

MYTHS & TRUTHS of Tap & Bottled Water

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The Dangers of Tap and Bottled Water

How Tap & Bottled Water are Poisoning Your Organs, Robbing You of Energy, Prematurely Aging You From Within & Creating the Perfect Conditions for Sickness & Disease

That is a strong statement. It's a strong claim to make. But believe me, I wouldn't say anything even nearly as strong as that if it were not scientifically proven beyond all doubt.

When I'm talking about tap and bottled water in this chapter I will be referring to a lot of US, UK and Australian water sources, studies, reports and brands, but this information is true to pretty much all other developed countries.

Here are some headlines and research studies to help you to understand why I am so passionate about this:

Headline #1



The image shows a screenshot of a news website, Daily News. The main headline reads: "Third death linked to deadly, brain-devouring amoeba; victim caught infection from tap water: report". The article is by Philip Caulfield, a Daily News staff writer, and is dated Thursday, August 18, 2011, at 10:28 AM. The website navigation includes categories like AMERICA, NEW YORK, LOCAL, news, politics, sports, showbiz, opinion, living, photos, and video. There is also a sidebar with an advertisement for "WhatRunsWhere" that says "Try Now for \$1".



Headline #2



The Advertiser
NEWS
Adelaide 19°C - 40°C. Very hot and sunny.

NEWS

Cancer alert over South Australia's tap water

HEALTH REPORTER JORDANNA SCHRIEVER • SUNDAY MAIL (SA) • OCTOBER 13, 2012 10:30PM

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2. Premier: I'n
3. ABC's 'Trip
4. Tragic Thor
5. Is this the w

Headline #3



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HOME > SCIENCE > SCIENCE NEWS

Chlorine in water increases birth defects

By Roger Highfield, Science Editor
4:30PM BST 02 Jun 2008

Comment
The risk of heart problems, cleft palate or major brain defects is almost doubled in areas where drinking water is heavily disinfected with chlorine.

This finding, based on an analysis of nearly 400,000 infants in Taiwan.

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This is not uncommon, and not surprising. In 2013 the Environmental Working Group (EWG) published their study on their analysis of nearly 20 million drinking water tests conducted by water suppliers nationwide between 2004 and 2009 revealed hundreds of pollutants in U.S. tap water.

They detected 316 contaminants in water supplied to the public, including 204 chemicals, 97 agricultural pollutants, 86 contaminants linked to pollution and treatment plants and 42 pollutants that leached from pipes and storage tanks.



It means that millions of people are drinking water that does not meet drinking water standards and hundreds of these chemicals are completely unregulated.

These unregulated chemicals scare me.

Included are:

Bromochloroacetic acid, a tap water disinfection by-product, was found in the water supplied to 40 million consumers. It induces gene mutations and is associated with damage to DNA.

Perchlorate, a rocket fuel ingredient, was found in water provided to 26 million people. It is toxic to the thyroid gland.

MTBE (methyl tert-butyl ether), a gasoline additive and groundwater pollutant scheduled to be phased out nationwide, was found in water supplied to 12 million people. It is associated with liver and kidney damage, and nervous system effects.

Di-n-butylphthalate, a chemical from a group of industrial plasticizers called phthalates, was found in water used by 5 million people. Phthalates have been linked to birth defects and reproductive toxicity.

In fact, according to the EWG, despite the potential health risks, there is no legal limit on these chemicals — no matter how high the concentrations — in drinking water. Among the unregulated contaminants detected in water supplies between 2004 and 2008, 168 have been linked to cancer, 54 to reproductive toxicity, 67 to developmental toxicity, and 35 to immune system damage.

And of the 'regulated' toxins in tap water, even the most damaging are not being kept below safe standards.

Trihalomethanes, for example, have been linked to a range of health problems including bladder cancer, colon and rectal cancer, birth defects, low birth weight and miscarriage and are still present in tap water in scary levels.

And those 'safe' chemicals, chlorine, their newer cousin chloramine and, of course, fluoride?

Chlorine is bleach. As you saw from the Daily Telegraph headline above (and this is just one study) chlorine has been strongly linked to an increase in birth defects.

According to the U.S. Council of Environmental Quality, the cancer risk of people who drink chlorinated water is 93 percent higher than among those whose water does not contain chlorine.



