

CONTROVERSIAL ISSUES:

ISSUE: Non-sodium based "softening" or by & through electrolysis.

OUR ANSWER: To our understanding there is no such thing. Companies that claim to have a water "softening system" that does not use sodium or potassium to actually remove (eliminate) inorganic minerals, but are using carbon filters combined with a KDF medium and/or some form of electrolysis **do not claim** to produce de-mineralized water or water having no inorganic mineral content. The inorganic mineral is still in the water. Some competitors are able to truthfully say that there is evidence to some degree that the mineral doesn't adhere to pipe walls in the same manner as it did without their system. If they also remove chlorine in their process, which will indeed give a better feel to the skin, it still cannot give the same high-quality skin-care results as when both the inorganic mineral and chlorine are eliminated. **If the mineral isn't removed from the water**, it cannot have the same level of money-saving results as de-mineralized water. Without the actual removal of inorganic mineral, such as in our state-of-the-art nano-filtration, *which we do use for mechanical applications such as heat exchangers and cooling towers*, the negative issues still remain for kidney stones and for food/beverage preparations. One of the no-salt companies actually admits in its' website that spots still occur on dishes and fixtures with their treatment system. Companies claiming a "no-salt" marketing approach to water treatment could be similarly compared to years-ago of claiming lower tars and nicotine in smoking advertisements...but what were the effects of still smoking?

Based on the previous facts, it does cost less to live in any complex that uses THE SIMPLEX WATER SYSTEM and design by WET.

Additionally, condominium lifestyle provides that **all labor**, maintenance, and surveillance services are *administered by contract with WET* via the homeowner's association. The homeowner's personal living areas, mechanical and/or storage space is unencumbered by water treatment equipment or appliances. High-volume purified water is provided at all points of homeowner's use within each complex. Hard water is available at a "to-be-specified" service point for those who wish its availability.

THE SIMPLEX SYSTEM = A simple design solution for condo/complex lifestyles dissolving people's many complex water issues.

ISSUE: Health effects of acid vs. alkaline pH water. Please read the attached articles regarding acid vs. alkaline pH water to assist you in making your decision.

www.wet1776.com/presentations/understandingcancer.pdf

OUR ANSWER: Studies suggest that it is **organic calcium** minerals that preserve an alkaline body environment through blood distribution even though it (food and beverage) passes through an acid stomach. We believe that there is greater evidence for the position that acid environments repel oxygen and that alkaline environments absorb oxygen. We believe that cancer cannot survive in an oxygen-rich alkaline environment. Even if someone chooses acid based water to drink, the external health and external skin and hair care benefits through showering or bathing still support the desired benefits of a whole-home alkaline water environment.

We can provide customized support for the home-owner's personal acid water over alkaline drinking water preference by providing a Reverse Osmosis unit for only \$100, plus its cost of installation. Again, its care and maintenance is a separate home-owner cost from **WET's SIMPLEX SYSTEM**, but is greatly reduced as it follows on the primary **Nu-EdenpurE™ WATER**.

We have found no documented evidence or validated research studies that demonstrate that when fluids (water) acid or alkaline is ingested and pass into the sulfuric stomach acid that it's effects are opposite within the body. We currently side with the studies that suggest that it is organic calcium minerals that preserve an alkaline body environment through blood distribution even though it (food and beverage) passes through an acid stomach.

Our method for driving pH to an alkaline level uses a process which alters the chemistry of water, but does it without the presence of inorganic minerals. To our knowledge all other pH driving systems cannot take place without the presence of inorganic minerals such as in the Kangen process or by adding chemicals to the water as some are now promoting.

ISSUE: Competitor's claims of "slimy" feel of soft water or water with no inorganic mineral content vs. the "squeaky clean" feel of getting the soap off with hard water OR an electrolysis process.

OUR ANSWER: "Squeaky clean" is paradoxically *not* clean but the actual "squeak" noise is produced with a "pulling movement" using the fingers on strips of hair when both are coated with soap scum from the bath or shower. The feeling of "getting the soap off" is actually a harsh removal of the skin's protective oils. Inorganic minerals dissolved in water (hard water- minerals still in electrolysis systems) bound together with soap or cleanser forms scum

leaving a layer on the skin, hair, and scalp which will later feel dry and itchy. People are then left to buy lotions, creams, shampoos, skin softening agents, topical ointments and medications to treat skin discomfort and rashes as they seek relief and do artificially what the body was designed to do naturally.

What some people and competitors refer to as "slimy" from soft water is actually an old but a seriously misunderstood description that may have originated with rain water or with "old softening technology," which failed to remove carbonates (another inorganic mineral) in the water, sometimes leaving a slick clay-like feel. Today's high-tech and high-efficiency resins do not leave carbonates in the water. However, our state-of-the-art system does produce a "**silky**" feeling on the skin which is similarly produced with the use of rain water; it's actually like bathing with lotions already in the water. The oils produced by the body are released through the skin pores when bathing, showering, or washing hands due to the elimination of inorganic minerals, carbonates and chlorine from the water.

For millions of years we've been drinking, bathing, and laundering from the same earthly water source in its original ***natural recycled form (from the heavens) which comes to us without any inorganic mineral.***

Water: H₂O = Life | American Museum of Natural History

Harvesting is the term **water** experts use to describe the process of **capturing rain...**The early years of this nations' bathing, laundry, and drinking water were supported using the rain barrel. If the thousands of years history of rainwater collection tells us anything of value, it is that water, **having no inorganic mineral content, along with filtration and a non-invasive sanitizing process is the key to the VERY BEST WATER ON EARTH.**

When there is no chlorine or soap scum to coat the skin or plug the pores, natural rain water or natural-like de-mineralized water allows the body's natural oil (called sebum) to flow from the sebaceous glands to and through the pores to naturally protect the body's skin with the finest, most luxurious and perfect natural moisturizer created within the body for skin softening and waterproofing.

