WHY IS WATER SO IMPORTANT?

Water is the most fundamental and sustaining element of life. Every bodily function depends on water. So it only makes sense that drinking the best water - pure, clean, energized (living) water - is a cornerstone of good health.

We’ve all heard it. The average adults should be drinking 8 eight-ounce glasses of water every day. Yet, it is estimated that 99% of Americans are chronically dehydrated despite drinking plenty of fluids. The reason is, most of the beverages (fluids) being consumed by most people are NOT hydrating to the body and are therefore NOT good substitutes for clean, healthy water. In this article we will:

1. Explain why water is so fundamentally important to health.
2. Demonstrate how to determine how much water you need to consume daily, and;
3. Provide some few tips for getting more healthy water into your daily regime so you can begin to experience increased health and vitality.

Let’s start with some basic facts: The average adult can survive more than a month without food, but only a few days without water... because the body is composed of water approximately 50 - 75% water. Here are some approximate percentages of water in various tissues, organs and fluids:

- Brain 75%
- Heart 75%
- Lungs 86%
- Liver 96%
- Kidneys 83%
- Muscle 75%
- Blood 83%
- Bone 22%
- Cartilage 80%
- Stomach Lining 98%
- Saliva 95%
- Perspiration 95%

Because water plays a vital role in every organ and system of the body, it also affects every bodily function including circulation, temperature regulation, excretion, digestion and lubrication. For example:

- **Circulation**: Waters presence inside and outside of each cell and in the blood make it essential for proper circulation in the body. Water prevents clogging of the arteries in the heart and brain (heart attack and stroke). Water also transports oxygen and nutrients to the body’s cells, and provides a way for waste products to exit the body (through urine).
- **Temperature Regulation**: Water plays an integral role in regulating the body’s internal heating and cooling system.
• **Digestion:** Water is essential to proper digestion. Water provides the medium for dissolving and delivering vitamins, minerals and other nutrients to the cells and tissues of the body, as well as the mechanism by which toxins are removed from the body.

• **Lubrication:** Water is an effective lubricator of joints, organs and tissues.

Water also plays a critical role in the creation of neurotransmitters in the brain, including serotonin and melatonin. Water has been show to improve attention span and prevent memory loss in aging, and as an added benefit, gives the skin a healthy glow.

**Loss of Water & Signs of Dehydration**
An estimated 75% of Americans are chronically dehydrated and, 37% of these people the thirst mechanism is so weak that it is mistaken for hunger. Causes of dehydration include inadequate fluid intake, profuse sweating, failure to replace losses after exercise, exercising in hot weather, and failure to hydrate before thirst occurs.

Typically, a person loses two quarts of water each day through the processes of sweating, moving (and exercising), breathing and excretion / urination. When exercising vigorously or when in a hot environment, a person may lose as much as two quarts of water per hour. While a small amount of water is produced by the body as a byproduct of energy metabolism, this does not begin to replace the loss of water caused by normal daily functions. This loss of water can lead to dehydration, a condition in which the body does not receive enough water to carry on normal functions.

**Are you dehydrated?**
The volume and color of your urine is an indicator of hydration level. Urine should be colorless or slightly yellow. Infrequent urination or dark yellow urine may indicate you are dehydrated. Other common indicators of dehydration include:

- Daytime Fatigue
- Excessive thirst
- Midnight hunger
- Dry mouth, lips and skin
- Increased body temperature
- Muscle weakness
- Decreased athletic performance
- Nausea
- Constipation
- Labored breathing
- Headache
- Dizziness
- Lightheadedness
- Difficulty focusing
- Short-term memory loss

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Dangers of Dehydration
If your body is not getting enough water, it will ration fluids by borrowing from blood volume to protect the vital organs such as brain, heart, liver, kidneys and lungs. This volume drop increases the heart rate as the body attempts to compensate for decreased blood supply to organs. Dehydration is a serious and dangerous situation.

Dehydration – even mild cases – has been linked with increased cancer risk, kidney stones, heart attack, asthma, hypertension, ulcers, allergies, acid reflux, diabetes, and arthritis. Chronic cellular dehydration leaves the cells weakened and vulnerable to illness and disease.

The Simple Solution: Drink More Water!
The obvious solution for the prevention of dehydration is regular water intake. A feeling of thirst means you are already dehydrated. Avoid dehydration by consuming water throughout the day and before you feel thirsty.

Benefits of hydrating your body with adequate amounts of water
Water is thirst-quenching and life-sustaining. Drinking adequate amounts of water daily:

- Prevents dehydration
- Regulates body temperature to about 98.6º
- Reduces fluid retention
- Carries nutrients and oxygen to the cells
- Provides moisture to skin and other tissues
- Helps prevent constipation
- Cushions joints
- Helps strengthen muscles

How much is enough?
In general, a person’s minimal water requirement is about half their body weight in ounces. For example, if you weigh 100 lbs, you would need to drink 50 ounces of water per day for optimal health and hydration. If your weight is 200 pounds, then you need 100 oz of water per day. If you are ill, cleansing, or very physically active, it’s a good idea to increase water intake beyond the minimal requirements stated above.