And this is just the tip of the iceberg. Chlorine in tap water has been linked to asthma, skin conditions, increased risk of miscarriage, liver problems and more.

Chloramine is a new 'bleach' on the block that's added to water. It is a less effective disinfectant than chlorine, but it lasts longer and so is now used alongside chlorine to help make your water 'safer'. But it's not safe. Far from it.

As soon as chlorine or chloramines react with any natural matter (such as decaying vegetation in the source water) 'disinfection by-products' (DBPs) form and this is bad news. DBPs are over 10,000 more toxic than chlorine, are highly carcinogenic, and lead to:

- A weakened immune system
- A disrupted nervous system
- Respiratory problems
- Renal problems
- Cardiovascular damage...and so much more.

Chlorine and chloramine in your tap water is not safe. And fluoride? While fluoridation of tap water is common in the USA, Australia and the UK most other countries do not add fluoride to their drinking water.

If the logic is that fluoride is added to harden your teeth, why would you want this same substance in your digestive system?

Most people seem to forget that fact: the fluoride you're putting into your mouth to harden your tooth enamel actually enters your stomach too.

According to a 500-page scientific review, fluoride is an endocrine disruptor that can affect your bones, brain, thyroid gland, pineal gland and even your blood sugar levels .

In fact, there have been over 34 human studies and over 100 animal studies linking fluoride to brain damage, including lower IQ in children.

It's just terrible. I am still not sure how this can happen in our modern world, that countries as seemingly as developed and smart as the UK, USA and Australia could continue this practice that, en-masse is ruining the health of the entire population.

At this point I will presume you're on-board with the idea that tap water is pretty much ruining your health and any chance you have of reaching your health goals and getting the energy you need.



Is Bottled Water The Answer?

To put it plainly, **NO, IT'S DEFINITELY NOT THE ANSWER.**

Around 40% of the bottled water we are buying is actually just tap water, in a bottle.

And to make matters worse, the standards that the tap water companies are held to are much more strict than the bottled water standards.

Just think, if the municipalities that are providing tap water are held to much stricter standards and the tap water is still in that much of a state, just think of what your bottled water contains.

The EWG found 38 contaminants in 10 brands of bottled water. Findings included caffeine, toxic bacteria, carcinogenic DBP's, nitrates, arsenic, various industrial chemicals, and pharmaceutical agents .

In this report, it was discovered that there was more bacteria in bottled water than in tap water!

Headline #1



The image shows a screenshot of a news website's health section. The navigation bar includes categories like Home, News, World, Sport, Finance, Comment, Culture, Travel, Life, Women, and Fashion. The main navigation bar lists various topics, with 'Health' highlighted. Below the navigation, the breadcrumb trail reads 'HOME > HEALTH > HEALTH NEWS'. The headline of the article is 'Bottled water contains more bacteria than tap water', with a sub-headline stating 'Bottled water contains more bacteria than tapwater, with some brands found to harbour levels 100 times above permitted limits, according to new research.' To the left of the text is a photograph of a woman drinking from a plastic water bottle. To the right of the text are social sharing options: 'Print this article', 'Share' (3K), 'Facebook' (3K), 'Twitter' (59), 'Email', 'LinkedIn' (0), and 'g+1' (3).



And in this case, Coca-Cola's bottled (tap) water was found to have dangerously high levels of chemicals!

Headline #2



Then it gets worse.

Throw on top of this that the bottles that you're drinking from are made from plastic which contains a substance known as bisphenol A, more commonly known as BPA.

This BPA is proven to leech into the water over time and in certain conditions. And guess what, weeks and months sat in a warehouse, exposed to heat, light and air are the EXACT conditions under which BPA will leech into the water.

BPA is highly toxic to humans. It's a known endocrine disruptor that can mimic estrogen and cause serious imbalances in the body. It is particularly known to cause hormone imbalance, problems with reproductive organs, hyperactivity and behavioural conditions in children and increased fat formation.

But in truth, when hormones get imbalanced in this way, the knock on effect can be devastating to so many areas of the body.

The majority of bottled water on the market is no different than basic tap water. In fact, in many ways it's a lot worse.



And it costs 50-100 times more per gallon than basic tap water and of course has a significant impact on the environment.

Put simply, tap and bottled water are not the answer, and in fact they are taking from your health and energy instead of contributing to it.

