



**Smart Shopper's Guide**  
*to buying a water ionizer*

*Let's talk about water.*

If you're looking to enjoy the amazing benefits of alkaline ionized water, **you came to the right place.**

Since 2002, we've come to work every day with one goal in mind: offering you the best water product and providing the best service in an honest and ethical manner.

**17 years**, combined with our **Better Business Bureau A+ rating** prove it.

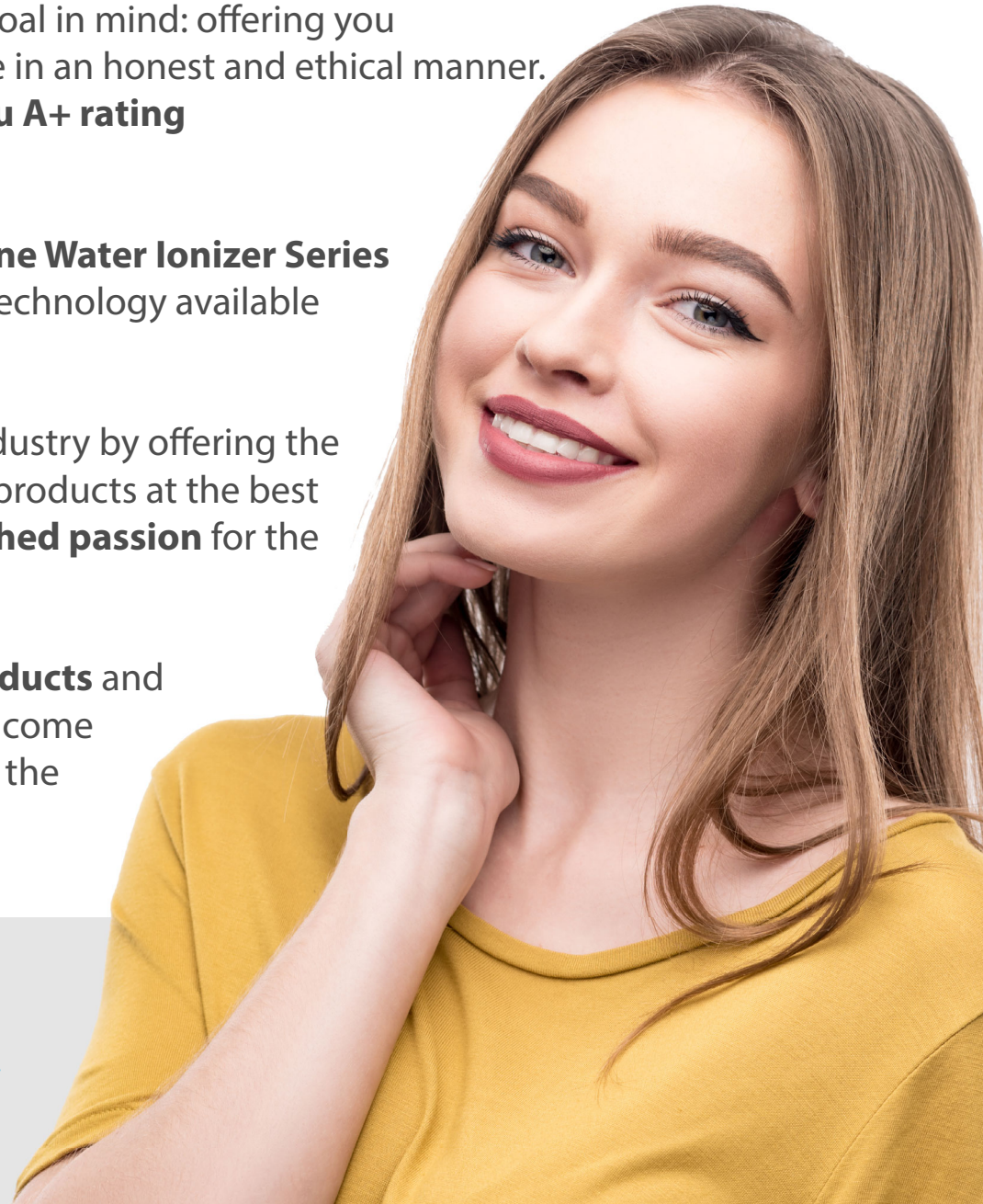
We don't sell just any old water ionizer. Our **H<sub>2</sub> Alkaline Water Ionizer Series** offer the most cutting-edge ionization and filtration technology available anywhere ... period.

Our commitment to you is to continue to lead the industry by offering the best performing, most durable ionizers and filtration products at the best value. At the heart of our commitment is our **unmatched passion** for the **cleanest, healthiest water** available.

We invite you to join us. We know **you'll love our products** and most importantly, our water. We always especially welcome those customers who research. We know that after all the research is done, **smart shoppers** end up buying from **AlkaViva**.



**Look for the Smart Shopper's icon throughout this guide. They're quick shortcuts to help you understand why AlkViva is #1 in the ionizer industry.**



# Why choose AlkaViva?

**It's simple, really. We are committed to serving our customers.**

At the end of the day, our greatest achievement comes from knowing we've helped to provide thousands with ultimate peace of mind. Peace of mind, knowing that the water they are drinking plus giving to their friends and family is the cleanest, healthiest water, backed by research and **independent laboratory testing**. Period.

Oh, and it doesn't hurt to add that we have an **A+ Rating with the Better Business Bureau** and an extensive list of testimonials from customers who were nothing but satisfied with their alkaline water ionizer from AlkaViva.

And one more thing ... our products come with a pretty impressive list of **certifications and patents**.



# The UltraWater advantage

## USA-made UltraWater Ionizer Filter Technology

Simply put, **UltraWater** is the best alkaline water ionizer filter you can buy. In fact, it is the best filter — of its size and type — currently available. Our unmatched **Independent EPA / NELAP certified lab tests** prove it.

### UltraWater Filter Removes:

- Lead
- Industrial Chemicals
- Trihalomethane
- Chromium VI
- Pesticides
- Arsenic
- Hormones
- Preservatives
- Chlorine
- Heavy Metals
- Prescription Drugs
- Chloramine
- Herbicides
- OTC Drugs
- Volatile Organic Compounds



### What good is healthy water if it isn't also clean water?

One company offers "customized filtration". All they really do is give 3 standard filters (installed separate from ionizer) regardless of where you live. You end up with the extra hassle and cost of five filters to change annually. If you don't, your warranty is void.

Another company touts .01M as its "UltraPlus", best solution. A .01M filter sounds good, and can remove microbes, but is lousy at broad contaminant removal. We've sold .01M for 15 years and only recommend if you're on untreated (well) water.

**UltraWater** filtration technology is, by far, the most thoroughly tested and safest option available.

# Get the facts about electrodes, or plates.



**There's a lot of hype and misinformation about electrodes.**

You'll hear bigger and / or more are better. Bigger or more plates or more power really means inefficient engineering, low quality materials and poor manufacturing.

There is hype around plate type. Performance is not about the plate type, but rather the sophistication of the engineering and the quality of the materials and manufacturing.

Educate yourself on some basics and you will easily see why our Smart Electrodes offer you the most advanced engineering, along with the best materials and manufacturing.

## The facts about AlkaViva Smart Electrodes

- A new solid-plate coating technique that delivers the thickest, most uniform plating which creates a very even and effective power distribution.
- The most efficient use of cell surface area.
- More efficient (lower) power levels reduce heat and degradation.
- None of the design drawbacks that come with "nooks and crannies" in mesh plates.
- Superior performance (especially over time).

Our competitors use more watts and amps, spreading the same input voltage over a larger surface area which results in less efficiency. They do not deliver the power evenly or efficiently and must do so with greater resistance. More power means more heat, which means the platinum plating breaks down faster on the surface of the electrode. This equals poor performance over time.

So now you can see that in truth, bigger is not better. This is why the electronics industry (and others) has shown that when technology advances, it typically results in smaller, more powerful devices. Why would ionizers be any different? The truth is they are not.



# What about cleaning?

## **DARC II: the best ionizer cleaning system - period.**

We drink alkaline water to enjoy the **profound benefits** created from the transformation of water created through electrolysis – or more loosely “ionization”.

Here is the situation: Water has minerals. Minerals build up on the electrodes and membranes and these are the two components in your water ionizer that transform the water. Scale essentially “coats” these components, compromising their ability to transform the water. This means, over time, a decrease in pH, ORP and H<sub>2</sub> performance, which in turn, reduces any benefit you receive from the water - precisely what you bought your ionizer for in the first place.

All ionizers have cleaning systems, but all cleaning systems are not created equal. Most ionizers employ outdated systems that have been around for years without any technological improvement.

**DARC II** is the most advanced on-board cleaning system. Another AlkaViva first.



### **Understanding an ionizer's cleaning system is crucial.**

This is one of the most important considerations because it determines how well your ionizer will perform over time.

If you're shopping around, ask about the type of cleaning system and how it works. If all the salesperson can do is quote a gimmicky cleaning system name, but can't tell you the specific acidic to alkaline ratio in their system, or tell you specifically how it works...run. Fast! Then call us. We'll tell you precisely how DARC II works and why it is the best ionizer cleaning system available.

# Our manufacturing.

**A water ionizer is a serious investment**, so whom you buy from is important. We are the oldest direct importer outside of Asia. Between our two founding partners you get over 30 years of USA-specific, ionizer industry expertise.

You can trust that our history, experience, knowledge and partnerships allow us to source **top performing products** from the **best manufacturers** in the world. Manufacturers that carry the best certifications and the latest cutting edge technology - ensuring you will make the best purchase.



We think all the top models make good alteration to water. The similarity ends there. The differences are in filtration power, technology, sophistication, design, manufacturing quality and durability. Our focus is on the importance of clean water. Our filter performance (and testing) can't be matched.

## Industry-first innovations from AlkaViva include:

- Electrode Technology Advancements
- Cleaning System Advancements
- Filtration Advancements
- Independent Testing
- Longest history as an exclusive importer
- Only **Better Business Bureau** accredited company with a 15-year track record as **A+ rated**.

# The facts about water ionizer performance.



## Ionizer performance is NOT absolute.

Consider three variables: water quality, the power applied at each setting, and the flow rate. In addition, performance year-in and year-out is important and depends on how well an ionizer's cleaning system works to keep the electrodes and membranes clean.

Beware of any company or sales person who tells you "our ionizer will do "X". It is simply not true.

What is true is that when you understand the variables, and ionizer cleaning systems, you can make an informed choice. Our AutoAdjust technology helps overcome the three variables and our DARC II cleaning keeps performance optimal.

**Truth:** over the years, the alkaline water ionizer industry has run rife with undocumented performance claims around pH and ORP and now molecular hydrogen (H<sub>2</sub>).

**Truth:** many people who sell alkaline water ionizers state performance absolutes, as in our ionizer will do "X".

**Truth:** you can cut through all this. Here are four things you need to consider when talking about performance metrics in ANY electric ionizer:

- Source Water
- Flow Rate
- Power
- Cleaning

While we can't control source water, we do offer you the most advanced and effective solutions to all the other variables.

**Convenience.** You want a flow rate that is fast enough, but not too fast. Super-fast flow rates will not only lower performance but they will significantly compromise filtration. Filters work on contact time. The faster flow, the less contact time, especially in GAC and vitamin C filters. The H<sub>2</sub> Series runs at 3 lpm which is the ideal balance between great performance and great filtration.

**Superior Filtration.** USA made UltraWater™ filters are the only ionizer filters that have been independently tested against 172 contaminants and shown to reduce virtually all of them to 99.9%. Even the toughest. There is no better filter available – because AlkaViva believes that healthy water should start by being clean.

**H<sub>2</sub> Infusion Technology.** We employ the highly advanced Smart Electrode design and manufacturing. Next, we match the Smart Electrodes with our own proprietary membrane technology that is optimized to produce optimal H<sub>2</sub> and ORP performance.

**Superior cleaning means lasting performance.** Our H<sub>2</sub> Series ionizers employ our newly improved DARC II Cleaning System which previously (as DARC) was for 9 years the best cleaning system in the industry. DARC II offers the most effective 1:1 cleaning ratio using a constantly reversing polarity system controlled by a non-scaling ceramic valve.

**Efficiency.** The H<sub>2</sub> Series employs the most sophisticated and advanced power delivery system. The correct current density ensures the longest electrode life and is only possible using more advanced (smaller sized) plates. You get efficiency, performance, and great alteration – even at the better tasting and lower pH levels that most people drink.

**Independent testing.** AlkaViva is the only ionizer company to have commissioned an EPA-certified, third party, independent laboratory to document the performance results of different brands and prove our point about efficiency and performance. Bigger just isn't better. When it comes to electronic technology – including ionizers – smaller is.

# The AlkaViva Warranty



**Finally, an ionizer warranty that's clearly spelled out and transparent.**

Many other ionizer companies try to appear transparent about their warranty. Most are not. Many state "unlimited" and then bury "Warranty Maintenance" conditions such as required cleaning or replacement of external filter housings...annually. Another company uses terms like "performance issues" which excludes leaking units etc.

You can rest assured you have a truly transparent warranty with AlkaViva. We are 100% clear about our terms. We have a 15-year history and the longest BBB Accreditation and A+ rating to back it up.

## AlkaViva's Limited Lifetime Warranty - Clearly Spelled Out

Our electric ionizers have the lowest return rate in the industry. If something does go wrong with your electric ionizer, you can be confident with your **AlkaViva Lifetime Warranty (Limited)** and our top-notch customer service.

The AlkaViva Lifetime Warranty covers all electric ionizer parts (not accessories) and 100% of labor costs in the first 5 years. After the first 5 years, the purchaser is responsible for any labor costs. In no event shall AlkaViva or its dealers be liable for any direct, indirect, incidental or special consequential damages to property whatsoever, arising from use of its products with improperly treated or untreated hard water.

AlkaViva will cover all shipping costs for any return under warranty in the first 30 days. After that date, the purchaser is responsible for all shipping. Items that have not been assigned an RMA number will not be accepted. The warranty expressly excludes environmental damage including (but not limited to) mineral build-up due to hard water or high levels of iron, poor source water quality, infestation, or electrical surges. Warranty is also excluded if non-genuine filters (sold by other than anyone other than an authorized AlkaViva Dealer) are used in an ionizer. Any authorized site will state clearly that they are an "Authorized AlkaViva Distributor." Non-genuine filters have been shown to not only impair performance, but also to leak out media that has and can damage ionizers. AlkaViva is not responsible for any shipping costs on repairs outside of the United States, Puerto Rico, Guam, and Canada.



Limited Lifetime Warranty is valid for the life-cycle of each ionizer as long as parts are still being manufactured and/or available, but not discontinued.

*Let's chat!*

**At AlkaViva, we're just people who love talking to other people about water.**

Call us - we'll pull your local water report and chat with you about water quality, ionizers and maybe even the weather.

We have **certified WQA Water Quality Specialists** on staff who are willing to go above and beyond to help you get the best ionizer for your home and family.

**(775) 324-2400**