The following guidelines may be helpful in planning healthy water consumption:

- 2 glasses of water upon waking – helps to activate internal organs
- 1 glass of water 30 minutes before a meal – aids digestion
- 1 glass of water before taking a bath – helps lower blood pressure
- 1 glass of water before bedtime – is thought to prevent stroke or heart attack
- Note: water is best consumed at room temperature
- There is NO substitute for water: protect your health by avoiding all sodas and other sugar-laden or artificially sweetened beverages

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**Certain situations require additional water intake:**

- Athletes should drink plenty of water before, during, and after activity.
- Children have lower sweating capacity and less tolerance for hot temperatures, therefore; they require more frequent fluid intake in order to regulate body temperatures.
- Climate, weather and altitude are other important factors. More water is required in temperate climates, high altitudes, and in cold weather to replace moisture lost through skin due to heated indoor air.
- During air travel, additional water is needed because recycled air promotes dehydration.
- If ill or health-compromised, including: Fever; Vomiting; Diarrhea; Diseases of the Kidney, Liver, Adrenal and Thyroid; Urinary tract issues;
- If Pregnant or breast-feeding
- During outdoor activities such as skiing, biking, boating, golfing, or sunbathing

**All Water is NOT Created Equal...**

- **Tap Water:** What’s on tap? Well, that depends upon what the municipality has added to your local water supply. What you need to know is, EVERY municipal water supply in America has been found to contain dangerous toxins and contaminants.

- **Bottled Water:** It’s a fact that some bottled water is actually reprocessed tap water, and that others have added sugar and sodium. Bottled water also poses the issues of toxic “out gassing” (chemicals leaching from the plastic into the bottled water) and the variety of health issues that result from this chemical exposure. Additionally, landfill waste limitations and the pollution/carbon footprint generated to create the plastic itself and transport the water bottles are of serious concern to many.

- **Filtered, Reverse-Osmosis and Distilled Waters:** Highly purified waters have been stripped of essential minerals, which pose a threat to the health of bones and teeth.

- **Ionized Alkaline Water:** Benefits of drinking alkaline, energized water are as old as civilization, because this is the water that is found in nature’s most famous healing Mecca’s... places such as Lourdes in France and Vilcabamba in Equador. Until recently, the water was only available by purchasing expensive electric ionization equipment.

**Nature’s Perfect Solution: Alkaline, Energized Water!**

*Water-Revolution™* has developed a natural filter technology which transforms ordinary tap water into antioxidant-loaded, mineral and oxygen-rich, alkaline water... without the use of electricity and at a fraction of the cost of electric ionizers! And, this new technology is even more effective in cleaning up the water! Now you can get the healthiest drinking water in the world, right from your tap!

Our *Water-Revolution™* water mimics nature’s best water because the size of the water molecule clusters is reduced and the shape altered to allow the water to pass through the cell membranes

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more easily. As a result, this energized alkaline water is up to 6 times more hydrating than bottled or tap water! This special water is also a natural source of antioxidants that can help to fight disease and support healthy aging. Drinking energized alkaline water is a way to renew the body at a cellular level.

Alkaline energized water can help:

- Hydrate the cells
- Provide power antioxidants
- Detoxify the body
- Neutralize acidity
- Support pH balance
- Maintain strong bones
- Promote healthy weight loss
- Athletes perform better and recover more quickly

What some of the experts are saying about the benefits of drinking alkaline, antioxidant water...

“Alkaline water rids the body of acid waste. After carefully evaluating the results of my advice to hundreds of patients, I’m convinced that toxicity in the form of acidic waste is the primary cause of degenerative diseases.” ~ Dr. Sherry Rogers, author of “Detox or Die”

“International studies show that populations with little or no history of illness, such as cancer...drink higher pH alkaline waters. After all the potential risk factors were considered and factored out, it became evident that they had been drinking waters with pH of 8.0 to 9.0”
~ Dr. Leonard Horowitz, from his book “Aids and Ebola”

“I believe that all disease in the body is caused by an over-acidification of the blood, tissues and then the organs. Drinking Alkaline Water is the easiest way for most people to turn this around.”
~ Dr. Robert O. Young, internationally renowned author of the bestselling “pH Miracle” books

How is it possible to get Nature’s Best Water... at home?

Water-Revolution™ has pioneered a line of point-of-use equipment utilizing new Generation 3 water filtration and energized media technology. Consumers can save up to 600% over the more common electric ionization technology while getting water that is actually just as alkalizing and energizing, and also cleaner. The incredible AlkaPurity™ models feature a unique multi-stage process in which the water is first purified, and then put through a second phase of filtration which energized and alkalizes it. AlkaPurity combines the benefits of Reverse Osmosis purification with our proprietary energized media which naturally creates a healthy level of alkalinity, superior hydration, and antioxidant benefits.

At Water-Revolution, we’re committed to leading the industry with the ultimate water solution!

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Simple Tips for Increasing Your Daily Water Intake

- Drink one or two glasses of water upon rising
- Fill a large (64-96-oz.) container with water to start your day, and carry the container with you wherever you go (work, errands, school). Make sure your container is filled before you leave the house!
- Replace dehydrating “coffee breaks” with super-hydrating “water breaks” throughout the day.
- Make water the most convenient beverage by keeping a supply next to you at work, at your computer, where you read or watch television, and on your nightstand.
- Using a straw will allow you to consume more water and less air.
- For variety, add slices of lemon, lime or oranges to your water for a hint of fresh flavor.
- When travelling by airplane, drink at least one 8 oz. glass of water for every hour of your flight.
- Drink plenty of water before, during, and after physical activity
- Weigh before and after exercise. The difference is almost entirely comprised of water. Replace each pound lost with two 8 oz glasses of water.
- Keep your water tasting good by keeping your water bottle clean and free of bacteria. Wash it often in hot, soapy water, and rinse well.
- If you are trying to reach a new level of hydration, gradually add one additional eight-ounce glass of water to your daily regime until you get to your benchmark.