

360™ — High-Energy, Structure-Enhanced 100% Natural Artesian Water

Clinical Study Summary

To validate the All-Natural Hydration Technology developed to enhance 360™ as described, two independent clinical studies were carried out over several months in 2004-2005.

The focus of these tests was to determine whether or not there are any objective health benefits for water products utilizing this technology.

30-Day Independent Clinical Study

- **Four tests** — conductivity, resistivity, surface tension and specific gravity were made on urine and saliva samples taken from each subject to determine levels of cellular hydration present.
- After base line testing, each subject was asked to begin **drinking the enhanced water**.
- After two weeks, **all subjects showed a dramatic increase in cellular hydration, which was unusual**, indicating it is highly unlikely a placebo effect was involved.
- **After one month**, all subjects continued to demonstrate a **high level of cellular hydration** as compared to the base line.
- **Cellular hydration levels were higher for all those tested**, even though some were regular water drinkers, consuming regular amounts compared to body weight.
- **Conclusions:** Simply drinking high volumes of water daily will not necessarily increase cellular hydration. Drinking plenty of water produced with the All-Natural Hydration Technology has been proven to increase cellular hydration markedly.

150-Day Independent Clinical Study

- Guidelines were similar to the 30-day test. However, **parameters were broadened** to determine if any **additional health benefits** other than increased cellular hydration came from drinking water enhanced with the technology.
- Results showed a **dramatic increase in cellular hydration** over the 30-day study.
- Based on a broader test range, it was revealed that from day 120 through day 150, **stored cellular toxins decreased significantly — and body pH normalized toward neutral**, whether too high or low originally.
- All subjects showed significant **positive change in cellular hydration, cellular detoxification** and balanced body pH — proving once more it was highly unlikely a placebo effect was involved.