But this isn't even HALF of the PROBLEM

The answer is of course to **filter** your water of toxins, bacterias, pesticides etc. and stop relying on bottled water to do this for you.

However, filtering is only ONE part of the solution. And not all filtration methods are created equal...(which we will get onto shortly)...

In fact, toxins, BPA, chlorine, chloramines, bacterias...this is not even the worst of it.

There are TWO other problems with tap and bottled water that we have not yet even covered:

- 1) is the **pH of the water**
- 2) is the **ORP of the water**

Let's start with the pH:

If you've spent any time on this site – or you've studied the Alkaline Diet, then you probably know a few basic facts about your body.

Like the fact that your body has to keep your blood, cells, and other fluids at a pH level of 7.365, which is slightly-alkaline, and whenever you ingest anything that's acidifying, whether that's food or liquid, your body has to work hard – like a hamster on a never-ending hamster wheel to get back to that alkaline state.

This wears out your body in the process and is why the Alkaline Diet focuses on trying have 60-80% of your diet comprised of alkalizing foods like green vegetables and non-sugary fruits.

Well here's the thing:

Just like your body will do whatever it takes to regulate your temperature to stay within a very narrow temperature range, it does the same thing for the pH of your body's fluids.



It will do ANYTHING to maintain that slightly-alkaline pH!

What's the big deal about pH?

Well, for starters, in even just a slightly-acidic state, your red blood cells stop working properly. In fact, once you get into an acidic state your blood cells begin a biological transformation into bacteria and yeast.

It's a process known as pleomorphism – and it's not a good thing. Because when you're too acidic, the bacteria and yeast that's produced pollutes your entire internal system with a harmful waste bi-product which puts extra stress on your body. And in turn, exacerbates whatever other health issues you might have.

Whether that's holding onto extra weight, lacking energy, skin conditions, candida – you name it.

For example, did you realize this: Your lungs, liver and kidneys all use a special mechanism to buffer that extra acidity. But when these systems are overloaded and your body is still too acidic?

What happens is this:

Calcium is extracted from your bones to buffer the acid in your bloodstream, which puts you at risk to develop all sorts of bone disorders - including osteoporosis.

Now, you won't see this until years from now, when it's too late, but in the meantime all that excess acid has to go somewhere, right? Well, that "somewhere" ends up being your muscles, joints, and connective tissue which causes inflammation throughout your body leading to all sorts of diseases like arthritis...

And at the same time, sapping your energy – and leaving you in a constant state of fatigue.

In short, the results of an overly-acidic system create a vicious cycle, leaving you sick and tired.

Now, throughout the course of the day your body naturally produces acid through normal bodily functions (that isn't the problem.) The problem starts to occur when your diet primarily consists of acidifying foods and beverages that overwhelm that small alkaline buffer:

Foods like colas, sugars, breads, sweets, pizza, chips, alcohol, pasta, rice, dairy, meats...

And for most people, what they don't realize, the most acid-producing substance they consume on a daily basis **is the WATER they put in their mouth.**

Let me explain:

As you probably know the pH scale is logarithmic, which means foods and drinks with a pH 6 are 10x more acidic than pH 7

pH 5 is 100x times more acidic than pH 7 and pH 4 is 1000x more acidic... etc.



Just to give you a frame of reference...

Cola – has a pH of 2 to 3...

