

What's in Your Beach Bag?



Hydration is a summer must! And Essentia is a fabulous choice. It was the first functional bottled water mass-produced in the U.S., and now it is the top selling bottled water brand in the natural grocers such as Whole Foods.

Studies have shown that high-alkaline functional water like Essentia helps re-hydrate the body ideally, which is a great way to stay hydrated when it's hot out. In fact, a recent clinical trial (set to publish summer 2015) found Essentia's alkalized functional water to hydrate 88 percent better than a leading brand of regular, purified bottled water.

It's also been touted for its high-alkaline and electrolyte-infused process that tastes great and has many benefits such as reduced belly bloat – a plus when you don that summer swimsuit! Plus Essentia has a great sports bottle top so you can tote it to the beach, the yoga studio, etc.

The Process

Purification

Municipally supplied water is taken through a process of microfiltration, reverse osmosis, and ultraviolet exposure to achieve a purity of 99.9 percent.

Electrolyte Infusion

Trace amounts of pure, food-grade alkaline minerals are infused into the purified water. This proprietary mineral blend includes potassium, magnesium, calcium and sodium bicarbonate. It simulates the electrolytes that occur naturally in the body.

Ionic Separation

Oxidized acidic water clusters are separated from the alkaline water clusters and then removed from the water. Alkaline mineral concentrations are increased in

the optimally alkaline water pH of 9.5.

Essentia Difference

Essentia removes acidic water clusters and increases the alkaline earth minerals, resulting in an optimally higher pH of 9.5. Essentia's IST allows for charged electrolytes, easy absorption and, therefore, optimal hydration.

Essentia has been shown in a clinical pilot study to contribute to rapid rehydration of firefighters under extreme physical exertion and harsh environmental conditions.

Accuracy in Testing

Purified Water: A calibrated pH meter must be used to properly

test pure waters like Essentia. Calibration should be performed with at least two standard buffer solutions that span the range of pH values to be measured. For general purposes, buffers at pH 4 and pH 10 are acceptable.

Litmus papers or test strips will not provide accurate results for pure waters because the indicator or strip material actually changes the pH of the sample, especially in low ionic-strength waters. This means that small or trace amounts of acidic components are present, which, in low ionic-strength waters, manifests and actually lowers the sample pH.

www.essentiawater.com