

**Sent:** Thursday, May 26, 2011 3:19 PM  
**Subject:** FORUM Q & A UPDATE #5: BANNED IONIZER ADVERT  
**Importance:** High

*Dear Aquathin Dealer Online;*

*The United Kingdom's "advertising police" have slammed an ionizer company for hokie science claims. Be sure to include this update with your previous junk science Forum Q&A's, so that you may properly educate prospective Customers.*

Printed from the environmental website **edie.net** - providing green news, views and commercial data tailored to the needs of professional environmentalists

19 May 2011

## Advert for water ioniser banned

Source URL: [http://www.edie.net/news/news\\_story.asp?id=19970](http://www.edie.net/news/news_story.asp?id=19970)



**The Advertising Standards Authority (ASA) has upheld a complaint about an advert which claimed a water treatment device had a raft of health benefits.**

The Water Ionizer Company published a leaflet which claimed that their product had anti-ageing properties, could treat serious medical conditions, including leukaemia and arthritis, and had anti-bacterial properties.

The leaflet stated: "Our alkaline water is a powerful and effective antioxidant, and can minimise the accumulation of cancerous or damaged cells by decreasing the amount of free radicals in the body.

"Alkaline water with its higher pH can help balance the body's overly acidic state, destroying the optimum environment for diseases to thrive".

The claims, the ASA has ruled, were misleading and the references to serious medical conditions could discourage people from seeking essential treatment.

The ASA ruled that the advert cannot appear again in its current form.

The Authority has instructed the Water Ionizer Company not to make efficacy or health benefit claims and not

to refer to the serious medical conditions mentioned in the advert.

Alison Brown

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*I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!*

*Let me know what you AquathinK !*

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

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& 2008 PRESIDENT'S E STAR AWARD RECIPIENT ( visit [www.aquathin.com/estar2008.pps](http://www.aquathin.com/estar2008.pps) )**



Alfred J. Lipshultz  
President & CEO

**P.S. "Splash NewsBulletins", "Forum Q & A" , 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.**

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**From:** AQUATHIN TECH SUPPORT [mailto:techsupport@aquathin.com]

**Sent:** Thursday, September 03, 2009 5:22 PM

**To:** Info@Aquathin.Com (info@aquathin.com)

**Subject:** FORUM Q & A UPDATE #4: HOKIE SCIENCE PUSHERS "ZERO'D IN AND SHOT DOWN!"...THEE 9" NAIL ON ALKALIZERS !!!

*Dear Aquathin Dealer OnLine;*

*You will read about an alkalizer solicitation we received and their amazing junk science claims attached, followed by Joe Harrison's, WQA's Technical Director, response to my email with his attachments entitled "Drinking Water Scams" (which includes excerpts from Aquathin Website's Water Myths page), and "WQA Consumer Alert" (which also contains a great zing against hokie scienced water conditioners).*

*Add this to your previous Aquathin Forum Q & A's on Junk Science...and advise anyone asking about this alkalizer junk science or pushing it..."if it works, why isn't it WQA Certified, EPA Registered, NSF Certified, ISO Certified."*

**START READING LAST MESSAGE FIRST AND HEAD NORTH...& ENJOY !**

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**From:** Joe Harrison [mailto:jharrison@wqa.org]

**Sent:** Tuesday, September 01, 2009 1:45 PM

**To:** info@aquathin.com

**Cc:** 'Tom Palkon'

**Subject:** RE: Calgeno Singapore - Calcium Ions Mineral for Water Purifier

As you know, Alfie, the association cannot endorse claims about effects of water consumption without the factual substantiation as would be tested and demonstrated under a sanctioned ANSI-accredited drinking water treatment unit standard. The Water Quality Association maintains that product performance and benefit claims must be based on factual data from tests following scientifically valid test procedures. That is a tenet in the WQA Code of Ethics. We have not seen such substantiations for "Calcium Ions Water" effects as reported here.

I have attached a power point, however, from a respected source of opinion.

Thanks for sending,

Joe

Joseph F. Harrison, P.E., CWS-VI

Technical Director

Water Quality Association

4151 Naperville Road

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Telephone: 630-505-0160, ext. 512

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E-mail: [jharrison@wqa.org](mailto:jharrison@wqa.org)

Web Site: [www.wqa.org](http://www.wqa.org)

The information contained in this e-mail message, together with any attachments thereto, are intended only for the personal and confidential use of the addressee[s] named above. The message and the attachments are or may be a privileged or protected communication. If you are not the intended recipient of this message, or authorized to receive it for the intended recipient, you have received this message in error. If you received this message in error, you are not to review, use, disseminate, distribute or copy it or any attachments and are requested to immediately notify us by return e-mail message, and delete the original message.

Thank you for your cooperation.

Mark your calendar for WQA Aquatech USA 2010 - The Water Opportunity Show™ - March 9-12, 2010, Orlando, Florida, USA. Visit [www.wqa.org](http://www.wqa.org) for details.

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**From:** info@aquathin.com [mailto:info@aquathin.com]  
**Sent:** Tuesday, September 01, 2009 8:52 AM  
**To:** Joe Harrison; Tom Palkon  
**Subject:** FW: Calgeno Singapore - Calcium Ions Mineral for Water Purifier

Dear Joe & Tom;

*I trust all is well your side.*

*Please review this unsolicited solicitation and the attachment. This stuff preys on science ignorant people. Does the WQA have a position paper on this junk science?*

*Awaiting your reply and warmest regards,*

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Alfred J. Lipshultz  
President & CEO

**P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.**

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**From:** Remus J. Chua [mailto:remus\_chua@calgeno.com]  
**Sent:** Tuesday, September 01, 2009 7:48 AM  
**To:** info@aquathin.com  
**Subject:** Calgeno Singapore - Calcium Ions Mineral for Water Purifier

Dear Sir/Mdm,

I am Remus J. Chua from Calgeno Singapore.

On behalf of Calgeno Singapore, i would like to take this opportunity to share with you one of my company's core product. I appreciate you could spend some of your precious time to read on the information.

Calgeno Singapore, established in 1989, we mainly produces mineral in ionic form using our patented advance technology. Mineral that converted to ionic form such as Calcium Ion, Pearl Ion, Gold Ion and etc.

For instance, alot of companys in various countries uses our mineral ions and incorporate into equipments and devices such as water flitration system, bottled drinking water, chlorine removal shower filter and etc.

Take example our core product: **Calcium Ions Mineral.**

Calcium Ions are strongly recommended in our drinking water to enhance the water quality. Its able to improve the water quality to the following points:

- 1) World's smallest water molecule, enhance absorption of water into living cell
- 2) Energize water.(Drinking water that's with energy)
- 3) Anti oxidant water, thus Anti aging.
- 4) pH 8 and above (Alkaline Water)
- 5) Natural Disinfecting Properties (Able to stay fresh)
- 6) Rich in beneficial energized minerals

Calcium Ions can be also added in our drinking water for municipal city, industrial and domestic used for leading good water quality.

Calgeno Singapore is looking for opportunity to introduce our product in your country. We are sincerely looking for business partner and investor who believe our product can benefit and bring profits to your organisation and add value to your country.

Kindly refer to the attachment in this email.I sincerely hope to have an opportunity from you to have a detailed discussion further on in this business and work together to bring out the good quality water in your country.

Should you need more information, please do not hesitate to contact me via email and mobile.

Once again, thank you for your precious time.

Warmest regards,  
Remus J. Chua  
Business Development Manager  
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Fax: +65 6388 9771  
Mobile: +65 9800 0084  
Email: [remus\\_chua@calgeno.com](mailto:remus_chua@calgeno.com)