A high-speed photograph of water splashing, with a large, clear splash at the top and a turbulent, bubbly column of water falling from the surface. The water is a vibrant blue color against a white background.

 **NIKKEN**[®] Discover it. Live it.

WHAT'S IN YOUR WATER?

PiMag[®] Water Technology



DRINK FROM THE WATER OF LIFE

Nikken® PiMag® Water Technology

- Cleaner water, better taste
- Natural filtration, no added chemicals
- More practical than expensive bottled water
- Unique PiMag discovery, only from Nikken

We take water for granted. It's a basic commodity, supplied to every home. But many of us find our tap water less than ideal.

FACT: In one year, consumers worldwide spend more than one hundred billion dollars — \$100,000,000,000 — on commercially bottled water. Millions of households feature complex water treatment systems. All to avoid drinking what comes from the faucet.

And that's not only because of how it tastes. Public concern is rising on the subject of what municipal water supplies may contain.*

There is an alternative to expensive bottled water or ordinary tap water. It tastes better. It is filtered to reduce pollutants. And it offers something more.

It is PiMag water. Discover for yourself the difference it makes.

A natural wonder, re-created

Near a small town in Japan is an area with unusual topographical features. The surrounding hills contain magnetite and calcium. A small stream flows over silicates, the material that forms natural crystal. The water in this stream, scientists discovered, had amazing results on the surrounding plants.

They named this substance pi water. Then they set out to duplicate these conditions in the laboratory.

First, a multiple filtration system was devised. Technicians successfully adapted filtration technology to reduce contaminants the same way that nature does — without adding chlorine or other chemicals to water.

Next, they added ceramic materials that supply the same minerals present in the region where pi water was first identified.

Finally, magnetic technology completes the process. A magnetic field assists in reducing mineral buildup. This helps condition water without adding salt or other chemicals. It's an intelligent alternative to complicated and expensive water-softening devices.



*Nikken has no information on water quality regarding the water supply in your area.

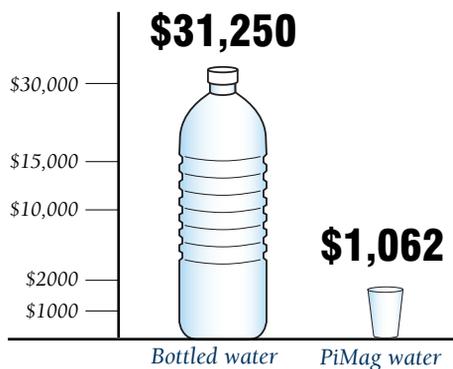
The facts on bottled water

Those who prefer to drink water that comes from a bottle (designer or domestic), might be surprised to learn where the water originates. Many popular brands of bottled water are not from mountain springs, no matter what the name may imply.

Some of these bottled varieties are simply tap water that has been treated. And in blind taste tests, even expensive bottled products often rank behind ordinary tap water when the labels are removed.

Another surprise may be the expense. The averaged retail price of popular bottled water products, based on a national price survey, equals \$2-\$5 per gallon.

Water cost, 5-year comparison



Water cost, five-year comparison

Based on typical household consumption of water for drinking and cooking in five years (6,250 gallons)

Bottled water

Price per gallon \$2-\$5 per gallon x 6,250
TOTAL \$12,500 to \$31,250

PiMag water

Purchase price of unit, replacement filters and cost of tap water, 6,250 gallons
TOTAL \$1,062

Calculation is based on an equivalent amount at retail price of some premium brands of bottled water, compared to PiMag Deluxe Countertop Water System, ten replacement filters and tap water at less than 1 cent per gallon.



PiMag Deluxe filter cartridge. Water enters the cartridge, flows through the outer prefilters and charcoal carbon block. The filtered water contacts pi material and absorbs valuable minerals.

PiMag water is good for you

PiMag water is an exceptional source of what your body needs. It can help restore the balance of fluids that plants, animals — and human beings — are composed of internally. PiMag water is also less acidic than some tap water. Less-acidic water is more in harmony with your natural fluids.