In our opinion any arguments against this basic science is simply a marketing ploy that suggests of questionable science logic, integrity and credibility. **Our focus is on providing the VERY BEST WATER for the very best personal health choices based on the very best science currently available.**

ISSUE: Competitor's claim of salt in water from ion exchange. Health effects of sodium in water. Please read the attached articles regarding sodium to assist you in making your decision.

www.wet1776.com/presentations/saltfadingpublicconcernlevels.pdf

www.wet1776.com/presentations/newanswersonsodium.pdf

OUR ANSWER: There is NO salt in our finished product! Sodium ions are present in our purified water. Sodium is an electrolyte and is nutritionally utilized. Our water qualifies under FDA standards as a VERY LOW SODIUM BEVERAGE. Sodium ions are not absorbed through the skin. When a specific condominium owner wishes complete sodium removal for drinking purposes, a Reverse Osmosis unit can be made available for only \$100 plus its cost of installation. The Reverse Osmosis unit does produce an acid 2.5 to 3.5 pH level. Its care and maintenance, a separate home-owner cost from the whole-complex system, is greatly reduced as it follows on the primary SYMPLEX WATER purification system. In the event the home-owner does not want an acid low pH R/O but still does not want the perceived diet impact of sodium from the alkaline based water, they can slightly modify their diet *by reducing the consumption of some basic foods*; one slice of whole wheat bread (280 mg. Sodium) or one cup of milk (125 mg. Sodium) is as opposed to *one quart* of this water running ONLY 90 to 110 mg. sodium. Sodium levels vary due to the water's varying levels of inorganic mineral content in the original source water.

Our research drives us to believe that to achieve the lowest cost, highest quality, best tasting high-volume purified water *with custom options for individual health choices* and the very most benefits for the home; *inorganic calcium must be removed using a sodium ion exchange.*

ISSUE: Argument that soft water systems are being banned.

OUR ANSWER: Everybody knows that no matter how thin you pour the pancake, there are always two sides; it's the same with water softener banning stories. We have heard current radio water treatment advertisements promoting this "banning" idea to which some may call it **unethical, out-of-context, fear-marketing to prevent home owners from even considering water softeners and ion exchange systems in their search for water treatment answers.** It is true that in some states and in some unique circumstances that brine effluent **discharge** resulting from the inefficient cleaning process of older softeners has been banned (not the equipment- exchanging tanks or brine capturing may still be an option). **There is NO salt in our ion exchange finished purified water for consumption.** Banning efforts are engaged where the ground water is highly

saline in the first place (naturally occurring as well as from fertilizer applications) and the ban is specifically for brine discharge from the resins cleaning process when near septic tank applications. **Competition or attempts at claiming alternative water treatment methods may play some opportunistic role in these seemingly aggressive banning efforts.**

The proponents of the 2008 California Assembly Bill (AB) 2270 to ban water softeners argued that salt levels from water softeners (resulting from effluent discharge brine from the resin cleaning process only) make it more difficult for water to be recycled. If communities have air pollution problems, like Orem Utah does, there are reasonable efforts to curb driving. If vehicles have too much emission contaminants, they are rightfully banned. Old water softeners (ten or more year old valves and resins) were not very efficient. Using automobiles as a comparison, just as that industry has gone from carburetion to high-efficiency multi-port fuel injection, the water industry has done the same with ion exchange components; valves and resins have been refined to very high efficiency performance to the point that salt consumption for an ion exchange unit has been cut substantially over even ten years ago.

Note from California's Water Quality Association (WQA): "While salinity is a serious problem, the benefits of softeners should also be considered, Censky said. According to a New Mexico State University study, water heaters can require up to 30 percent more power to operate with hard water. Large appliances wear out faster when forced to operate with hard water. Clothing and household linens are harmed by hard water. The minerals in hard water act as an abrasive on clothing, causing fibers to break. Hard water can cut the life of clothing by as much as one third and linens can wear out twice the normal rate, depending on how hard the water is."

California set up guidelines to make sure that before a community bans water softeners, independent scientific studies show such a measure will significantly improve local ground conditions. In the case of California banning stories, **Governor Schwarzenegger, cited the impact on consumers and the bill's "little positive impact," vetoed the legislation.** While ion exchange softening benefits are recognized, a VITAL impact that is not printed in any of the literature by water softener opponents is this: **It also would have limited the rights of private citizens to treat their own water in their own home, in a solidly efficient, reliable and proven way.**

Texas Health and Safety Code, §366.013, was added by SB 1633 to give owners the ability to discharge back flush from water softeners or reverse osmosis systems into an OSSF provided that certain conditions are met. Water softeners must conserve water by design, regenerate using a demand-initiated regeneration (DIR) control device, and be clearly labeled as being

equipped with a DIR device. We meet these standards with our ion exchange resin and valve systems.

Think about the effects of salt used on highways to melt snow and ice and the impact on ground water and aquifers. Utah has one of the nation's largest salt masses right next to water ways and aquifers. Aren't these conditions potentially hundreds of times more threatening to water usage than ion exchange systems whose cleaning process uses salt?