of combating mineral accretion was to leave it to the user. They advised that we should press the cleanse button every few days and run the ionizer in 'acid water' mode. This reversed the polarity of the electricity going through the ionizer cell and caused the minerals resting on the attractive plate to be repelled and flushed out.

In those days we delivered most water ionizers to an area that had rather soft water, so we had very few problems. The next unit we took delivery of offered quite a significant advance. It had a system that reversed the flow of input water rather than reverse the electricity, and it did this automatically after every use. So no longer did we have to think about pressing the acid button every few days; it was done for us.

Following on from this, we took delivery of the EmcoTech Delphi and the Alphon water ionizers that both employed something called DARC technology, standing for Double Action Reverse Cleanse. It was a big advance on the old Mavello because it actually flushed the cell with acid water after each use, and reversed the flow for each alternate use. Thus the plate that attracted calcium with the first glass of water poured would repel it on the second glass. Clever.. and another sophistication of the basic self cleanse need.

Around this time Australia was in the grip of the worst drought in living history, and we began to experience problems.

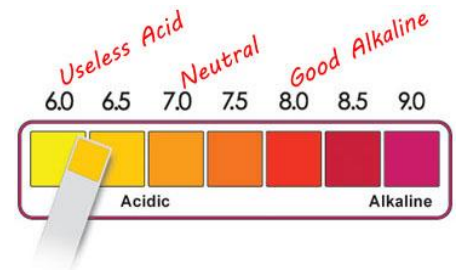
You see, in a drought, water levels in all reservoirs fall, but the actual number of parasites that may harm to human body remains the same. So we suddenly have many more parasites per litre than in non-drought times. The water authorities now had to work out a



way to kill this higher load of nasties. They have very few options and took the only one they could do without massive infrastructure changes. They increased the amount of carcinogenic chlorine and chloramines.

### Increased chlorine increases the acidity of water markedly.

Increased acidity also means that old homes with copper brazed piping will have the water attack joints and pull heavy metals from the brazed joints. It's sufficiently important health-wise for a second strategy to be undertaken. They *had* to raise the pH of the chlorine-laden water, so they increased the amount of calcium carbonate they added to the water.



### Now Here's our (your) problem.

An electric water ionizer will take a litre of water with 100mg of calcium in it, pass it through the ionizing chamber, and output 500ml (*roughly*) of water with the same 100 mg of calcium in it. The calcium doubles.

People begin to complain about their drinking glasses turning white, and their kettles crusting with calcium.

*But wait, there's more.*

The first sign of a problem with a calcified electric water ionizer is calcium accretion around the outlet of the spout. The metal spouts carry their own charge and collect calcium.

But *that's* not all...

Inside the ionizer there are a multitude of hoses and components; flow controllers, diodes, circuit boards, stop valves... you get the picture. Although the ionizing chamber may be subjected to an acid water cleanse with every use, nothing else gets the same treatment.

### Accretion of Calcium

From the filter to the chamber and from the chamber to the spout, we began finding serious accretion of calcium in ionizers from affected areas. The effect was not good. Accretion in the pipes led to smaller diameter internal pipe dimensions, which in turn caused slower flow. The electronics of the system were not designed for this, and we began



to see burnout of major circuit boards. On my desk as I write is an outlet hose from an 'advanced cleanse' water ionizer that is COMPLETELY blocked by calcium. Not funny.

Today we've instigated a policy of annual checks to assist users of ionizers with hard water to prevent buildup. We've invested heavily in our support facility and have our own specially designed in-house machine that flushes the ionizer for hours with a special safe decalcifier liquid until it's perfectly clean again.

We also insist that new electric ionizer users are aware of the problem and our warranty is conditional upon correct and regular inspections and service. Most electric ionizer suppliers have implemented some similar form of policy for existing and new users.

### **We've worked around the problem.**

However.. we've already seen less established or financially viable vendors disappearing when their customers start demanding the service they promised with their 'lifetime warranties'.

So whether your electric water ionizer is from Japan, Korea or China, it WILL have the same problem. It's inherent in electrolysis design, but if you are prepared for it and willing to send it away to the support department annually.. then the electric water ionizer is still a great way to get alkaline ionized water.

### **Why A Natural Water Ionizer Doesn't Have the Problem.**

*It's pretty obvious really.*

A natural water ionizer uses specific minerals of very high purity to create the same effect as an electric water ionizer.