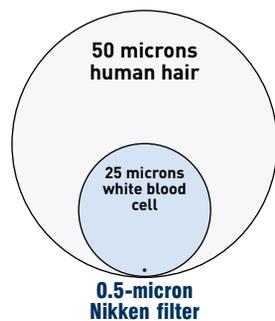
You need water every day. With PiMag water, you're not only replacing fluids that are necessary for health, you're also enjoying the most delicious water you can drink.

Advanced filtration technologies

The PiMag® Deluxe Water System (in both the Countertop and Under Counter models) includes a system of multiple filters that provides a defense against the broadest range of tap water contaminants.

The compound filtration system is extremely efficient. Final-stage filtration in the PiMag Deluxe Water System includes a natural carbon filter that captures microscopic particles as small as 0.5 micron in size. For comparison, one micron is 0.00003937 inch. A human hair is 50 microns in width.

The PiMag Deluxe has two prefilters and this inner core of charcoal carbon. Charcoal provides a vast amount of surface area for adsorption: if all the surfaces within the PiMag Deluxe carbon filter were spread out, they would cover a football field.



A 0.5-micron filter captures even microscopic particles.

The PiMag® Waterfall also features several stages of filtration. Water entering the system first passes through a prefilter that reduces particulates.

Additional filtering is performed by activated carbon, ion exchange resin, redox (reduction/oxidation) media and other materials. The water flows between spheres of pi ceramic during this process.

This is an astounding level of filtration efficiency for a gravity-type system — comparable to that in complex and expensive technologies.

The slightly alkaline water produced by the PiMag Deluxe and PiMag Waterfall may help offset the acidic nature of a typical modern diet and other environmental conditions. It decreases oxidation reduction potential — a high ORP contributes to oxidative decomposition. The ionizing effect can help slow down cellular destruction.

Similar technology is incorporated in the **PiMag® Sport Bottle**. Also with multiple filtration, pi and magnetic components, in testing the Sport Bottle is shown to afford a degree of contaminant reduction nearly equivalent to the Deluxe and Waterfall units — even though this standard is not applied to products of its type. A portable PiMag water bottle with performance like that of a full-sized, home system: another Nikken first.

The PiMag® Ultra Shower System uses a superefficient filter to reduce chlorine — which the human body receives in the shower. While showering, chlorine is absorbed through the skin, and is inhaled in water vapor, where it passes from the lungs into the bloodstream.

This shower system reduces chlorine up to 90% — without adding chemicals to water. It neutralizes chlorine through a copper-zinc redox process. In addition, a superfine filter reduces a range of water contaminants such as iron, sulfides and heavy metals.

PiMag products employ a variety of filtration methods, but all accomplish a similar result — the reduction of unwanted materials from your tap water.

*Nikken has no information on water quality regarding the water supply in your area.

CHOOSE THE ONE THAT COMPLEMENTS YOUR LIFESTYLE

Nikken offers a number of products with PiMag Water Technology, for just about every application — home, office, anywhere. From small units that require no plumbing and limited counter space, to full-service models that provide a practically endless flow of water, there is a PiMag water product for your needs.



13155



13151

PiMag® Deluxe Water System

- Provides instant PiMag water straight from faucet
- Choose Countertop or Under Counter model

The PiMag Deluxe Water System provides a practically unlimited supply of PiMag water, for drinking, cooking, any household task. It requires no pretreatment, unlike other water systems — just turn on the faucet and you have fresh PiMag water.

The PiMag Deluxe Water System is more than just a water filter — and an excellent alternative to costly, complex plumbing modifications. It's your source for PiMag water.

Cleaner and greener

PiMag Water Technology is environmentally responsible in several ways. It reduces the number of discarded, disposable water bottles that become trash in landfills. This also decreases consumption of fossil fuels used in manufacturing those bottles. Where possible PiMag product modules are made of recyclable and biodegradable materials, including a polymer that does not leach chemicals into water as some plastics will.

