

Your Most Basic Need. Perfected.

Water is essential to the survival of everything on this planet. Your body is made up mostly of water. But do you really know what you're drinking? Like a lot of people, you probably drink bottled water or even water that's been run through a filter. You're doing everything you can to make sure your water is safe for you and your family to drink. Still the water you drink — even the bottled and filtered stuff — could be hazardous to your health.

Chemistry 101

Ever hear of something called pH? It stands for potential of hydrogen and the pH scale measures how acidic or alkaline a solution is. For example, sulfuric acid has a pH of 1, liquid drain cleaner has a pH of 14 and water falls somewhere in the middle — anywhere between 6.0 and 8.0. Pure H₂O has a pH of 7.0. However, water can sometimes fall closer to the acidic side of the pH scale (anything below 7.0) and that's where health problems could potentially arise. The thing is, your body doesn't need any more acid — in fact, it needs the opposite. It needs to be more alkaline to help a person be healthy and allow the body to perform at optimum levels.

This is Your Average Life

Imagine this is a day in your average life. You're surrounded by environmental impurities like pollution. You consume a diet mostly made up of fatty meats, processed, sugary and preservative-laden foods. Over-the-counter and prescription medications are part of your every day routine. Coffee and soda are par for the course. So how does your body counteract the negative effects of a mostly acidic diet? Well, fruits and vegetables can counteract a low, or acidic, pH in the body. But if you're not getting those good-for-you foods, the body will adjust and use alkaline buffers to neutralize acids in the body. However, if your body uses up the alkaline buffers, it will take what it needs from your bones and teeth. The result: illness.



FACT:

In the last five years alone, chemical factories, manufacturing plants and other workplaces have violated water pollution laws more than half a million times.

FACT:
25% of bottled water is nothing more than reprocessed municipal water.

IsaWATER

Consuming water with a HIGHER pH or alkaline water can help neutralize acidity in the body. That's why Isagenix[®] developed IsaWATER™ Alkalized Concentrate. Just 1 mL of this tasteless and odorless solution brings your regular drinking water to an 8.0 pH. With its stabilized ions and negatively charged Oxidation-Reduction Potential (ORP), which is key to neutralizing harmful oxygen free radicals, this high quality, no-compromise product is designed to support your body's hydration needs, while helping it remove harmful impurities as you cleanse. Alkaline water also helps the body's absorption of essential minerals and trace minerals. Need more reasons to try this phenomenal product? OK. You asked.

FACT:

Water is our most valuable resource and covers 75% of the planet.

#1 Free Radical Fighter

Free radicals damage the body at a cellular level. They roam the body destroying healthy cells, and when that happens, your health can be compromised. Rapid aging takes place and your body can become a Petri dish of disease. Antioxidants play a role in neutralizing those harmful entities. Regular water, if acidic, has a lower pH and therefore a positively charged ORP value. However, by adding IsaWATER™ Alkalized Concentrate to your drinking water, you raise the alkalinity and convert the positively charged ions (+), which are bad for you to negatively charge ions (-), which are good for you. Now you're drinking a liquid antioxidant!

#2 Convenience

We know that in this day and age, convenience is a must. Between your work life and your home life, there's often very little time for YOU and your needs. That's why we wanted to make sure you could carry IsaWATER™ Alkalized Concentrate with you at any time. Now you can literally carry around good health. IsaWATER™ Alkalized Concentrate comes in two sizes: A one-ounce, travel-sized bottle, so you can add it to your water if you're on the go and a four-ounce sized bottle to keep at home or at the office.

#3 Part of a Nutritional Cleansing Lifestyle

You know how important following a nutritional cleansing lifestyle is to your overall health. IsaWATER™ Alkalized Concentrate is simply one more way you can experience a greater sense of balance and wellness. Water plays a crucial role in the body's natural cleansing process. It helps the body flush away impurities through



your liver, kidneys and skin. IsaWATER™ Alkalized Concentrate will also maximize your cleansing process by helping your body absorb key nutrients, while aiding in the removal of toxins.

#4 Real Results

Studies show that a healthy body is in an alkaline state. Without enough alkalized hydration, free radicals gain power in the body, multiplying and killing healthy cells, ultimately feeding the aging process. By adding 1 mL to an eight-ounce glass of water, you can energize your water and enable your body to prevent illness and disease causing oxygen-free radicals.

#5 100% Satisfaction and Money Back Guarantee*

If you don't like any Isagenix® product for any reason, you can simply return the unused portion of your products for an immediate refund.



Helps the body to efficiently cleanse-away toxins.



Energizes water and ensures maximum hydration at the cellular level.



Helps the body to perform at optimum levels.



Makes your water taste fresher.



Neutralizes the harmful free radicals often found in regular drinking water.

Contact your Isagenix® Independent Associate: