

**W**ater is an important part of our bodies. Besides being the main transporter of important minerals, amino acids, and all the other essential substances produced by your body, it also helps maintain the soft, supple look of youthful skin, being a key component of hyaluronic acid (which binds water) and collagen.

Women are therefore far more likely than men to follow the aforementioned drinking advice. But what type of water should you drink?

### **Beyond pure water**

The answer, obviously is clean pure water. But beyond purity, there's also other properties of water that you should pay attention to for the best hydrating skincare.

Such as its pH level, its ability to be absorbed by your body's tissues, and its antioxidant properties.

Water ionizers utilizes these above properties to give your body – and skin – the best of what water can offer. Here's how.

### **Keeps your body's pH balanced**

Water has the ability to dissolve both bases (alkaline) and acids, giving it either alkaline or acidic pH properties.

The fluids in our bodies are mostly maintained at a general pH of 7.35 (slightly alkaline). When your diet does not include enough calcium, potassium and sodium, which are alkalizing minerals, they will be taken from other areas of the body (such as calcium from bones) to keep this pH balance.

Hence the pH of your dietary sources is a major factor affecting your long term skin health. The more alkaline your food (vegetables are mostly alkalizing),



# Water Works

**You're told to drink at least eight glasses of water a day to stay healthy. But have you been told which type of water to drink to keep your youthful looks?**

## Drink Up

You can have all the benefits of alkaline water right in your own home. Kemp trading has more than 20 years expertise in this industry, and is the dealer for the Jupiter Alkaline Water Ionizer pictured here.



Their clientele ranges from ordinary households to medical practitioners, nutritionists, health gurus, government and statutory offices, MNC Companies and health-related organisations. To date, their brand of water ionizers are sold in over 60 countries offering a range of renowned brands from Consumer Trust and Business Trust from the NATIONAL TRUST COUNCIL (NTC).

the better your body will be able to maintain optimal pH (because its optimal pH is slightly alkaline).

## Protects your skin's acid mantle

Outside, however, things are a little different. The pH of normal, healthy human skin is somewhat acidic to help it fend off

infections and fungi. With increasing age however, the skin's pH becomes more and more neutral, and this alkaline environment makes it more susceptible to bacterial growth and infections.

Washing your skin with acidic water from a water ioniser, therefore, has the effect of helping it stay smooth and acne-free, by restoring the acidity of skin's protective mantle.

## Better hydration and absorption

Water molecules are clustered together in a variety of sizes, which affect the speed at which they are utilised by body cells. Ionised water produces water with smaller cluster sizes, which allow the water you drink to be more effectively absorbed, and binded to by hyaluronic acid, helping you retain skin that has the bounce of youth.

## Antioxidant properties to fight aging

Lastly, water has a property known as ORP. ORP stands for Oxidation-Reduction Potential,

Cut celery into pieces and dip them into water, take them out after 10 minutes and freeze them for 15 minutes, then put them on your eyelid can sooth the swelling of your eyes.

or Redox Potential – short for reduction potential. This is, loosely defined, the capacity of water to interact with other substances.

ORP is further divided into positive ORP and negative ORP. Positive ORP gives water the natural ability to disinfect itself – killing off the microbes and other small celled organisms it contains.

Water with a very low negative ORP (reduced water) is effectively a very powerful antioxidant. Yes, – same as or better than those vitamin C-rich orange juices and pills you've been quaffing to ward off colds.

The more antioxidants in your blood, the less oxidative stress, as the antioxidants neutralize free radicals which cause cell damage. This in turn slows down your ageing process.

So who says all you need is eight glasses of water a day? **LWW**

**KEMP TRADING** PIONEER AND LEADER IN WATER IONIZERS SINCE 1988

## JUPITER® - KOREA NO.1

The most advanced alkaline antioxidant water ionizer:

- Antioxidants (-ORP) combat free radicals
- Maintains body pH (alkaline-acid) balance
- Neutralizes acidic wastes and uric acids
- Ionized calcium (ca<sup>2+</sup>) builds strong bones
- Highly oxygenated water enhances stamina
- Smaller water clusters for better hydration

Over 22 years in Singapore!

Exclusively brought to you by KEMP TRADING – the leading alkaline water ionizer provider for over 22 YEARS in South East Asia. To view the range of JUPITER Water Ionizers, please visit [www.jupiter.com.sg](http://www.jupiter.com.sg) or call us for more information.

Singapore Awards:

