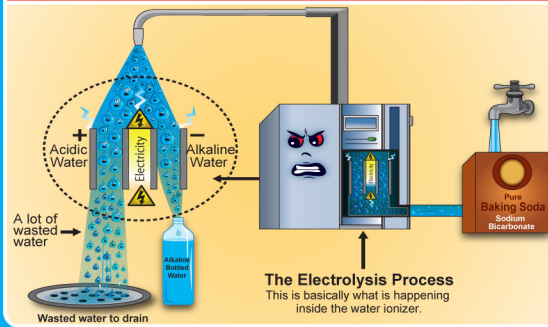


WAYS TO MAKE ALKALINE WATER

THE ELECTROLYSIS PROCESS



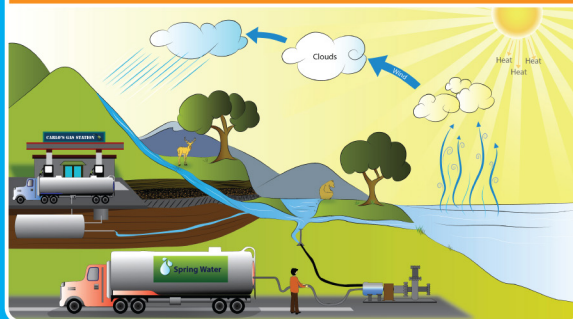
The **electrolysis process** is the most popular method of making alkaline water. This process works by using tap water or purified water with added chemicals to water to increase electrical conductivity. Then this mix is run through two metal plates that are electrified with a strong enough electrical charge to force the water molecule ions to split or separate into two streams. The negative ion stream becomes alkaline and the positive charge stream is acidic. The alkaline stream is bottled and the acidic stream is wasted. This process is very wasteful and not eco-friendly at all. Also, electrocuting water and consuming synthetic chemicals does not resonate well with health-conscious consumers.

CHEMICAL CONCENTRATES



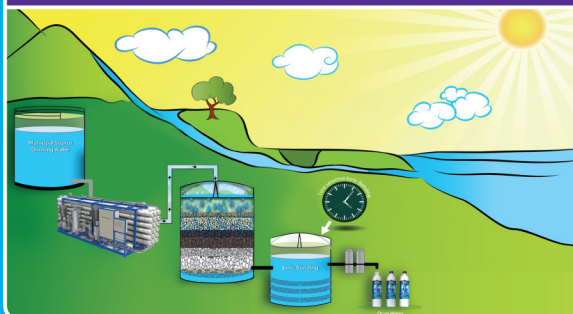
Many alkaline water brands and pH drop products are made with a concoction of **synthetic chemicals** to artificially raise the pH of the water as high as 10 pH. In addition, chemicals are added to lower the (ORP) Oxygen Reduction Potential in order to claim it is an "antioxidant." However, there is great debate against a negative ORP having any real health benefit. In addition, the FDA does not recognize a negative ORP as an antioxidant. Artificially raising the pH of water can be done in many inexpensive ways, including adding baking soda (aka Sodium Bicarbonate) to your water. Although, artificial ingredients may not be healthy for your body long-term.

NATURALLY-SOURCED



We believe that natural is better! However, if you are buying water for the benefit of alkalinity, a **naturally-sourced alkaline water** is limited to 7.2 to 7.5 pH. This low alkaline pH is too weak to counterbalance acidity from our Western diet. In addition, depending on the geographic location or origin of source, natural alkaline water in our current commercial era may be exposed to industrial byproducts and pollution. The notion of natural, pure, clean artesian aquifer water from a secluded source untouched by man is more marketing than truth in this day and age. There are some exceptions, but how do we really know for sure?

QURATION PROCESS



The **QURATION mineral process** works by ionizing meticulously purified pristine clean water through several layers of mineral beds composed of a proprietary blend of natural alkaline minerals. The process was modeled after how nature makes natural spring water. Except Qure Water is cleaner because QURE is cleaned free of any traces of contaminants such as the ones spring waters may be exposed to during its travel underground and through the wilderness. The prized result is a pristine purified water with a perfect mineral to water ratio that gives QURE its smooth silky taste with a strong and stable alkaline pH of 9.5+ to counterbalance an over-acidic lifestyle.



THE DIFFERENCE



PURE BASIC BALANCE™

MOTHER NATURE'S WATER CYCLE BEFORE INDUSTRY:

1

EVAPORATION & PURIFICATION

Nature purifies water by having the sun heat water in rivers, lakes, and the ocean causing water to evaporate into moisture, vapor or steam, which then rises into the air. Wind then pushes this moisture inland where cooler climate condenses these vapors into clouds.

