

NIKKEN^{MD} Discover it. Live it.



WHAT'S IN YOUR WATER?

PiMag™ Water Technology



DRINK FROM THE WATER OF LIFE.

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: Last year, consumers worldwide spent 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. Chemicals. Agricultural runoff. A variety of contaminants that we can't taste or see.*

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

Next, they added ceramics and valuable sea coral harvested from the ocean floor. These supplied the minerals that are 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.

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

What might be in that water?

It's impossible to predict which contaminants may be in a particular area's water pipes — or in the water purchased from a commercial bottler. But some statistics are illuminating:

- In surface water testing, 80% of streams and creeks were found to contain synthetic hormones, detergents, insecticides or other chemicals. These sources form part of the nation's water supply. (USGS stream survey)*
- Approximately 500,000 cases of illness in the United States per year are caused by drinking water contaminated with sewage. (National Resources Defense Council)*
- Many bottled water manufacturers use ozone (a toxic gas) for disinfecting their product.



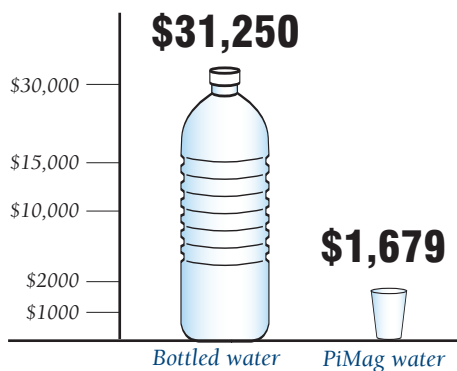
The facts on bottled water

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



Water cost, five-year comparison

Based on typical household consumption of water for drinking and cooking in five years (6,250 gallons)

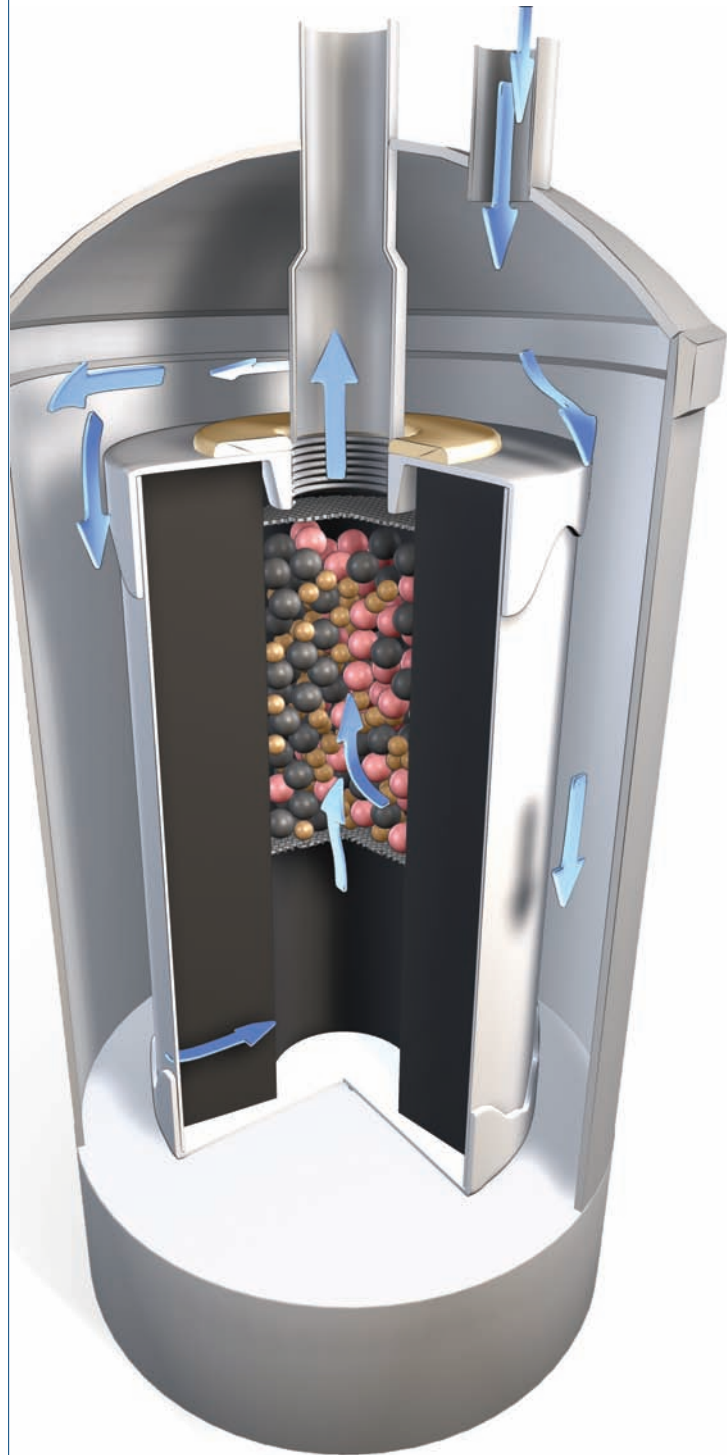
Bottled water

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 cost of tap water, 6,250 gallons
TOTAL \$1,679

Calculation based on retail price of PiMag Deluxe Countertop Water System, ten replacement filters, and tap water at 9¢ per gallon.



