

# What is Electrolyzed reduced Water?



Electrolyzed Reduced Water (ERW), often known as hydrogen water, starts as regular tap water that is carefully filtered to remove chlorine and impurities. It then goes through an advanced process called electrolysis, which separates the water into different streams and infuses it with molecular hydrogen (H<sub>2</sub>).

This molecular hydrogen is what makes ERW unique. It's a powerful, natural antioxidant that can help support the body by neutralizing free radicals—unstable molecules linked to oxidative stress and cellular damage.

Oxidative stress is something we're all exposed to daily through factors like pollution, stress, and processed foods. Antioxidants play an important role in helping the body maintain balance, and

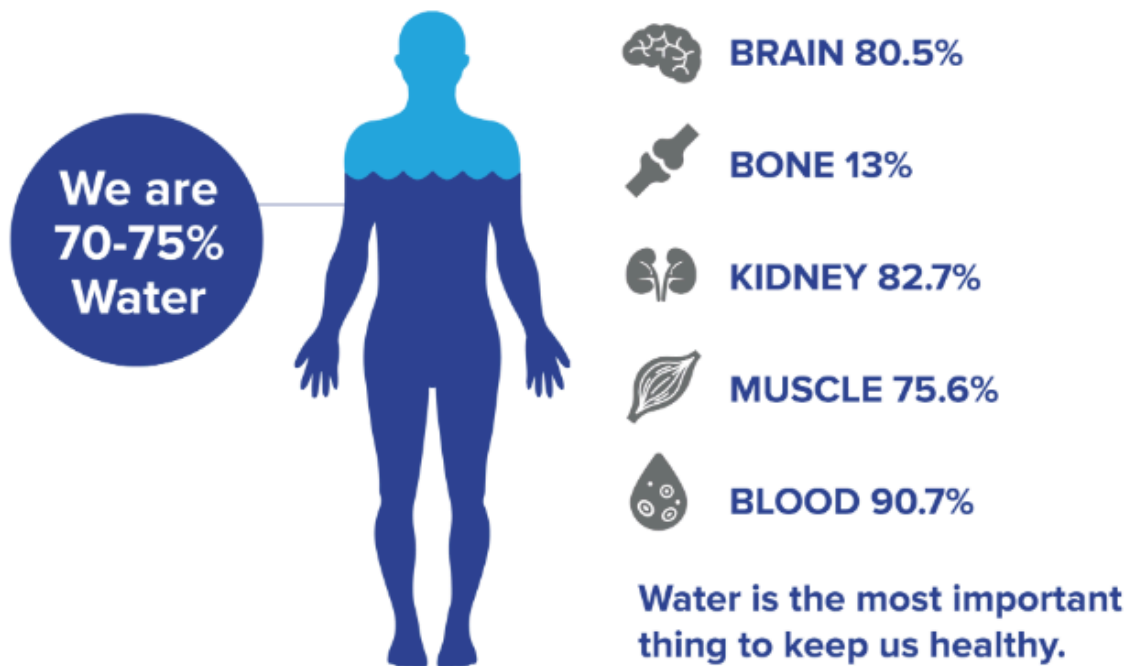
ERW offers a simple, everyday way to support that process. Thanks to its versatility, electrolyzed reduced water can be used for more than just drinking—it's also popular for cooking, skincare, and even cleaning, making it a multifunctional addition to a wellness-focused lifestyle.

With growing interest and ongoing research into the benefits of molecular hydrogen, many people are turning to ERW as a proactive way to support hydration, cellular health, and overall wellbeing.

## WHY WATER QUALITY MATTERS

The human body is made up of up to 70% water, making hydration essential for overall health and vitality. While drinking water daily is important, not all water is equal.

### We Are Water Beings



# COMMON WATER TYPES



## Tap Water

Tap water is generally healthier than sugary drinks, but concerns exist about contamination. Reports have identified numerous pollutants in tap water, some of which are not fully regulated. This raises questions about overall safety and quality.

## Bottled Water

Bottled water is often marketed as a healthier option, but it is not necessarily better than tap water. It may contain added synthetic minerals, can be more expensive, and contributes to environmental pollution through plastic waste.

Some studies have found that a portion of bottled water contains contaminants above recommended limits. Additionally, bottled water may be slightly acidic and have environmental drawbacks.



## Reverse Osmosis Water

Reverse osmosis is a filtration process that removes impurities but also strips out naturally occurring minerals. These minerals contribute to both taste and bodily function.

While minerals can be added back artificially, there are concerns about synthetic mineral supplementation.



## Filtered water

Filtered water, while a step up from unfiltered tap water, does have some limitations. Not all filtration systems remove every type of contaminant, meaning certain chemicals, bacteria, or dissolved solids may still remain depending on the quality of the filter used. The effectiveness of filtered water also relies heavily on proper maintenance—filters need to be replaced regularly or they can become less effective or even harbor bacteria. Additionally, some basic filtration systems do not significantly alter the mineral content or overall composition of the water, which may be a consideration for those seeking more advanced water purification methods.

