

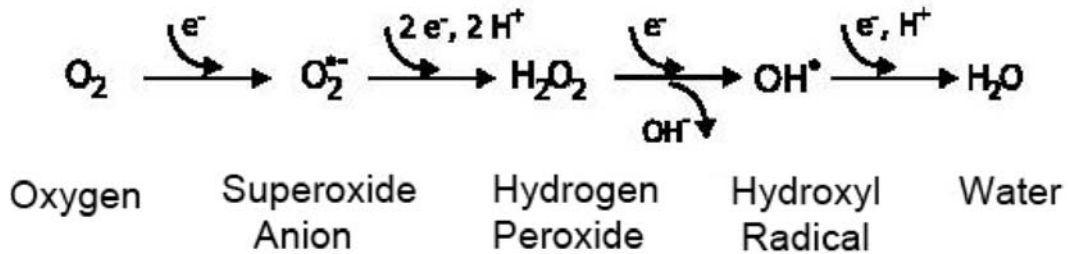
O R P

Oxidation Reduction Potential - ORP- is the most valuable element of alkaline water made by the **AlkaZone®** water Ionizer. ORP is the measurement of water electrical charge.

The measurement can be positive or negative, and the charges are expressed in millivolts. A negative value of ORP in alkaline water indicates the presence of antioxidant capacity, which assists the body to neutralize acidity. Tap water and most bottled water have positive ORP, which means that there is “NO” antioxidant capacity and cannot help the body in neutralizing acidity. For this the ORP is of the utmost importance. The higher the pH the lower the ORP.

pH/ORP	Tap Water	Alkalized Water(drinking)		Hi-Alkalized Water(industrial)	
		Alkalized	Acidic	Hi-Alkalized	Hi-Acidic
pH	7.2	7.5 10	6 4	11-up	below 3
ORP(mV)	200 400	- 50 - 300	600 800	- 800 - 850	1000 1200

ORP versus pH



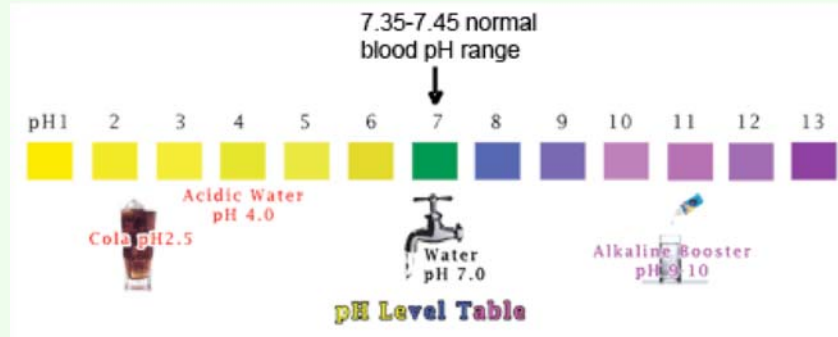
What is pH?

pH (the **p**ower, or **p**otential, of **H**ydrogen) = the unit that indicates the hydrogen density of acid and alkaline water.

Water becomes acidic with increased hydrogen ions (H+), and alkaline with increased hydroxyl ions (-OH). The measuring unit of acidity and alkalinity is indicated by pH values, e.g., **pH 7.0** is considered neutral. Each numerical increment indicates 10 times more hydrogen or hydroxyl ions. For example, an increase of 1 in a pH table means 10 times more alkalinity. A decrease of 1 means

10 times more acidity.

The pH level of our internal fluids affects every cell in our bodies. The entire metabolic process depends on an alkaline environment. Chronic over acidity corrodes body tissue, and if left unchecked will interrupt all cellular activities and functions, from the beating of your heart to the neutral firing of your brain. In other words, over-acidity interferes with life itself. It is at the root of all sickness and disease.



Maintaining pH balance

The human body tends to maintain body fluid (blood) at **pH 7.365**, according to the homeostasis function. The body tries to maintain the balance of each organ with alkaline body fluid of pH 8.8 from the pancreases as the peak. However, consistent acidic constitution will result in lowering one's self-protection function in the body. Even though there is no visible sign of disease, alkaline water drinking will support the body with homeostasis functions. Drinking alkaline water also prevents geriatric disease because it defends the body against acidification of the physical constitution.