

## WHY OXYGEN? WHY OXYGEN IN WATER? WHY NOW?

### PURPOSE:

The purpose of this paper will be to briefly describe what oxygen is, why it is important to humans and why we are infusing increased amounts of it into water for human consumption.

### WHAT IS OXYGEN:

As defined in the American Heritage Dictionary, oxygen is a colorless, odorless, tasteless gaseous element constituting 21% of the atmosphere by volume, from which the pure liquid form is obtained by fractional distillation.

It combines with most elements, is essential for plant and animal respiration, and is required for nearly all combustion and combustive processes.

**OXIDATIVE PHOSPHORYLATION:** In biochemistry, it is a vital process of intracellular respiration, occurring within the mitochondria of the cell and responsible for most formation. (Source: American Heritage Dictionary.)

**OXIDIZATION:** In chemistry, it is: 1. To combine with oxygen; make into an oxide. 2. To increase the positive charge or valence of (an element) by removing electrons. 3. To coat with oxide.  
(Source: American Heritage Dictionary.)

### WHY OXYGEN:

Oxygen (O<sub>2</sub>) is naturally-occurring in our atmosphere. So, it comprises part of the air we breathe. But analyses of our air all over the world indicate oxygen levels are declining. One reason noted is increased air pollution.

Studies show the average oxygen content in air today is between 19 and 21%. We're told that in some large cities it has been measured as low as 12 - 15%.

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### OXYGEN'S ROLE IN CANCER AND OTHER DISEASES:

According to Dr. Otto Warburg, Nobel Prize-winning German biochemist, cancer cells begin to proliferate when the cells have become oxygen-deficient. Cancer cells cannot proliferate at all, when exposed to an oxygen-rich environment.

Dr. Warburg says, "Cancer has only one prime cause. It is the replacement of normal oxygen respiration of the body's cells by an anaerobic (oxygen-deficient) cell respiration."

Some researchers believe that symptoms of chronic oxygen deficiencies in the human body begin, initially, with an overall weakness in the body, then fatigue and infection. This is followed by full-blown symptoms of premature aging, as well as chronic degenerative disease such as heart disease, arthritis, cancer, impaired brain function and more.

Dr. Stephen Levine, molecular biologist and author of *Oxygen Deficiency: A Concomitant to All Degenerative Illness*, says: "In all serious disease states, we find a concomitant low oxygen state. Low oxygen in the body tissues is a sure indicator for disease."

"Hypoxia, lack of oxygen in the tissues, is the fundamental cause of ALL degenerative disease," Dr. Levine continues.

Dr. Albert Wahl says, "Simply put, disease is due to a deficiency in the oxidation process of the body, leading to an accumulation of toxins. These toxins would ordinarily be burned in normal metabolic functioning."

Dr. Ed McCabe, author/researcher, says "The large majority of disease-causing microorganisms that cause us so much illness and pain are anaerobic." This means they "live and proliferate in environments where there is little or no oxygen." Dr. McCabe is the author of "Oxygen Therapies: A New Way of Approaching Disease."

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Dr. Wendell Hendricks, Hendricks Research Foundation says that cancer is a condition within the body where the oxidation has become so depleted that the body's cells have degenerated beyond physiological control.

#### **OXYGEN'S ROLE INDICATED IN OTHER AREAS:**

Cancer is not the only area where oxygen plays an important role in its treatment and, hopefully, someday even a possible elimination of this dreaded disease.

Oxygen therapies are being tested in such areas as carbon monoxide poisoning, migraine headaches, as well as its use for pre-term babies and low birth-weight infants (LBW) and other pulmonary diseases.

Oxygen is perhaps best known for its use in hyperbaric oxygen therapy (HBOT), which treats decompression sickness, most commonly in deep-sea divers.

Some other areas where HBOT is used and approved by the Undersea and Hyperbaric Medical Society are cyanide poisoning, anemia (associated with sudden blood loss), brain abscess, problem wounds, refractory bone infections and many more.

#### **WHY OXYGENATED WATER:**

Vital oxygen, in pure water, is often reported to reduce "hangover type" symptoms in people who smoke, drink alcohol or use drugs. This extra absorbable vital oxygen is also indicated to assist with stress.

Alcohol, nicotine, caffeine and other addictive substances, habitually used, have a dehydrating effect on the body. Alcohol suppresses the secretion of vasopressin, which comes from the pituitary gland. The lack of vasopressin in the body's circulation will translate to general dehydration, including the brain cells. (Source: Your Body's Many Cries for Water, by F. Batmanghelidj, M.D.)