2

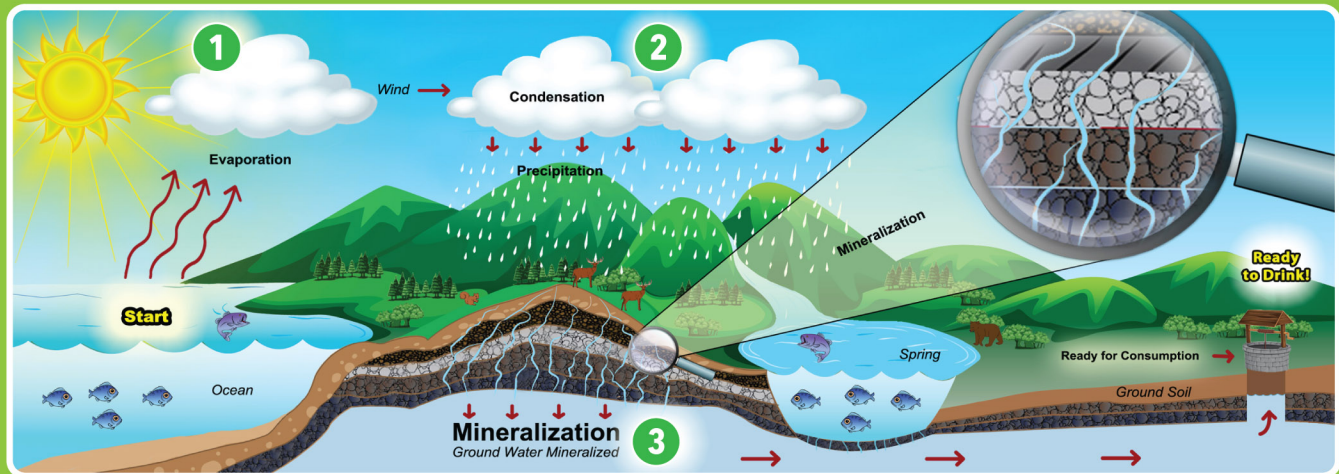
CONDENSATION & PRECIPITATION

These clouds cool further and the vapor inside turns into tiny water droplets that attach to each other and become too heavy to be sustained by air. Precipitation occurs dropping water down to earth as rain, snow, sleet, or hail. Much of this fallen rain runs downhill through the wilderness absorbing everything in its path and flowing into rivers, streams, springs, lakes and reservoirs.

3

PERCOLATION (MINERALIZATION)

Much of the fallen rain also seeps underground traveling downstream percolating through many layers of bedrock absorbing sediments and minerals becoming naturally mineralized and ionized. This naturally mineralized water continues its travels downstream underground creating aquifers and natural springs.



MOTHER NATURE'S PRESENT WATER CYCLE WITH INDUSTRY:

1

EVAPORATION & PURIFICATION

Industry affects evaporation because many parts of our oceans, lakes and rivers are compromised by industrial waste. Also, the poor air quality and pollution over cities adulterate the cleanliness of the atmosphere.

2

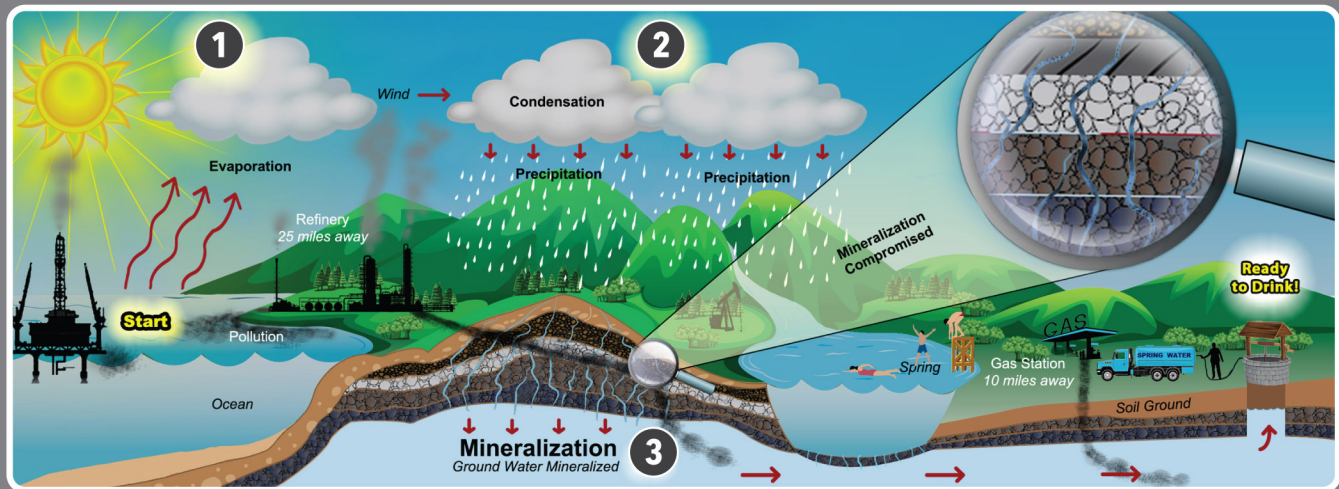
CONDENSATION & PRECIPITATION

Today, there are not that many bodies of water that are not populated by man and commercialization. Commercial by-products pollute our grounds so when rainwater runoff travels downstream through the wilderness, it absorbs everything in its path becoming tainted and polluting our rivers, streams, springs, lakes and reservoirs.

3

PERCOLATION (MINERALIZATION)

The rainwater that seeps downstream underground percolates and absorbs industrial by-products from miles away that have seeped into the soil compromising the cleanliness of underground aquifers and natural springs.



THE QURATION PROCESS = MOTHER NATURE'S WATER CYCLE

1

PURIFICATION

The QURATION process meticulously purifies already cleaned drinking water to a higher level of clean by removing micro impurities until it is immaculately pristine clean.

2

PRECIPITATION

Pristine purified water then rains down through several layers of high-quality natural mineral beds absorbing and naturally ionizing purified water.

3

PERCOLATION (MINERALIZATION)

This mineral-rich water continues further mineralization through additional layers of QURE's proprietary blend of natural ionic mineral catalyst ionizing, curing and bonding to the water naturally before it is polished and sterilized with coconut carbon, micron filtration and UV light. This makes for a strong and stable pH without the use of artificial chemicals or electrolysis.