General Specifications

	FILL CAPACITY	FILTRATION MEDIA	PI MATERIAL	MAGNET
PIMAG® DELUXE WATER SYSTEM	N/A	Netting screen, prefilter, carbon block	Ceramic stones, clays	Magna-Charger™, 3,800 gauss
PIMAG® WATERFALL® GRAVITY WATER SYSTEM	1.32 gal/5 liters	Prefilter, activated carbon, zeolite, silica	Granular, ball	Exit portal, 1,200 gauss
PIMAG® SPORT BOTTLE	26 ounces (0.21 gal)/ 0.81 liters	Next-generation pi granules	Granular	Four, each 4,600 gauss
PIMAG® ULTRA SHOWER SYSTEM	N/A	Copper-zinc oxidation/reduction, microfiber	Granular	Pair, each 1,200 gauss



1384

PiMag® Waterfall Gravity Water System

- No plumbing or electricity required
- Fits on limited counter space

Using an ingenious gravity flow system, the PiMag Waterfall can provide you with Nikken PiMag water no matter where you are. It's a convenient way to set up a supply of PiMag water practically anywhere.

As with all PiMag products, the Waterfall features multiple filtration systems for increased efficiency. And it includes a Nikken exclusive, PiMag Technology.



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Certified as a Water Quality Gold Seal Product.

CAUTION: Use PiMag Waterfall products with cold water only. Waterfall products contain silver used to inhibit the growth of bacteria in the filter to prolong the life of the filter. Silver has a low toxicity to humans and the amount contained in the filter is less than the specified permissible amount for human exposure. Silver is toxic to fish and other aquatic life. These products are designed to remove objectionable tastes, odors, and colors from municipally treated tap water.



13501

PiMag® Sport Bottle

- The go-anywhere form of PiMag Technology
- Safe, reusable, instantly refillable

The PiMag Sport Bottle comprises a patent-pending composite filter for contaminant reduction, pi material that adds natural minerals and adjusts pH, and magnetic technology — the same features as in other PiMag products.

The Sport Bottle has replaceable components for long life, making it more economical as well as more practical than disposable single-use water bottles. The bottle shell is molded from a resin that is not only recyclable but fully biodegradable when discarded in an active microbial environment.



1383

PiMag® Ultra Shower System

- Superfine filtration
- Chlorine neutralizing without chemicals

Only half the amount of chlorine that you take in every day comes from water you drink. The other half is received in the shower. So if you care about the quality of your drinking water, what's in your shower is just as important.*

The PiMag Ultra Shower System features technology certified by the National Sanitary Foundation to reduce chlorine up to 90%. A showerhead with five selectable settings includes Pure Mist™ Technology, that focuses the cleaning spray for a gentle but thorough deep-cleaning effect.



System Tested and Certified by NSF International against NSF/ANSI Standard 177 for the reduction of 90% of free available chlorine and 6,000 gallons.

*Nikken has no information on water quality regarding the water supply in your area.



WE PUT YOUR NEEDS FIRST

Nikken was established in 1975 with a single objective: to offer people everywhere a better way to live.

We concentrate on life's essentials, the basics that you need for good health such as clean air and water, proper nutrition and quality sleep. Nikken products make use of principles found in nature, and support the 5 Pillars of Health® — Healthy Body, Mind, Family, Society and Finances.

Achieving balance in all of these areas can help produce a more satisfying lifestyle. The Nikken business opportunity also offers financial freedom, as an Independent Nikken Consultant.

Your Independent Nikken Consultant

Caution: If you use an electronic medical device such as a pacemaker, or have a magnetically sensitive surgical implant, do not use these products. Women in the first trimester of pregnancy, or anyone who has a health problem should first consult a physician before using these products. Do not place in direct contact with magnetically sensitive items such as watches, audio/video tapes, credit cards, portable electronic equipment, etc.

Due to continuing improvements in research and design, product specifications and appearance are subject to change without notice.



52 Discovery, Irvine, CA 92618
Nihon Kenko Zoushin Kenkyukai, Canada Corp.,
6460 Kennedy Rd. Unit C, Mississauga, Ontario L5T 2X4
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