

The Complete Ionizer Buyer's Guide

ROSSBRIDGEFORD

Introduction

Buying a water ionizer can be difficult. Every company will tell you theirs is the best, but they will often promote with performance measures you can't test, will try to make their product stand out by criticising others, or they will just try to confuse you by overcomplicating the technical specifications.

Plate size, plate number, mesh, phases, electronic extraction, TDS – do you need to know what all of this means to know whether the ionizer is right for you?

This guide, “The Complete Ionizer Buyer’s Guide” will tell you the 13 key questions you need to ask before you purchase a water ionizer.

Use this guide to make the right decision for yourself and your family. Because after all, you will be drinking 3-4 litres of water from this machine for the rest of your life! Make sure it's giving you water that is, first and foremost, safe, but also delivering the water you need.



Question #1

Key Question #1 - Flow Rate

Flow rate is the most important variable to consider when buying an ionizer.

We all want to know how effective and powerful the ionizer we buy will be. Every ionizer website in the world will say the same thing: “gives you water from pH 3 to 12” (or something similar).

Anyone can make this claim. And this does NOT demonstrate how powerful, effective or efficient the ionizer is. This does NOT demonstrate quality.

Let’s face it, any ionizer you have spent upwards of \$2,000 on should be able to get the pH 9.5 drinking water.

But the way you can assess quality is by knowing the flow rate that the ionizer can produce pH 9.5 (as this is the setting you’ll be using 90% of the time).

To make your ionizer usable, user-friendly and not a total pain to use, you need a flow rate of around 3 to 3.5 litres per minute and still able to produce pH 9.5.

So to put it simply, flow rate is the speed that the ionizer comes out of the tap. And when you’re filling a glass, 3 litres a minute is a totally acceptable speed – not too different from a normal tap /faucet.

However, the vast majority of water ionizers need to be at a flow rate of ONE litre per minute or less to maintain the power to make pH 9.5.

Consider this for a second. Count to 30. That’s how long it would take to fill a normal size, 500ml (16oz) bottle. S.L.O.W.

At 3 litres/minute, it fills your 500ml/16oz bottle in ten seconds. That’s more like it!



Question #1

Their ability to produce strong antioxidant, pH 9.5 water at a flow rate of 3 litres/minute or more.

The constant R&D from Chanson's 26-strong PhD-level R&D team has meant they have constantly improved the performance of their ionizer plates over time.

This is why the Miracle MAX is the smallest ionizer on the market (but we'll get onto whether size matters in just a moment)...

Flow rate = power, quality, performance, technology, plate strength, effectiveness.

Question to Ask: What is the fastest flow rate that the ionizer can still produce pH 9.5 drinking water. It HAS to be at least 3 litres per minute, or you should walk away.



Question #2

Key Question #1 - End-to-End Manufacturer or Parts Assembler?

This is critical. The vast, vast majority of ionizer companies out there do not manufacture their own ionizer parts. They simply assemble their units by purchasing parts from a rotating list of third parties.

The problem with being a 'parts assembler'? There is no quality control over the parts being imported and used! These companies are price driven, meaning that their suppliers change constantly, from month to month.

The parts that went into their ionizer last year, last month or even last week could come from a completely different manufacturer than the parts that are in the unit you just bought.

There are safety and quality issues here. Who knows if every single supplier only uses BPA-free plastics in their tubes and filters. Who knows every ingredient in the filter cartridge of every single different supplier. Who knows if their ionizer plates might just corrode a little.

This is scary stuff.

I have bought and trialled a cheaper unit (not by drinking the water, just running water through it – at 6-9 litres per day for a month), and after one month the coating on the ionizer plates had corroded away, effectively putting heavy metals into the water.

On another unit I tested, the filter had started to decompose and break down, meaning everything it filtered was now thrown directly back into the water.

I've spoken before about the defect rate I used to experience when I sold 6 different brands of ionizer, compared to now with me only selling Chanson.