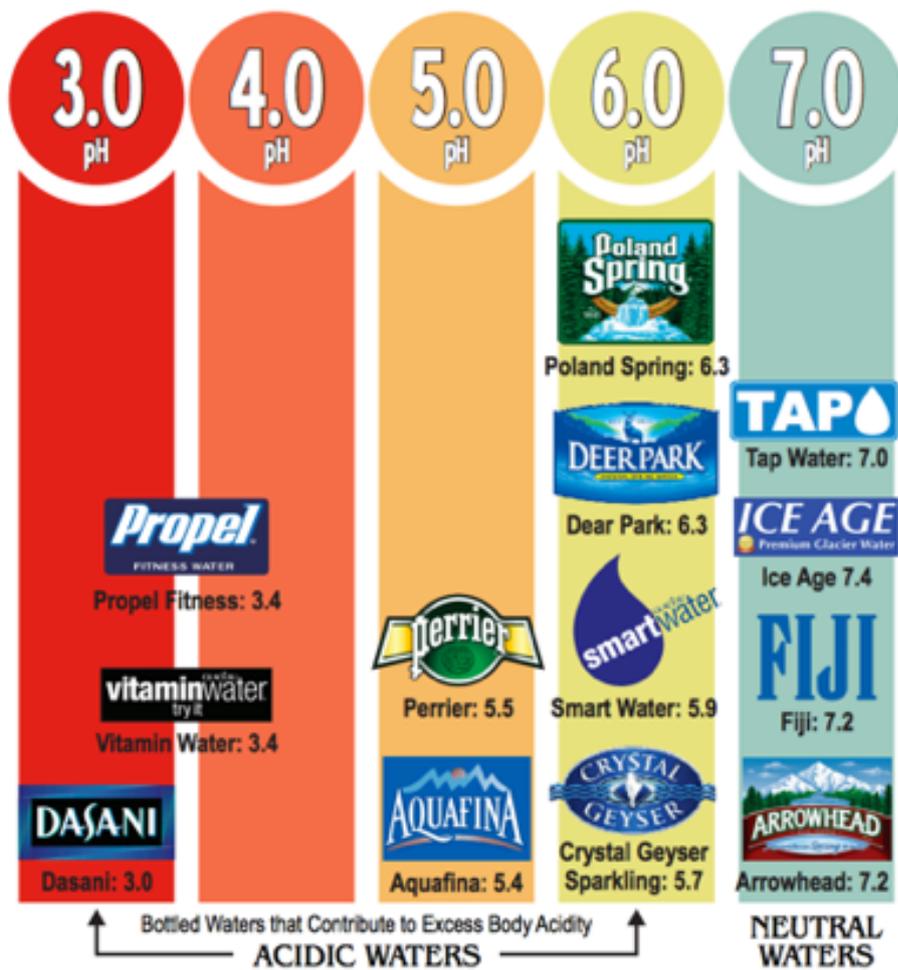
Meaning it's one of the most acidifying substances – legally sold for human consumption.

When it comes to water **the magic number you want to be aiming for is a pH of 8.5 to pH 9.5 and ideally closer to pH 9.5.**

Because at this pH level – it actually helps add to that precious alkaline buffer.

The problem is most drinking water has a pH of somewhere between 3 and 6...

In fact, if you take a look at this chart here from a recent study, you'll see the measured pH from a number of different brands of bottled water, most of which fall somewhere between 3.0 and 5.9.



So what is it that makes most drinking water so acidic? Well, it comes down to a couple things.

First, is the treatment process.

You see, most bottled water is treated using reverse osmosis and the problem with reverse osmosis is that it makes water highly-acidic, typically taking it from a neutral pH of 7 to a pH in the neighborhood of 5 (or worse)...

The second thing going on is this: Most water sources - especially with tap water are naturally acidic in the first place. This happens when there are metal ions in the water – like iron, copper, lead, either from the plumbing systems used or from the ground itself.

Plus of course all of those toxins we mentioned earlier are highly acid-forming. Chlorine is definitely not too alkaline!

Even the best “premium” brands of bottled water that’ll cost you an arm and a leg don’t even come close to that target pH of 8.5.

You see, there are only two ways you can actually take water and make it alkaline:

One: By either chemically changing the water (adding minerals to it)

Or Two: By increasing the hydrogen ions (filtering it in a very specific way)

We’ll talk more about these two methods soon...

But first, we need to talk about the last problem with the water you’re drinking. And this one is both the least understood by most people, and at the same time – in many ways, the most harmful.

The problem I’m talking about...

Is oxidation.

Let me explain. If you’re like most people, then you’ve probably heard about anti-oxidants, right? And how they’re good for you? And how certain foods like blueberries are filled with them.

But what do antioxidants do exactly?

Simply put, antioxidants are molecules that block the activity of harmful chemicals in your body known as free radicals.

Free radicals are what cause your body and cells to age. They’re also highly reactive, and can create cell damage that can even lead to cancer.



And the presence of free radicals essentially causes your body to slowly rust from the inside out.

This is why you see people whose skin, hair, eyes, and other cells look much older than their age.

On top of that, basically every disease of the body is a result of oxidative stress, including: Cancer, Heart Disease, Diabetes, Parkinson's, Alzheimer's, Arthritis, Asthma, Psoriasis, and many more...

In a word:

Oxidation is the aging process of your body.