PiMag Deluxe filter cartridge. Water enters the cartridge, flows through the outer prefilters and charcoal carbon block. The filtered water contacts pi material and absorbs valuable minerals.

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. Less-acidic water is more in harmony with your natural fluids.

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.

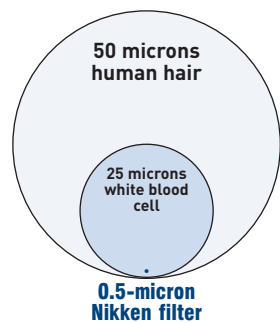
Advanced filtration technologies

The PiMag™ Deluxe (in both the Countertop and Under Counter models) includes a system of multiple filters that provides a defense against the broadest range of tap water contaminants. It offers an exceptional level of performance in the reduction of volatile organic compounds, lead, cysts, MTBE, turbidity, chlorine, bad tastes, odors and particulate matter.*

The compound filtration system is extremely efficient — in NSF testing, on more than 30 contaminant levels measured the reduction rate is greater than 90%.

The final-stage filtration in the PiMag Deluxe Water System includes a natural carbon filter that captures microscopic particles as small as 0.5 micron in size. For comparison, one micron is 0.00003937 inch. A human hair is 50 microns in width.

In other words, PiMag filtration technology effectively reduces particles that are 100 times smaller than the diameter of a hair.



A 0.5-micron filter captures even microscopic particles.

The PiMag Deluxe has two prefilters and this inner core of charcoal carbon. Charcoal provides a vast amount of surface area for adsorption: if all the surfaces found in the PiMag Deluxe carbon filter were spread out, they would cover a football field.

The PiMag™ Aqua Pour™ also features several stages of filtration. Water entering the system first passes through a microsponge prefilter or a ceramic prefilter that reduce particulates.

Additional filtering is performed by ion exchange resin, activated carbon and zeolite. The water flows between spheres of pi ceramic material during this process.

The final stage features a bed of mineral stone — a completely natural form of filtration.

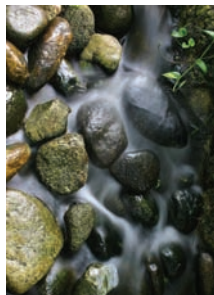
The PiMag™ Ultra Shower System uses yet another form of filtration, to reduce chlorine — which the human body receives in the shower. While showering, chlorine is absorbed through the skin, and in water vapor it is inhaled, where it passes from the lungs into the bloodstream.

This shower system features technology that reduces chlorine up to 90% — without adding chemicals to water. It neutralizes chlorine through an exclusive copper-zinc redox process. In addition, a superfine filter reduces a range of water contaminants such as iron, sulfides and heavy metals.

PiMag products employ a variety of filtration methods, but all accomplish a similar result — the reduction of unwanted materials from your tap water.

Oxygenated water. Feel the oxygen!

After producing PiMag water, pour it into the Optimizer pitcher. A powerful electric motor revolves a pair of strong magnets, and a rotor inside the pitcher passes the water through the magnetic field and a ring filled with pi ceramics. This also agitates the water, packing oxygen into it in the same way that water is oxygenated when flowing over the rocks in a stream.



Consumers say that optimized water tastes “lighter” than ordinary tap or bottled water. Try it and see.

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

CHOOSE THE MODEL THAT COMPLEMENTS YOUR LIFESTYLE

Nikken offers a number of products with PiMag Water Technology, for just about every application — home, office, anywhere. From small units that require no plumbing and limited counter space, to full-service models that provide a practically endless flow of water, there is a PiMag water product for your needs.



13155



13151

PiMag™ Deluxe Water System

- Provides instant PiMag water straight from faucet
- Choose Countertop or Under Counter model

The PiMag Deluxe Water System provides a practically unlimited supply of PiMag water, for drinking, cooking, any household task. It requires no pretreatment, unlike other water systems — just turn on the faucet and you have fresh PiMag water.

The PiMag Deluxe Water System is more than just a water filter — and an excellent alternative to costly, complex plumbing modifications. It's your source for PiMag water.



System Tested and Certified by NSF International against NSF/ANSI Standard 42 for the reduction of Chlorine, Taste and Odor, and Particulate Class I and NSF/ANSI Standard 53 for Cysts, Lead, VOC, Turbidity and MTBE.



