

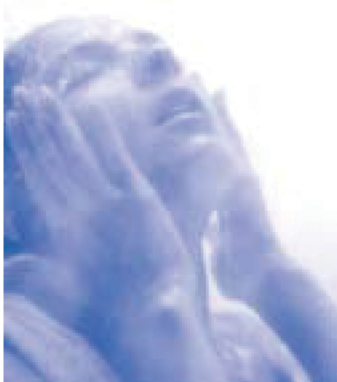


“Like showering
in natural
spring water”

Aquasana Water Enhancement
“It will change the way you live”
refreshing
healthy for life

The Aquasana Deluxe Shower Filtration System

“The Aquasana Shower Filtration System is one of the most unique and beneficial products ever developed.” Dr.Ranya Alexander PhD.,M.D.



With the realization that more chemicals enter our body through skin absorption and inhalation of steam while showering than does from drinking water, the benefits of shower filtration have become very obvious.

A recent report in the American Journal of Public Health linked chlorine to significant increases in certain types of cancer and stated that " up to 2/3 of the harmful exposure was due to skin absorption and inhalation while showering".

A warm shower opens the pores of the skin and allows a high rate of absorption of chlorine and other chemicals. The steam we inhale while showering can contain up to 20 times the level of chlorine and other synthetic chemicals than tap water due to the fact that these chemicals vaporize at a lower temperature and at a much faster rate than water. Inhalation of chlorine and chemical vapors is known to be a strong irritant to the tissues in our lungs and a suspected cause of asthma and bronchitis. When chemicals are inhaled into our lungs they enter directly into our bloodstream and have magnified adverse effects as compared to ingested chemicals which are partially filtered out by the liver and kidneys.



Other than the obvious health benefits of showering in filtered water, the cosmetic benefits are even more noticeable. Anyone who has ever gone swimming in a chlorinated pool can relate to the harsh drying effect that chlorine has on your skin and hair. Without the effects of chlorine and other chemicals found in tap water, your skin and hair retain moisture more effectively for a younger, healthier look and feel.

The Aquasana shower filter is a patented, uniquely designed two stage system that reduces chlorine and other chemicals for a healthier and more enjoyable shower experience. This high capacity filter is easy to install and is an attractive and beneficial addition to any shower.

In Stage One water flows through a granular copper/zinc media for the reduction of chlorine and to enhance pH balance.

In Stage Two a high grade of coconut shell carbon is used for the reduction of synthetic chemicals that can vaporize and be inhaled with steam while showering.





Editorial by Charles Strand, Water Quality Specialist

Over the last decade the cosmetic benefits of showering in filtered water have been realized and experienced by millions of consumers around the world.

"It's so noticeable, you can feel the difference in your skin and hair the very first time you use a shower filter." Rena' Mathews/ Nutritional Consultant and Editor of Cosmetology Today.

Any one who has ever swam in a chlorinated pool can readily relate to the harsh drying effect that chlorine has on your skin and hair. By taking chlorine out of your shower water you allow your skin and hair to retain their natural moisture content for a softer feel and more youthful appearance, a difference that is immediately noticeable.

For most people the **aesthetic advantages** are most noticeable, but recent documentation of the surprising **health advantages** of showering in filtered water prove the necessity. It has been shown that our body takes in more chemicals during a ten minute shower than from drinking a gallon of the same water. Dermal absorption and inhalation of chlorine and other chemicals while showering has now been linked to breast cancer, bladder cancer, asthma and many other ailments. During a hot shower the pores of our skin open and allow for an accelerated rate of absorption. We've long known that chemicals can be absorbed through the skin, a common example is the nicotine patch... imagine the rate of chemical absorption in warm water and over the entire surface of your skin!

Of equal concern is the level of chemical exposure from inhalation. Almost all synthetic chemicals, including chlorine, vaporize at a much faster rate than water. The result is that the steam has a much higher concentration of the chemicals found in water, often 10 to 20 times higher. We also know that when chemicals are inhaled, they get into our blood stream almost immediately and have a more intense adverse effect.

The American Journal Of Public Health, in 1992, published the results of a ten year study that showed how chlorine in our water caused significant increases in certain types of cancer... and stated that up to 2/3 of our harmful exposure comes from inhalation of steam while showering. The U.S. EPA recently released a report that said " Virtually every home in America has a detectable level of chloroform gas in the air due to chlorine and showering."

The National Breast Cancer Fund has published many recent reports on the "Chlorine Connection", and documented that the one common factor among women with breast cancer is that they all have 50 to 60% higher levels of chlorine by-products in their fat tissue. Today in America, a women dies of breast cancer every 13 minutes.