Back then the ionizers I sold had a defect rate of up to 20%. Twenty percent!



Question #2

This means per hundred units, TWENTY would break within the first six months. This is 100% due to them being parts assemblers and having huge variability in the quality and safety of the parts inside the ionizer.

Having ONLY recommended and retailed Chanson since 2010, the defect rate has been below 1% every year for each of those four years.

This is because Chanson are practically the only end-to-end manufacturer of water ionizers in the world. They manufacture every part (apart from the screws) themselves so can guarantee the quality and guarantee the safety.

Chanson are also famed for their 20+ point manual check on every ionizer before it is shipped to a customer so this also helps with that incredibly low defect rate, of course!

Question to Ask: Is the ionizer company an end-to-end manufacturer OR a parts assembler?



Question #3

Key Question #3 - When Was The Unit Manufactured?

This is a critical question that nobody seems to address on their ionizer website or leaflets. The time between the unit being manufactured and arriving at your door is important.

For starters, over a period of twelve months your internal filter will go from being perfect to degrading to the point of being useless.

This is also related to the 'defect rate' issue, but I know from first hand experience, units that are made and then sit in a warehouse for months before shipping break down easily.

You want an ionizer that is 'fresh'. That hasn't sat collecting dust, mites and all sorts of other warehouse 'stuff' for months before you start drinking water from it!

Your ionizer should be a maximum eight weeks old when it arrives at your door.

One of the benefits of Chanson being such a huge company is that they sell over 2,000 units per month worldwide (Chanson are stocked in mainstream, high street stores such as Carrefour in Taiwan).

Selling this volume means that they are constantly manufacturing new units to supply this demand. No Chanson unit is ever more than two weeks old when shipped to a customer.

Question to Ask: When was this unit, the one I am about to purchase, manufactured? Does it have a 'manufactured on' date on the box?



Question #4

Key Question #4 - When Was The Unit Designed And Launched

So many ionizers currently on the market are woefully out of date. In fact, one of the most heavily marketed products on the market, right now, is almost nine years old!

Imagine spending nearly \$4,000 on a computer that is nine years old!

(And there is a reason why it is \$4,000 – double what other comparable units like the Chanson are...but we'll get to that later).

When you buy a new smartphone, laptop, computer or TV you would never pay a premium price and buy a product that is nearly a decade old!

This is what a decade old computer looks like. Would you pay the same price for a brand new iMac or a Macbook Air as you would this computer?



Of course not. Yet this is what thousands of people are being tricked into doing by these companies every year.

The machines are old, out of date, sluggish, hard to repair and simply not worth the money (especially the one brand that is also twice as expensive as everyone else like the Chanson).



Question #4

This is another reason why I love Chanson. They have a 26-strong R&D team of PhDs (it's like a university department) and their whole purpose and mission is to continuously improve their product.

The Miracle MAX was launched in 2011, but has gone through FOUR major upgrades since then. The machine has gotten stronger and stronger, faster and faster and smaller and smaller!

It is the most advanced ionizer on the market, and these constant innovations are why most other ionizer companies are constantly playing catch up to Chanson. Put it this way, there's no other company on the planet that comes anywhere close to this.

(In fact, this is the reason why most of the other products out there are essentially "knockoff attempts" at reproducing Chanson technology...)

You have to make sure the ionizer you buy is up-to-date and using the best technology to get the best water for you and your family!

Question to Ask: When was this unit first launched? What upgrades has it gone through and when?



Question #5

Key Question #5 - Is the Unit Hand-Tested Before Being Shipped?

This isn't just about that dreaded 'defect rate', this comes down to the safety of you and your loved ones.

Not only is an ionizer an electrical device that you put water through, but it's also the filter for your drinking water – the water you will put into your body all day, every day for the rest of your life.

If your unit was unsafe (like the heavy-metal toxic unit I mentioned earlier) you wouldn't know about it until it was too late, until you got sick from it.

