

Sent: Monday, July 12, 2004 2:09 PM

Subject: WATER QUALITY BLAMED ON BAD HAIR DAY ... ANOTHER REASON TO OWN A SOFT & CLEAN AND MEGACHAR

Dear Aquathin Dealer OnLine, Splash NewsBulletin and Allergic Reaction NewsBulletin Members;

This quick read below deftly details why beauty salons and spas make a great member of your "Finders Group". Aquathin Dealers for years, have provided special promotions for Soft & Clean Water Conditioners and MegaChars to beauty salons and spas...whose Clients quickly notice the benefit of washing and rinsing their hair, especially color treated, in soft chlorine free water. Often their Customer cannot repeat the silky salon / spa results at home...because they have hard and or heavily chlorinated water. Toss in that many municipalities have increased the pH to reduce lead leaching from old soldered joints....and that exponentially exacerbates the damage caused by just a minimal amount of hardness.

If any of you need a letter of recommendation on just how important soft water is to hair....just ask my daughter ! She loves her Aquathin...and her Soft & Clean...along with thousands of satisfied Customers who enjoy all the many features and benefits !!

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

(visit the allnew www.aquathin.com)

"Alfie"

Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.

Environment - 7/7/2004 11:30:03 AM

Water quality blamed for bad, good hair days

PHOENIX — A hair and skin care firm has compiled lists of the best and worst cities for hair color, based on the hardness or softness of water

dispensed by water districts serving those cities, [The Phoenix Business Journal](#) reported.

Representatives from Malibu Wellness, a California-based company, said in the article that high mineral content washes out color faster, according to the firm's research. Phoenix; Jacksonville, FL; Santa Ana, CA; Cincinnati; and Las Vegas were among the cities with hard water causing "bad hair."

Meanwhile, Detroit; Portland, OR; Boston; New York City; and San Francisco were named as hair-color-friendly cities due to their soft water, according to the report.

The study is based on an analysis of 100 major cities' local water quality reports over the past year, the paper reported.

"While the water is perfectly safe to drink in all cities, minerals and other elements put into the water to make it safe can wreak havoc on hair and skin," Malibu Wellness founder and Chief Executive Tom Porter said in the article.

The quantity of minerals found in the water supply such as calcium, copper and magnesium; additives such as chlorine; and pH levels all have significant effects on hair, particularly hair color. Other factors affecting hair color include the age and components of the pipes transporting the water, the article stated.

To read the full story, click [here](#).