

**WHAT'S IN YOUR WATER?**

**PiMag<sup>®</sup> Water Technology**

# CLEAN. GREEN. SMART.

## 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

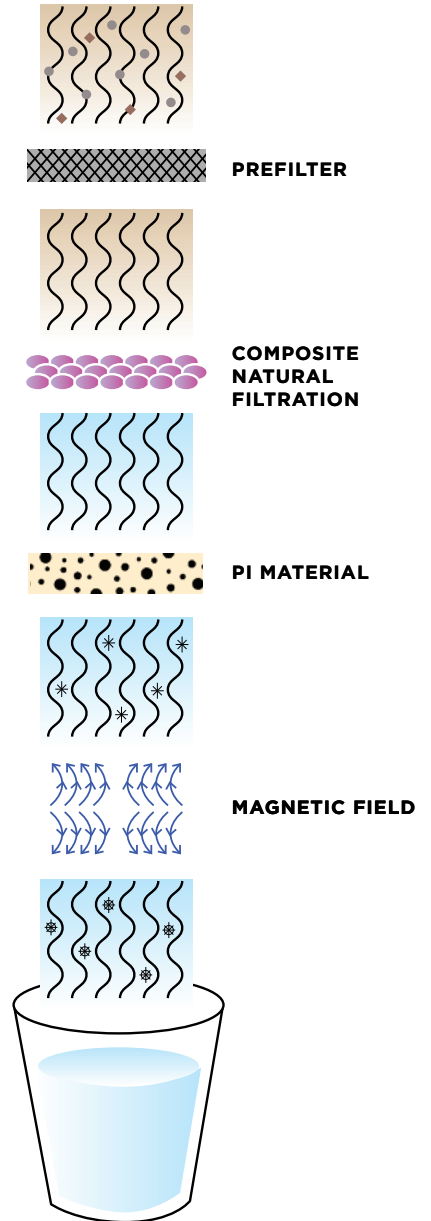
Near a small town in Japan is an area with unusual topographical features. The surrounding hills contain magnetite and calcium. A small stream flows over silicates, the material that forms natural crystal. The water in this stream, scientists discovered, had amazing results on the surrounding plants.

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 filter technology to reduce contaminants the same way that nature does — without adding chlorine or other chemicals to water.

Next, they added 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.



PiMag Technology is exclusive to Nikken. Water flows through multiple filter stages, comes in contact with pi minerals and traverses a magnetic field, resulting in PiMag water. This is accomplished without the use of electrical power, bypass (waste) water or the addition of chemicals.

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

## 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.

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.

## 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.

## Advanced technologies

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

The next step is performed by activated carbon. Within a confined volume, charcoal carbon provides a vast amount of surface area for adsorption: if the surfaces within one gram of carbon were spread out, they would cover a football field. An ion exchange resin, redox (reduction/oxidation) media and other materials are incorporated in PiMag filter technology. The water flows between spheres of pi ceramic during that process.



# 1384



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.

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 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.**



# 13501

Similar technology is inside 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 Waterfall unit — 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® MicroJet™ Shower System

uses a simple yet efficient technology to help neutralize chlorine — which in ordinary water is absorbed through the skin and is inhaled in water vapor, where it passes from the lungs into the bloodstream.



# 1466

**The MicroJet shower converts free-radical chlorine ions to neutral chlorides, and patent-pending Air-Induction Technology injects air into the shower stream to increase the electronegative potential of the water, for more effective operation.**

The MicroJet Shower System filter reduces dirt, sediment and odors. Streams of microbubbles from the specially designed showerhead penetrate surface buildup of soil deposits, assist in moisturizing the skin and impart a feeling of freshness and softness.

PiMag products employ a variety of filtration methods, but all accomplish a similar result — the reduction of unwanted materials from your tap water. Pi and magnetic technologies, and advanced engineering, deliver unparalleled water quality.

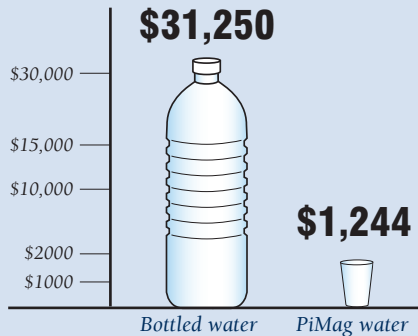
## The facts on bottled water

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



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*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 mineral stones, and cost of tap water, 6,250 gallons  
**TOTAL \$1,244**

*Calculation is based on an equivalent amount at retail price of some premium brands of bottled water, compared to PiMag Waterfall Gravity Water System, five years of replacement filters and mineral stones, and tap water at less than 1 cent per gallon.*

## PiMag Products General Specifications

|   | FILL CAPACITY     | FILTRATION MEDIA   | PI MATERIAL    | MAGNET                   |
|---|-------------------|--|----------------|--------------------------|
| <b>PIMAG® WATERFALL® GRAVITY WATER SYSTEM</b> | 1.32 gal/5 liters | Prefilter, activated carbon, zeolite, silica               | Granular, ball | Exit portal, 1,200 gauss |
| <b>PIMAG® SPORT BOTTLE</b>                    | 21 oz/0.62 liters | Activated carbon, zeolite                                  | Granular       | Four, each 4,200 gauss   |
| <b>PIMAG® MICROJET™ SHOWER SYSTEM</b>         | N/A               | Copper-zinc oxidation/reduction, with Air-Induction assist | Granular       | Pair, each 1,200 gauss   |

Your Independent Nikken Consultant

*Caution: If you use an electronic medical device such as a pacemaker, or have a magnetically sensitive surgical implant, or are in the first trimester of pregnancy, consult a physician before using these products.*

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



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