You **HAVE** to have the peace-of-mind that someone, a human who cares, has hand tested your unit, checked every element of it, tested it, pored over it and can vouch personally that they believe it is safe for you.

This is the **REAL** reason why I love Chanson so much. I don't know **ANY** other company (and I used to retail every single brand (except one), I know all of their in's and out's) that does this.

Chanson are the only company that physically tests and inspects each unit by hand, by an actual human being before it gets sent out for delivery.

In fact, they have a 29 point inspection process, where literally 9 different people inspect each unit before it gets shipped you. Think about that for a minute:

When was the last time you bought something, where 9 different people were holding it, touching it, checking each individual part by hand to make sure it was safe for you and your family to use?



Question #5

Other companies (and like I mentioned, I know from experience because I used to sell their products), once the thing is in the box it'll sit somewhere in a dark warehouse collecting dust and rat droppings and once the thing is sold – sometimes weeks, or months later?

They put a sticker on it, and out the door it goes.

Nobody even LOOKS at it.

Chanson is just a different kind of company. They're actually okay making a little less profit if that's what it takes to deliver a higher-quality product...

Questions to Ask: Will my unit be tested before
it is shipped to me? If so, how?
Who will be testing it?
How long will the testing take? What is tested?



Question #6

Key Question #6 - Who is the Company? What is their History?

When you buy from a company like Apple, Samsung, Vodafone, you know who they are and they have inherent trust in their brand. You believe they are generally going to sell you a quality product.

Yet, when it comes to buying a water ionizer, the first time most people have heard of these brands is when they google 'buy water ionizer' for the first time!

Life, Tyent, Enagic, Jupiter and yes, Chanson – these are not household brand names. You can't just trust, you have to do your research.

Now, to be fair, Life, Tyent, Jupiter etc. these are all perfectly fine companies, who mean well, but you still need to look into each and every company before you think about buying their product.

What is their background? Is water, filtration and ionization their main business (for instance, Chanson have been in water filtration for nearly 30 years and it's all they do vs. another prominent brand who are owned and operated by a tyre manufacturer).

Do they have safety certification from a body such as CE, ISO, NSF or BBB?

This is even more important when you drop down into the trap of bargain hunting for an ionizer.

There are countless 'ionizers' that appear on eBay for under \$1000 all of the time.

Don't be tempted.

It's not just a matter of quality, the fact that the unit will not produce the water you're paying for, they will not be around to repair it when it goes wrong or even for new parts and filters.



Question #6

It's a matter of health, and quite literally life and death. These units are not safe. If you want to drink water than contains BPA, heavy metals and disinfectant by-products, then these units are perfect for you!

But if you want to keep your health and have an ionizer that actually works, is safe and will improve your health, then stick to the more well known brands.

Chanson, for instance, have been around for nearly 30 years, making ionizers for over 15 years and with their R&D team have been pushing and developing the industry, creating safer, more powerful technologies the whole time.

They are the only ionizer company I will put my name to.

Questions to Ask: What is the history of the company? Will there be someone on the end of the phone if something goes wrong?



Question #7

Key Question #7 - What happens when things go wrong?

Oh this is huge and nobody knows it until it's too late! Who are you buying from, where are they based and what happens if things go wrong (which happens 20% of the time at least as I found out with most brands!).

I hear this story all of the time and it breaks my heart: the customer, unaware, buys their ionizer from wherever it is cheapest (and for a lot of people in the UK, the sales in the USA can be very tempting!).

Their ionizer is shipped to them, but the small print they didn't read was that the unit can only be repaired and serviced in the country it was bought.

So they face two options. Pay return shipping overseas to get the unit repaired OR try to find an electrical locally who will spend the time understanding the machine, working out the fault, fixing it, testing it and charging by the hour (AND therefore breaking the warranty with the ionizer company).

Either way the bill can run into the hundreds and hundreds of dollars, when if they had have bought locally, or if the ionizer company had a local service centre – this would all have been FREE!