The BIG difference is that it doesn't have to split the water and concentrate the alkaline mineral to achieve it. It doesn't use electrolysis.

Any alkaline minerals entering the system pass through the filter (*because they are in solution rather than in suspension*) and the water retains its original (*unconcentrated*) alkalinity. The special ionizing minerals we employ **add** to this alkalinity, and they also create that unique antioxidant effect that we love in the electric systems.



## Cassie Bond's 5 Reasons For Natural Ionizing®

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Summarizing, a natural water ionizer doesn't concentrate alkaline minerals and it doesn't charge them with the electricity that causes them to adhere to surfaces like they do in an electric system. Conversely, an electric water ionizer concentrates the alkaline calcium in its out-stream.

And because all processes of purification, alkalization and ionization happen WITHIN the UltraStream filter, a new filter means your performance is back to 100%. *(I should add that our independent University tests of the UltraStream showed it performed to a high pH and purity level, way above any electrical water ionizer filter I've seen, for the duration of its rated, tested life).*

We've gotten rid of the basic limitation of all electrics – and we've created a device that is unique in simplicity of operation and uniformity of result.





Cassie's Reason #5: You don't have to pay thousands for a non-toxic home & food sanitizer.

## ANTIBACTERIAL WATER: Must you spend \$4000+ to get it?

You've probably heard that the antibacterial water you get as a byproduct of using the expensive electric unit is almost as good as the alkaline water.

Well, it is.. with a big **BUT**.

Most folks think that you have a ready supply of this cleaning and 'beauty' water, but that's not true. To be antibacterial, (as *Hypochlorous acid*), the pH of the water must be lower than pH 2.7.



pH 2.7 is extremely acidic.

It's 100,000 times more acidic than neutral tap water. And to produce this water, (*because an electric water ionizer always 'splits' water into its opposites*) you will get alkaline water also produced at **pH 11.3**, stronger than pure ammonia solution!

- While you are concentrating on getting and using the pH 2.7 water to clean your kitchen, pH 11.3 water is coming out of your plastic drain hose, going down your sink drain. This has similar disinfecting properties, and could be going into your septic system with... er.. *unfortunate* consequences.
- You CAN'T use the acid water produced when you get your normal drinking water byproduct, because it's too weak. It won't kill germs.
- If you are drinking pH 8.5 water, the acid water will be pH 5.5 – devoid of antibacterial capability. Even though it has been filtered, it's useless, so we let it go down the drain.







How good it would be if we could have antibacterial, grease-cutting water with the same properties as the pH 2.7 water without the unwanted byproduct or the acidity!

If we were to design such a product, we'd probably make it so we could spray it directly onto surfaces, or alternatively, pour it directly onto or into items needing sterilisation. We would ensure it isn't highly acidic and that it produces no dangerous byproduct.

It would probably look something like the picture on the previous page!

Which just happens to be a pic of the new technology we are delivering already! More will be revealed to everyone who decides to own their own UltraStream.

The cost? Less than 1/10 of what you would have had to pay if you'd taken the expensive electric solution.

[This video](#) explains in detail and shows you exactly what is involved in each method.

Here's a table showing uses of the GenEon System. Sounds very like the claims made by the water ionizer people, doesn't it? But there's one big difference. This water, even though it has similar properties, ISN'T ACIDIC! That's why I say it's far, far better technology.

GLASS/GENERAL PURPOSE	HEAVY DUTY CLEANER/DEGREASER	SANITIZER/CLEANER
<ul style="list-style-type: none"><li>● Glass &amp; Mirrors</li><li>● Counter Tops</li><li>● Stainless Steel</li><li>● Carpet</li><li>● Plastics</li><li>● Natural Stones</li><li>● White boards</li></ul>	<ul style="list-style-type: none"><li>● Soap Scum</li><li>● Stove Tops</li><li>● Range Hoods</li><li>● Counter Tops</li><li>● Ovens</li><li>● Sinks</li><li>● Grills</li></ul>	<ul style="list-style-type: none"><li>● Kitchen Areas</li><li>● Chopping Boards</li><li>● Toilet Bowl</li><li>● Counter Tops</li><li>● Blood &amp; Organic Matter</li><li>● Kills Bacteria</li><li>● Food Areas</li></ul>



## Cassie Bond's 5 Reasons For Natural Ionizing®

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Well, we've finished! I trust I was able to open your eyes to the wider world of water ionizers and that you can now understand why it's just not necessary to pay such a huge price for such old technology. Here's my five Big Reasons again.

