



As many as 1 in 10 people suffer from chronic inflammatory skin conditions that taint their beautiful flawless skin. Yet the secret to countering those issues and getting back your beautiful skin may be easier than you think!

First Impressions Count

ECZEMA, psoriasis and hives are commonly associated as being surface-related issues, given the red patches, bumps and itch that come along with them, but in reality, these skin problems have much deeper roots.

- **Eczema:** a defective skin barrier that fails to keep out allergens, causing skin to become unnaturally dry.
- **Psoriasis:** related to an immune system condition triggered by the brain's instruction to hasten skin cells' growth and replacement unnaturally, resulting in a thick, itchy and silvery scale-like skin.
- **Hives:** food and drug allergies, alcohol, viral infections, exposure to light or even friction on skin.

Regardless of their triggers and outcomes, treatment for these conditions often deals with keeping the skin moist and avoiding the allergens that may trigger an outbreak. In extreme cases, medications such as anti-histamine and steroid creams may be administered.

An alternative treatment and aid would be to use ionized water. In

Japan and Korea, alkaline and acidic ionized water have been used for well over 30 years to help treat such issues. The core belief is that alkaline ionized water with its unique smaller water clusters can hydrate the body and detoxify wastes from the body faster. Furthermore, the acidic ionized water helps keep the skin moisturised and acts as a natural disinfectant.

STUDIED AND PROVEN

The usage of ionized water has been noted by the scientific community with a number of studies conducted. The result of using ionized water to alleviate such conditions has also been documented by both health professionals and individuals. Professor Tamura from Keifuku Rehabilitation Center reported one case, "This patient who is 70 years of age suffered 10 years of eczema... He consumed the alkaline ionized water and used the acidic water to bathe the affected areas. The eczema was completely cleared without any relapse after 1½ months."

Another local user, Ms M Poh stated that her skin has benefitted since she started drinking alkaline

water in 2008. "I have chronic eczema since young, however it was especially bad in the last quarter of 2008... I decided to purchase an alkaline water ionizer. Though the effect of the water ionizer was not immediate, it helped my internal system feel "cleaner". A few months later, my skin inflammation was a lot less red and swollen. Meanwhile, I used the acidic water to bathe as it is softer, which is a better option."

CHOOSE WISELY

It is important to get a good quality and safe water ionizer with a strong after-sales service support. When you think of water ionizers, consider Kemp Singapore as your first impression! Being the pioneer and leader in Singapore with over 27 years of experience, their products are highly rated and have numerous awards and accreditations including CaseTrust, BusinessTrust, LiveWell award, Home+Living award and the Singapore Health Award. Moreover, they remain at the forefront of bringing the newest and best water ionization technologies to the masses, such as the launch of their latest Kemp Smart i series. **LW**

Words Ivan Koh