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Naturally, all water has a certain amount of oxygen present, depending on the purity of the water. Therefore, just as we breathe oxygen, we also take it into the body, via water, which enhances bodily function.

When the body is weakened by dehydration, due to pulmonary taxation from nicotine, drugs, alcohol or just everyday stress, any additional amount of vital oxygen will be welcomed by the body.

Without sufficient oxygen to assist the body with all its functions, the body will experience fatigue or more serious symptoms, depending on the degree of deprivation of life-giving oxygen.

As noted above, the oxygen content in our atmosphere is being depleted. Thus, introducing more oxygen into our bloodstream does no harm to the human body and research indicates it may be beneficial.

While on-going tests are underway in Europe and in the U.S, to determine additional, more definable, and/or long-range benefits of oxygenated water, we are concentrating our claims on results readily-discernable, and born out in tests. We make no specific health claims, but rely on actual performance-levels by athletes, drinking super oxygenated water.

Secondary research reveals a test by John J. Duncan, Ph.D., Texas Women's University, Center for Research on Women's Health, Denton, TX, August, 1997. The research paper is titled: Fluid Replacement During Exercise: Psychological, Physiologic and Biochemical Benefits of Oxygenated Enhanced Water.

In tests, involving 25 extremely fit long distance runners, participating in a random, double-blind study to evaluate changes in performance. The test used oxygenated water for some of the athletes to drink, and regular bottled water with others, for their fluid replacement before, during and after the test.

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The performance records of the 5K time trials, revealed that 83% of the fastest times were achieved by participants drinking oxygenated water. This was measured against their times when they consumed regular bottled water (control water).

The athletes' 5K times, when drinking oxygenated water, was decreased by an average of 31 seconds, compared to their times when drinking the control water.

This study, as well as many other studies/research around the world, continues to demonstrate the positive effect elevated oxygen levels in water can have on physical performance.

Oxygen-enhanced sports drinks can improve performance. It also may increase personal performance and the health and wellness of active people of ALL ages.

All sports activities depend on the body's oxygen and water reserves for support and endurance. Oxygen debt occurs, without proper hydration, during exertion.

Oxygenated water offers tremendous implied assistance for all sports, including competitive. All athletes on any level, professional or amateur, may experience increased performance with oxygenated water. From jogging, racing, walking, aerobics, gymnastics, rowing, cycling, tennis, football, basketball, baseball, rafting, kayaking, skating, swimming, hiking, skiing, backpacking, sky-diving or rock climbing ... extra oxygen is indicated.

### **HOW IS IT DONE:**

Water is infused with pure oxygen. We infuse ECO2™ Super Oxygenated water with up to 10 times the amount of oxygen found in regular water. The process does not alter the molecular structure of the water.

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Elevated oxygen levels remain in a sealed bottle for an extended period of time. And the taste of the water is pure and natural, with no chemicals or additives, and the water contains no aftertaste whatsoever. Some consumers even report that ECO2™ Super Oxygenated Water tastes cleaner than any water they've ever tasted.

There are NO chemicals, oxygen drops, stabilized oxygen or high levels of ozone, which could cause an aftertaste or side effects.

Years of testing show NO adverse medical effects or side effects from drinking oxygenated water.

While continuing studies investigate biological and physiological processes the body uses to absorb oxygen in water, the current thought is that absorption occurs by the fine capillaries, lining the stomach, and the blood cells flowing from them. This process is similar to the way alcohol is absorbed into the bloodstream.

Once in the bloodstream, the body would have additional fuel to call upon.

### **NOTICABLE EFFECTS:**

As with anything we eat or drink, everyone experiences different things. Some people report a little "energy boost." Others feel they can breathe better or feel more energy throughout the day.

ECO2 makes no health claims. As noted, however, there is growing concern that our oxygen levels are being depleted. And there is growing evidence that suggests under-hydration in many people.

Since oxygen and water are both essential building blocks for life, consuming more of both seems to be important elements in eliminating toxins from the body, as well as maintaining optimum health and well being.

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**CONCLUSION:**

As we work to improve our air quality and see increased public awareness on the dangers of purposely ingesting harmful elements, we invite you to "drink to your health!"

Take the "10-Gulp Challenge" and feel the difference!

There may not be a lot we can do, first hand, to improve the air we breathe, but we can eat healthy, exercise regularly and drink the BEST water known to man ... ECO2™ Super Oxygenated Water.