- The water from a \$4000 and a \$500 unit is the same, and I proved it!
- Why 'Bigger' isn't better; it's actually unnecessary and a waste.
- You *can* now have healthy, alkaline ionized water without electricity or electronic parts.
- UltraStream does not need messy and expensive pre-filters like expensive electronic alkalizers.
- You don't need to pay thousands for a non-toxic home & food sanitizer.. and our new technology is actually superior!

There is so much more to learn about alkaline philosophy and [on this website](#) you'll find my video introduction to the Alkaline Paleo Diet. It's free, like so much on this site, and it will give you much more insight into how you can help yourself and your family towards a 'whole health' solution.

I need to let you know that the reason we make it so easy for you to order online is because it takes us up to a year to train our alkaline specialists to our high standards. Therefore having them talk to you, imparting all of this information carries a heavy cost.

We want to save your money and our time by ordering online. If you do, we'll give you a very special offer – so special we can't talk about it here, but we have to tell you, it's one you don't want to miss.

Thank you for reading my report. I trust you can benefit from it and join the AlkaWay happy alkalizers.





# NOT CONVINCED?

I do expect that you may have trouble believing my report, especially if you have a friend who is trying to sell you an electric water ionizer. So let's just assume you don't believe me.

**SO...YOU DON'T BELIEVE THAT SOMETHING CLOSE TO ONE TENTH THE PRICE OF THE WATER IONIZER YOU ARE CONSIDERING PURCHASING COULD PERFORM TO THE SAME STANDARD.**

I understand. It's a HUGE claim!

*May I ask you one thing first?*

**Have you actually sighted an independent laboratory report on filter performance for the water ionizer you are considering?**

*If you have, and you have really looked at it, great! You already know how to evaluate a good water ionizer.*

You'd know, for instance, that a good ionizer should:

- Maintain a constant chosen pH over the advertised lifespan of the device.
- Deliver water that is as pure at the end of its filter life as it is in the beginning. No reduction in quality as you use up the filter.

That's certainly what I would expect. I'm a very careful buyer.

I don't like to throw money at something new if I don't REALLY KNOW it will do what it says.

**IF YOU HAVE GOT A LAB REPORT LIKE THAT I'D LIKE TO SEE IT..**

...because I have never seen an independent laboratory test for an expensive water ionizer that showed these two things. I saw [one from the WQA](#) that showed the most expensive one around performed basic filtration, but not much else. I see other electric units that have good laboratory test results.. but only for a NEW filter. I have never seen the sort of testing we carried out over the expected life of the filter.



- NOTHING on the ability (or inability) to filter out:
- Chloramines; chlorine's cheap and nasty derivative cousin.
- Fluoride: now shown by Harvard University to 'dumb down' our kids.
- Heavy Metals: now showing up all over the country in over 600 separate water supplies.
- Pesticides: which pesticides? How many? How effective?
- Arsenic and many other poisons.

*(if you feel like a fright, check [this link](#) to the EPA's list of known contaminants)*

### I'm first a Mother..

second a researcher, and my intensive research over the last decade has led me to a firm conviction that most of what I call 'Neolithic' diseases are caused by the toxicity inherent in our daily life and diet. You'll learn much more about this in my free Alkaline Paleo Diet Program.



But... that's why I take filtration of my water supply very seriously. That's why when we designed the UltraStream, I insisted that we create a new standard in the water ionizer industry of REAL independent testing.

We've already completed phase one of our multilevel test program. Our aim is to be the only water ionizer on the market with approval by WATERMARK, Australia and probably the world's toughest water filter regulator. *(We've also undergone safety certification for the UltraStream for all EU countries, involving proof of ability to exclude a HUGE range of contaminants!).*

### So Let's Compare, Shall We?

*and not waste each others' time.*

In [this \\$5000+ report](#) you'll see proof of all of my claims that the UltraStream gives above-regulation and above-industry standard performance in a wide range of contaminant



## Cassie Bond's 5 Reasons For Natural Ionizing®

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reduction, PLUS high pH throughout the life of the filter. ORP values range from -400 to -650mv.

