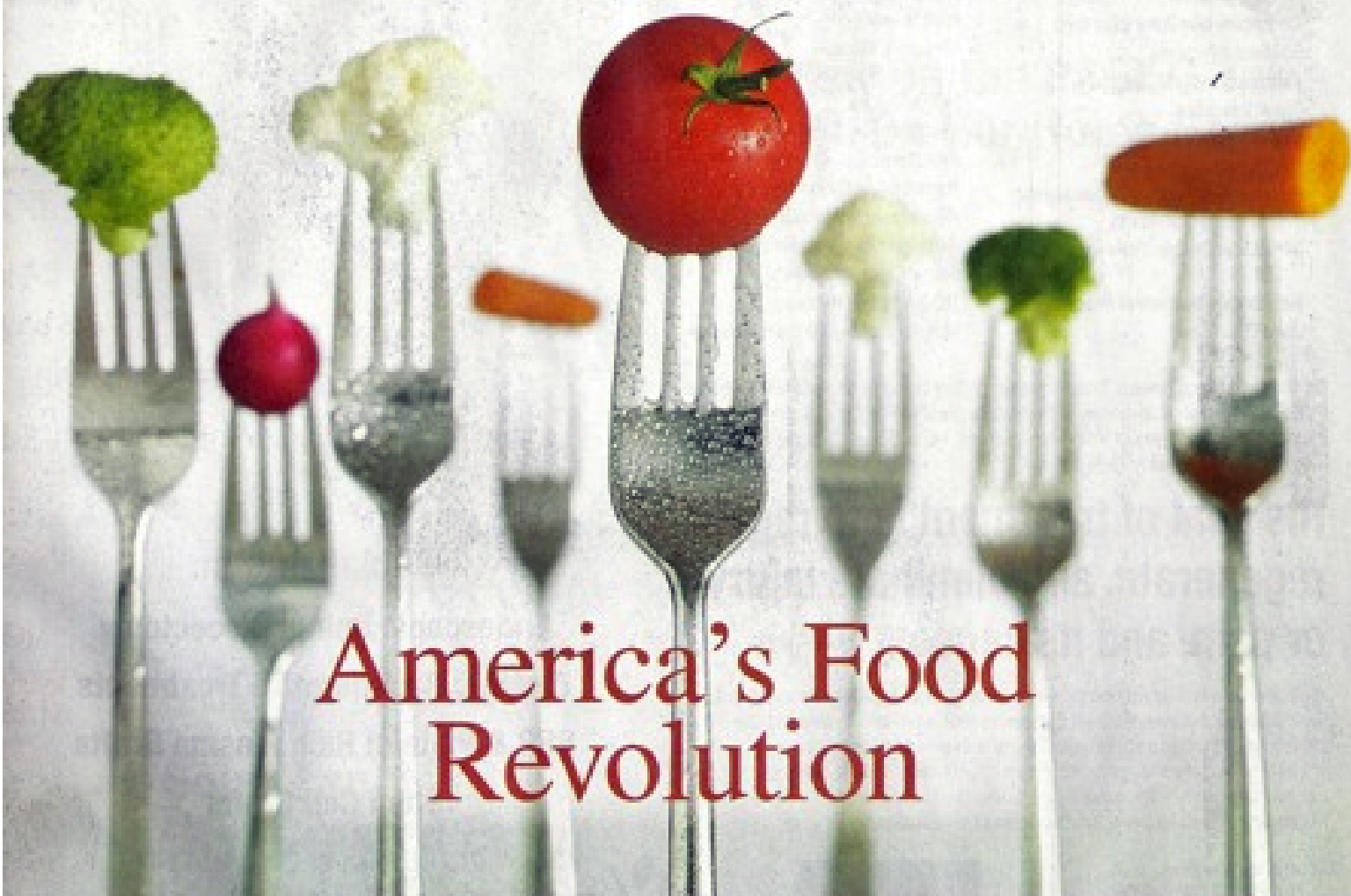


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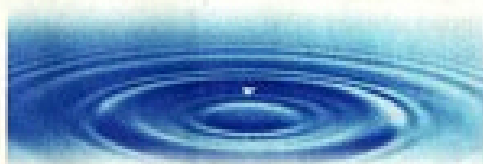


March 2011

Somerset-Middlesex-Hunterdon Edition
www.NJLiveHealthy.com

Drink In Better Water with PUR2o

by Mary Moscarello



The issue of drinking water quality has gotten some serious attention from federal agencies recently.

During the first two months of 2011, the U.S. Government took measures to address fluoride levels, lead levels, and other harmful toxins such as perchlorate (a rocket fuel ingredient) and chro-

mium-6 in the public water supply. Dangers exist in municipal water supplies and they certainly don't belong with the carefully chosen organic ingredients going into the soup you're making for dinner. However, bottled water is hardly an "awakened" choice. So what's the answer?

"It is possible to ensure purity and even enhance the health benefits of the water straight from your tap," says Mizar Turdiu, Executive Vice President of PUR2o, a water filtration system manufacturer based in Morristown, NJ. "Water quality varies greatly from city to city, so the first task is to know what you're up against."

When homeowners, health practitioners and businesses want to get educated about their water supply, Turdiu directs them to the Environmental Working Group's website, www.ewg.com, where users can receive an interactive report that uses the zip code and name of a water company to detail municipal water supply contaminants. PUR2o also offers in-home testing, after which Turdiu usually suggests reverse osmosis (RO) technology to ensure complete removal of contaminants; but she adds it is only part of the purification process for your tap water.

"You cannot begin and end with RO technology, because it removes beneficial minerals as well as contaminants. Ideal drinking water is filtered and purified and has essential minerals such as calcium, magnesium, and potassium with an alkaline pH level."

Alkaline water offers health benefits in much the same way an alkaline diet does - creating an internal environment that resists disease. Drinking alkaline water neutralizes stored acids and toxins in your body caused by stress, improper diet, and environmental factors. Cooking with alkaline water can also improve the flavor of foods and allow the body to better absorb nutrients. More and more nutritionists and wellness professionals advise their clients to strive for an alkaline diet, citing lab tests that show cancer cells cannot thrive in that environment.

But Turdiu cautions against systems that jump to ionizing the water before filtration. "These systems use electrolysis to ionize the water, without first properly filtering out unwanted impurities. That means every particle in the water is ionized, including every contaminant present."

Turdiu's company, PUR2o, developed a five-stage filtration system capable of

producing mineral-rich, ionized, alkaline water. The PUR2o system, known as "P2o," is the company's leading and best-selling water filtration for home or office use. It uses reverse osmosis to filter out all impurities. The water is then re-mineralized in order to enhance its taste and neutralize its pH. An additional cartridge boosts pH and ionizes the water, producing drinking water that is alkaline and ionized for better absorption.

No matter what filtration system you decide to use in your home, you can be certain restoring purity and alkalinity to the tap will benefit your health and maybe even tonight's dinner.

For information, visit www.pur2o.com or call 888-393-1828.

Mary Moscarello is a freelance writer, based in Clifton, New Jersey. She writes about health, wellness, relationships, and environmental issues.