Again, Chanson have service centres in the UK, Australia, USA, Canada, Spain, Italy, France, Portugal, Singapore, UAE, Germany and more!

Plus, the Chanson warranty is rock-solid.

A lot of people don't realise this (it's an industry secret, or was!) but 90% of ionizer issues occur within the first 30 days.



Question #7

That's why Chanson offer a straight replacement service for the first 60 days after your ionizer is delivered to your door (it's not counted from the day you purchase which is a sneaky trick a lot of companies try to pull – it's counted from the day you actually receive it).

Plus of course you also get the first 60-days to try it completely risk free and get a full refund if you don't like it, but that's another question for you to ask!

Questions to Ask: What am I liable for (what do I have to pay) if things go wrong? Do you have a service centre local to me? Do you pay for shipping, parts, labour?



Question #8

Key Question #8 - How BIG is the Unit? Do Plates Really Matter?

Size is something that is very difficult to tell in the photos on a website, yet in reality, this thing is going to be on your kitchen benchtop – it needs to look nice, and not take up too much room!

In the photos, all ionizers look about the same size and you'd think they're all about as big as your juicer or blender.

Think again.

Some of these units are HUGE.

Now, some companies (note: the company that has the ten year old machine) try to spin the line of 'the bigger the better' and that the bigger the machine the more powerful it is (kind of like the attempt to say the more plates the better).

That same logic would suggest that the mobile phone on the left is better than that on the right because it's *bigger*.



Question #8

Nice try.

The bigger is better doesn't always hold true.

You don't want a big, bulky out-of-date unit on your kitchen bench! It's crazy that some companies still feel that it's acceptable to sell these things!

Look at the ionizer on the left compared to the one on the right:



I know which I'd rather have on my kitchen bench!

Which brings us onto plates. Ionizer plates are like 'horsepower' back in the 70s and 80s.

Back then, car manufacturers were developing their products at a rapid rate of innovation, but they needed something that consumers would understand. And again, 'bigger' or 'more' is better, right?

In reality, there was a law of diminishing returns. More horsepower didn't mean a better car.

The same goes for ionizer plates. The number of plates, and the size of the plates is irrelevant. It's the power of the plates that is important.



Question #8

I'd rather have seven, cutting-edge-technology, powerful plates than 12 out-of-date, oversized, inefficient plates any day of the week.

And what does plate quality come down to?

Flow rate. If the water has to slow down to a dribble, like 1 litre per minute, to make pH 9.5 this means that regardless of plate number and size they are poor quality.

If a one-plate unit could (theoretically) make pH 9.5 at 3 litres/minute, I'd take that machine over a 12-plate unit all day long.

The other super-important thing to consider is what the plates are coated with. Further to my horror-story of the heavy-metal poisoning earlier, it's critical that the plates are coated properly.

Chanson's plates are coated with 99.989% pure titanium nano-coating. This is a great standard to aim for.

Questions to Ask: What are the dimensions of the unit (and how will it look in my kitchen)? And... stop talking to me about plate size - what are the plates made of and how are they coated?



Question #9

Key Question #8 - Does the Unit Self-Clean? What is the Ongoing Maintenance?

Here's something shocking that 99% of ionizer customers don't know: there is a very good chance that your ionizer could be operating at less than 70% of their strength within 90 days.

Within 180 days it will be down to 40% effectiveness.

You wouldn't know. You'd go on thinking you were getting pH 9.5, negative ORP water, but in reality, you're getting nothing much better than a Britta filtered water from the tap.

The reason why? Calcium deposits sticking to the ionizer plate.

You see, the other thing that separates Chanson from everyone else is this:

They're the only company to incorporate a self-cleaning system in every single unit. This is a big deal, and here's why:

The number one enemy of any ionizer is calcium build-up inside the plate cell, because once the plate cell gets coated in calcium minerals the unit stops working.

In fact other ionizers will lose up to 30% of their performance within the first three months of use due to calcium buildup. Crazy, right?