And .. unlike any electric water ionizer... when you renew the UltraStream high performance filter, you get BRAND NEW DAY ONE performance all over again.

Unlike electric systems, any new technology AlkaWay comes up with will be incorporated in your next filter replacement. You're never stuck with last years' model!

**Even if \$4000+ is not so important to you, look at it this way...**

*Begin your alkaline lifestyle with our 1/10th investment UltraStream. If you still think you need a \$4000+ ionizer, give your UltraStream to your kids, your friends, anyone you think should have alkaline water but can't afford it. I'm suggesting this because I'm very, very confident you'll be happy with our new UltraStream.*

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## STILL UNCONVINCED?

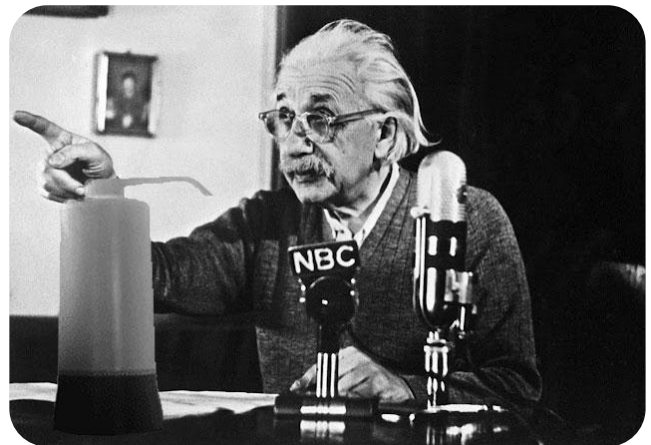
Still wondering how can a \$499 'natural Ionizer' without electricity perform like a \$4000+ ionizer?

*I am guessing, but could it be that you are choosing the \$4000+ option in the hope that you will be able to sell it and make a little extra from your selling?*

**If that's so, I'd like to ask you one more question.**

Do you know for sure how many of the many thousands of distributors are making any money at all? MLM companies are required to give earnings reports to prospective distributors.

Do you have such a report from the company you are contemplating working for? Has the seller attempting to sell you a \$400+ unit shown you the report?





***Here's a quote from respected internet water ionizing blogger, Rob Thomas from Canada. His insight has helped many people avoid making a big mistake.***

“Whether you are a MLM (*Multi Level Marketing*) fan or not, there is no denying the impact that Enagic’s MLM Kangen™ water system has had on the water ionizer industry.

Enagic totally dominates the industry. I will leave it up to you to decide if that is a good thing. The math certainly doesn’t work for the consumer, but without the enormous profits being made on every Enagic sale, maybe nobody would be telling the story.

While Enagic’s SD501 electric water ionizer is a good machine, there is absolutely no evidence to support the Enagic dealer’s claim that it is the best machine in the industry. When you take into consideration the inflated \$4,000 price tag of the SD501, I would have to say that the Enagic SD501 clearly represents the worst value in the water ionizer industry. Other electric water ionizers that work just as well are available for half the price of a SD501. Non-electric water ionizers, which cost one tenth the price of Enagic’s SD501 provide superior filtration and offer natural, stable, long lasting ionization as opposed to unstable, very short term ionization produced by electrolysis.

If you don’t believe that the water produced by a SD501 produces short term ionization, simply put your hand over the top of a glass of freshly poured SD501 water and shake for ten seconds.

The ORP (Oxidation Reduction Potential), which is a measure of the electrical current measured in millivolts or in simple language is a measure of the energy of the water, drops off a cliff. You will immediately recognize that the ionization produced by an electric water ionizer is unstable and temporary. You might want to search for the “Drink Your Bubbles” article on this blog for a more in depth discussion.

### **Things To Consider About the Enagic Business Opportunity**

I believe that if it were not for the “Business Opportunity” offered by Enagic, their sales would crash and Enagic would cease to be a significant player in the water ionizer industry over night.

I have always maintained that I don’t care which machine you buy as long as you are drinking energized water. However, I believe that people deserve to learn the truth before considering the purchase of a water ionizer. You definitely don’t get to see or hear my



version of the truth about the other water ionizers available on the market when you attend an Enagic water meeting.