And antioxidants slow that process down.

Which is why we need to do everything we can to consume a diet rich in antioxidant foods.

The only problem?

The list of foods rich in antioxidants is short, time consuming to prepare and tend to be expensive.

And you need to a ton to make any sort of difference...

And worse...

The foods and beverages that have a harmful, oxidizing effect on your body includes everything else.

And tops on that list of oxidising substances?

Is you guessed it.

Tap & Bottled Water...!

Let me explain. You see, in addition to pH, water is also measured according to something called ORP (which stands for Oxygen Reduction Potential)

ORP is the standard scale used to measure antioxidant content.

Anything with a positive ORP oxidizes your body, and deposits harmful free radicals into your system basically canceling out the positive effect of any anti-oxidant foods you might be eating.

To give you a frame of reference:

Tap water usually has an ORP of around +350.

Cola has an ORP of approximately +550. And bottled water has an ORP of between +400 & +650!



To put it another way?

If you drink 3-4 liters of positive ORP water daily...

You'd need to eat an entire bucket of blueberries every single day for the rest of your life just to counteract the harmful effects of the water you're drinking.

You see, when it comes to ORP, the magic number you're aiming for is -150 to -450.

That's the sweet spot.

And to get that number, you need to treat your water in a very specific way, which we'll be getting to.

So Just to Recap...

Tap and bottled water aren't safe for you (or your family) to be drinking anymore...

It doesn't matter if you're in the United States, Canada, Australia, New Zealand, UK, Europe or even the Swiss Alps. This problem is effecting every first-world country around the world.

And if you think you're safe with bottled water...bottled water is actually far worse than tap water...

Because bottled water is only tested once a week at best, and companies aren't required to disclose where the water actually comes from!

The treatment process creates a highly-acidic pH as low as 3, and the ORP (how oxidizing it is to your body) is worse than cola!

Now, before we get to the answer that solves everything we've covered today...

I want to tell you something:

I know this a lot to take in.

And if you're a health-conscious person who's been drinking tap or bottled water...

Or you've been drinking filtered water like Reverse Osmosis...

But didn't realize the harmful effects the acidic pH and positive ORP of that water...

Is having on your body...

It's not your fault.

But I think you deserve to know the truth.



And here's the thing:

It's not all bad news, either.

Because the good news?

Is that you can actually dramatically improve the water you drink...

With a few basic techniques...

And it's actually surprisingly inexpensive and easy to do.

In fact, there are 7 methods you can use...

And I'm going to teach you every single one of them.

Including the exact technique I use for my own drinking water...

So that's what we're going to talk about in the next video in this series...(and the next guide in case you can't watch the video!)

I'm teach you each of the seven methods, demonstrate them for you, and walk you through them one-by-one.

Until then, let's get filtering!

Sources:

ⁱ Environmental Working Group 2013 Tap Water Report: http://static.ewg.org/reports/2013/water_filters/2013_tap_water_report_final.pdf

ⁱⁱ National Research Council's Report on Fluoride: <http://fluoridealert.org/researchers/nrc/findings>

ⁱⁱⁱ Environmental Working Group: 2011 Bottled Water Scorecard <http://www.ewg.org/research/ewg-bottled-water-scorecard-2011>



Bottled Water Safety

In recent years it has become widely recognise that certain plastics used by manufacturers are extremely unsafe, leaking plastics and chemicals into the food/drink that is contained within them. The main chemicals that we need to avoid and are most at risk of are Phthalates and Bisphenol A.

Here are the signs to look out for and why:

Number 7 Plastics: Miscellaneous



The ones to worry about are the hard polycarbonate varieties, as found in various drinking containers (like Nalgene bottles) and rigid plastic baby bottles. Why? Studies have shown polycarbonate can leach bisphenol A, a potential hormone disruptor, into liquids.

Number 3 Plastics: Vinyl (V) or PVC



Number 3 plastics may release toxic breakdown products (including pthalates) into food and drinks. The risk is highest when containers start wearing out, are put through the dishwasher or when they are heated (including microwaved).

Number 6 Plastics: Polystyrene



Made into soft Styrofoam-style cups as well as rigid foams. Avoid using them as much as possible. Number 6 plastics can release potentially toxic breakdown products (including styrene).

Get this: particularly when heated! Watch for takeaway hot drinks.