(I've tested this myself dozens of times!)

And it's a problem you need to be VERY worried about...

That is...unless you've got a Chanson unit!

The Chanson R&D team, when they developed the Miracle MAX+ invented something called the RAD cleaning system (which stands for Radial Action De-Calcification).



Question #9

They're the only company on the market to include a cleaning system like this in every single ionizer. So with a Chanson MAX+ you never need to worry about calcium deposits!

This means the only ongoing cost of owning a Chanson ionizer is the internal replacement filter, which is around \$50 a year.

This makes it super-cost-effective.

In fact, over a 15-year period, owning a Chanson Miracle MAX+ and getting pH 9.5, antioxidant-rich, filtered, microclustered water will cost you around \$2,229 over 15 years. That's around \$196 per year.

In comparison, buying Fiji Bottled Water over that 15 year period and getting acidic, free-radical creating, oxidising water in BPA-bottles will cost you \$144,868 over 15 years, or \$9600 per year.

And this is based on a whole family only consuming around 100fl oz per day (that's only 3 litres – one litre less per FAMILY than each PERSON should be drinking!).

But we can't just compare this cost to drinking bottled water. How much would it cost you to send your ionizer back to be cleaned and serviced every six months to ensure it was not suffering from a build up of calcium? With shipping both ways and labor costs, I'd estimate to keep an ionizer clean from calcium (if it doesn't have this RAD technology) would cost around an extra \$300-\$400 per year.

Questions to Ask: : Does the ionizer have an in-built cleaning system to remove calcium build up? How much does a six-monthly service cost?



Summary

Be Careful and Do Your Research!

Of course, I have a strong preference towards Chanson. I have been in the alkaline diet industry since 2004, selling all manner of equipment, juices, blenders, ionizers, filters, supplements and fitness equipment.

I learned a LOT of hard lessons along the way.

I know the difference working with a real, professional company can make, compared to a cheaper, less professional company (i.e. an end-to-end manufacturer with a full time R&D team, a full time quality control team, international service centres, a 25+ year history, every certification under the sun – compared to a reseller that just assembles parts and outsources everything else).

I spent six years selling every brand out there. It was hell.

I almost dreaded it when I sold an ionizer because I knew it meant problems lie ahead.

This is why in 2008 I stopped selling ionizers. It was not worth the pain.

But when I met Chanson at Joseph McClendon's Z-Factor event in Switzerland in 2009, my whole perspective changed.

This was a REAL company who CARED about what they did. Since then I have ONLY recommended Chanson products, and they have never let me down.

I have written this guide because buying an ionizer is a big investment, and it's important you get it right.

The chances are, if you're like most people, you will be nervous about buying an ionizer.

Will it really do all of these things? Will I really be able to get a benefit? Will it be worth the money?

And there is a fair chance that a few of the people close to you will be questioning your decision too! I know, I've been there too!



Summary

So I wanted to give you the education so you can go to the market and make the decision that is right for you and your family, by asking the most important questions.

Ignore the hype. Ignore the claims. Ignore the glossy images and pictures of celebrities (that were paid to pose, remember).

Study the facts.

The water industry is murky. There are a lot of false claims, a lot of bad-mouthing and a lot of one-upmanship.

Steer clear of brands that have 'comparison charts'. Steer clear of 'ionizer review' websites (they are ALL run by ionizer brands that are concealing their identity to try and look impartial) – I can show you how you can tell, email if you want to know how!

I am 100% up front – I want you to buy a Chanson brand ionizer from me.

I know it will change your life, and I know I will look after you like I look after all of my clients, customers and subscribers – like my family.

But I also want you to make the informed decision that is right for you and your family.

If you have ANY questions, anything at all, please just email me.

I may not be able to get back to you right away, but I will get back to you because this is my passion. Helping people get the health they deserve – that is my passion.

Keep in touch and here's to your health!

Ross Bridgeford

Ross Bridgeford