1360

PiMag™ Aqua Pour™ Gravity Water System

- No plumbing or electricity required
- Fits on limited counter space

Using an ingenious gravity flow system, the PiMag Aqua Pour can provide you with Nikken PiMag water no matter where you are. It's a convenient way to set up a supply of PiMag water practically anywhere.

As with all PiMag products, the Aqua Pour features multiple filtration systems, for increased efficiency. And it includes a Nikken exclusive, PiMag Technology.



Certified as a Water Quality Gold Seal Product.



13631

PiMag™ Aqua Pour™ Deluxe

- Adapted for standard hot/cold unit
- PiMag water for multiple uses

The Aqua Pour Deluxe features the same filtration and gravity flow technology as the original Aqua Pour. But it adds flexibility with a configuration that is designed to accommodate a hot and cold water dispenser (not included). With the Aqua Pour Deluxe you can enjoy PiMag hot drinks or a glass of chilled PiMag water without refrigeration.

This feature means that you have PiMag water ready for making soup or mixing hot drinks straight from the tap. You'll also never run out of ice cubes, because with the Aqua Pour Deluxe, you don't need them.

CAUTION: Use PiMag Aqua Pour products with cold water only. Aqua Pour 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.

General Specifications

	FILL CAPACITY	FILTRATION MEDIA	PI MATERIAL	MAGNET
PIMAG™ DELUXE WATER SYSTEM	Unlimited	Netting screen, prefilter, carbon block	Ceramic stones, clays	Magna-Charger™, 3,800 gauss
PIMAG™ AQUA POUR™ GRAVITY WATER SYSTEM	4 gal/15 liters	Microsponge, ceramic, ion exchange, zeolite, mineral stones	Granular	Ring, 1,200 gauss
PIMAG™ AQUA POUR™ DELUXE	4 gal/15 liters	Microsponge, ceramic, ion exchange, zeolite, mineral stones	Granular	Ring, 1,200 gauss
PIMAG™ AQUA POUR™ EXPRESS	2.5 quarts/2.2 liters	Microsponge, ceramic, ion exchange, zeolite, mineral stones	Granular	Ring, 1,200 gauss
PIMAG™ OPTIMIZER II	4 pints/2 liters	N/A	Granular	Pair, each 4,400 gauss
PIMAG™ ULTRA SHOWER SYSTEM	N/A	Copper-zinc oxidation/reduction, microfiber	Granular	Pair, each 1,200 gauss



1356

PiMag™ Aqua Pour™ Express

- Rapid fill technology
- Removable carafe for refrigerator

Express is the streamlined, go-anywhere member of the Aqua Pour product line. It has compact dimensions that require only a few square inches of counter or tabletop space. You can place the Aqua Pour Express in a kitchen, bathroom, bedroom, office, recreational vehicle or boat, even an end table.

The Express uses rapid filtration technology to fill the integrated carafe in minutes. One fill produces enough PiMag water for approximately nine 8-ounce glasses. The removable carafe is sized to fit on a refrigerator shelf, for flexibility and convenience.



1359

PiMag™ Optimizer II

- Natural oxygenating effect
- Powerful vortex action

The Nikken PiMag Optimizer features magnetic technology that was inspired by rainstorms, plus pi and oxygenation technology that works like a mountain stream. Natural processes, to simulate the water found in nature.

The two-liter water pitcher with a closeable spout keeps optimized water ready for drinking. The ergonomic layout of the Optimizer II requires minimal counter space, and the digital readout panel includes multiple functions.



1383

PiMag™ Ultra Shower System

- Superfine filtration
- Chlorine neutralizing without chemicals

Only half the amount of chlorine that you take in every day comes from water you drink. The other half is received in the shower. So if you care about the quality of your drinking water, what's in your shower is just as important.*

The PiMag Ultra Shower System features technology certified by the National Sanitary Foundation to reduce chlorine up to 90%. A showerhead with five selectable settings includes Pure Mist™ Technology, that focuses the cleaning spray for a gentle but thorough deep-cleaning effect.



System Tested and Certified by NSF International against NSF/ANSI Standard 177 for the reduction of 90% of free available chlorine and 6,000 gallons.

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



THE NIKKEN WELLNESS HOME

Nikken has been the world leader in wellness technology since we pioneered the concept in 1975. That was the beginning of a worldwide enterprise that is now located in more than 30 countries.

Nikken products are designed to promote wellness in every part of daily life. In combination, they create a Wellness Home — a place that supports a family's health and happiness. The Wellness Home is based on the understanding that long-term good health depends on a lifestyle in which four major aspects of living — Rest & Relaxation, Environment, Nutrition and Fitness — are in balance.

Your Independent Nikken Consultant

Caution: If you use an electronic medical device such as a pacemaker, or have a magnetically sensitive surgical implant, do not use these products. Women in the first trimester of pregnancy, or anyone who has a health problem should first consult a physician before using these products. Do not place in direct contact with magnetically sensitive items such as watches, audio/video tapes, credit cards, portable electronic equipment, etc.

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



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