My truth, based upon years of personal testing (without a financial agenda) is that most if not all of the leading brands of water ionizers work just as well as Enagic if not better. After all, Enagic hasn't updated its SD501 technology or equipment since it first bought the right to sell Toyo's Pure Porte II in the year 2000.

When you are trying to decide if the Enagic "business opportunity" is right for you, think about the contradiction you are faced with between wanting to get good value as a consumer against how much money you can make selling the machines.

If you can make so much money, doesn't it make sense that you are getting fleeced on your initial purchase. If you can live with over paying based upon the business opportunity, take a moment and think about how difficult it will be to sell the same machine to a family member or friend that just wants to drink healthy water.

Check out what Jon Taylor has to say on the [Federal Trade Commission website](#) about your chances of making a profit selling a MLM product.

In fact, if you are thinking about joining Enagic for the "business opportunity", I urge you to read the article at the above link. It isn't pretty. The percentage chance of making enough money to cover the cost of your initial purchase and ongoing expenses is extremely low. Jon mentions that the more you spend on your initial purchase, the more likely you are to lose the most money. At \$3,980, I believe the SD501 is a very expensive product...especially when much more affordable and effective units are readily available.

### Summary

I don't have Mr. Taylor's knowledge or experience when it comes to commenting about MLM's like Enagic's Kangen™ Water. However, it doesn't take a genius to understand the evidence that supports Mr. Taylor's claim that more than 99% of people who participate in a MLM lose money. Mr. Taylor says using the words "*business opportunity*" is misleading and he infers that MLM's are almost a guaranteed way to lose money for all but the original founders or the superstars.

What I can share with you is that I have spoken with hundreds of frustrated Enagic owners who were never able to sell a single machine. The frustrated dealers bought their Enagic machines based upon their hope or expectation that they were entering a business where



they would make money. Selling a \$4,000 water ionizer isn't easy, especially in these economic times. Even if a potential customer can afford the \$4,000, you may be risking a friendship or a family relationship if the person you are trying to sell a machine to happens to do a little research online. IMO, the worst part of all for Enagic dealers is that they are fully aware (despite how they try to talk convince themselves otherwise) that they are selling a machine for much more than it is worth to support Enagic's MLM system. I wouldn't want to do that to a family member or friend....or anyone else.

To be fair, I have had comments (and lengthy battles in some cases) on my blog from Enagic dealers. I assume some of them have made money. I wouldn't expect anything less than a good fight from Enagic dealers as it is imperative to the business success that they keep the dream alive by pointing out all the "reasons" that they believe Enagic makes the best water ionizer. In order to sell a product for twice or even ten times the price of other similarly effective machines, you have to be a BELIEVER.

In all the battles I have had with Enagic dealers on my blog, not one of the dealers ever mentioned that they have actually made a profit. Nobody wants to tell the public how much money they are making on their products...they save that for the "business opportunity" meetings."

*~Rob Thomas waterfyi.com*



Ian and I have been approached many times over our 12+ years of business to 'get rich quick' by taking on the MLM model.

We've never been able to do it for one reason; we like to sleep at night, and the MLM model we see isn't - in our eyes - honest. It pretends to be selling a product when in fact it's selling a business where buyers are expected to work as efficiently and proficiently as a top marketer.

If the buyer has never done this, rest assured, they won't begin just because they bought a \$4000+ ionizer. That's why Rob Thomas claims that 99% of buyers of the MLM water ionizer never make their investment pay. I have talked to so many people who bought a \$4000+ unit with stars in their eyes.. and as Ian says, they couldn't sell their way out of a wet paper bag.



The system relies on them feeling foolish and saying nothing, and so what you hear from MLM-ers is an eternal optimism, because that's their only way out of their bad investment.

*Obviously, that's my stuff and it may not be yours, and I recognise that if I could design a fair and equitable MLM system I would.*

### **So unless you;**

- Are an experienced 'runs-on-the-board' sales professional,
- Are willing to contact up to 30 new people a day,
- Are happy to travel hundreds of miles to open up new markets,
- Are a 'heavy hitter' sale closer and
- Are willing to sell a product which costs more and for the same..

**I'd seriously recommend you steer clear of this 'opportunity'.**

**Thank you for your time and dedication to learning the truth about water ionizers. I appreciate your commitment to getting the best health outcomes for you and for your family. We'll be sending you a special offer in the next couple of days. Look out for it in your inbox!**

*~ Cassie Bond.*