

Now there's an even more better reason to drink more water!

Water always has a high profile in beauty magazines and health publications and we are always being told to drink more of it. However, in countries where there is plenty of fresh drinking water, a lot of people still do not consume enough of it. Perhaps it is because water has no taste – and is therefore perceived to be boring to drink. The majority of people don't properly understand the benefits of drinking water, which is hard to believe, given that it is vital to our existence.

Get clear about water :

- The human body contains approximately 45 litres of water, (which is equivalent to a three-minute shower).
- On average, our bodies lose around three litres of water a day through sweating, urinating and breathing. Our body's metabolic processes and the food we eat replace some, but we need to drink at least two litres of water each day in order to keep well hydrated.
- Water is essential in helping our kidneys to break down and eliminate toxins. It also regulates body temperature, carries nutrients and oxygen to cells and helps digestion.
- Earth is the only planet in the solar system with liquid water and 1% of it is available as drinking water.



So, how much water should you drink?

A non-active person requires a daily intake of one glass of water (about 200 ml) per 8 kg of body weight. On the other hand, an athletic person needs one glass of water per 4 kg of body weight. For people who exercise regularly, their need is significantly greater (water loss through sweating can reach its peak of around three litres per hour). Don't forget to spread your water intake evenly throughout the day and avoid drinking more than four glasses within one hour. If you drink too much tea, coffee and alcohol your liver will find it difficult to convert these toxins into something that the body can use.

It is important to ensure our drinking water is of excellent quality

Water is a simple compound, but it has many unique properties. It consists of two atoms of hydrogen bonded to one of oxygen. The individual molecules attract each other into clusters and scientists have determined that living cells absorb smaller clusters more easily.

But did you know that after water has been taken from its natural source, it is 'dead' after 24 hours? This means that it is stripped of oxygen and minerals when it reaches you in bottled form in the supermarkets.

Nikken's PiMag® Water System is based on nature's own system for filtering and cleansing water. But it is much more than a filter. It also improves and energizes drinking water – and this is the most important benefit. As water passes through the PiMag® Water System, it is made to replicate water found in natural springs – the same kind of water we are supposed to drink.

The PiMag® Optimiser enhances the benefits of PiMag® water even further by breaking down cluster size, while adding oxygen and other vital minerals to the water. By swirling the water in a strong magnetic field, the water and these beneficial properties are 'locked into' the molecular memory, allowing PiMag® water to retain its benefits much longer, meaning that Nikken's PiMag® water is more effective in keeping our bodies well hydrated.

The PiMag® Water System and PiMag® Optimiser provide a powerful combination of advanced technology and natural ingredients to simulate the water found in nature – and therefore put water back into balance.