



For Immediate Release

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Ultra-Purified Bottled Water a Cleaner, Healthier Choice Than Spring Water

Consumers have been led to believe that just because it comes from a spring, it's pure and clean.

CARLSBAD, Calif., – Despite the images of pristine mountains on their labels, bottled spring water's days of being perceived as pure, clean and healthy may be numbered.

By definition, bottled spring water is derived from an underground formation from which water flows naturally to the surface of the earth. The problem is that springs are entirely dependent on their local environment. As such, springs are subject to various contaminants, such as naturally occurring arsenic, chromium 6, lead, mercury, and even the manmade gasoline additive MTBE.

In addition, a bacterium that has been linked with severe diarrhea in developing countries can be found in bottled spring water, as well as mineral water.

In addition, many mistakenly believe drinking spring or mineral water provides a good source for minerals. According to the *American Medical Journal*, "The minerals which the human body needs that are in the water are insignificant to those in food... and anyone simply eating a varied diet, not even a balanced diet, could hardly suffer a mineral deficiency."

The main reason minerals in water are insignificant is because they are in an inorganic state, whereas minerals in food are in an organic state.

"The only minerals that the body can utilize are the organic minerals," said Dr. Charles Mayo of the world-renowned Mayo Clinic. "All other types of minerals are foreign substances to the body and must be eliminated."

Added William D. Holloway, inventor of Penta ultra-premium purified drinking water and CEO of Bio-Hydration Research Lab, Inc., "The only thing that belongs in your water is water."

Spring bottled water drinkers currently comprise nearly half of all bottled water sales. Holloway said his company is hearing about more and more spring bottled water drinkers switching to Penta's ultra-purified water once they discover the cleaner taste and higher purity.

Water purity and quality are directly related to the amount of Total Dissolved Solids (TDS) found in the water. This includes anything present in water other than the pure water (H₂O) molecule and suspended solids, such as any minerals, salts, or metals. TDS is expressed in units of mg per unit volume of water (mg/L), also referred to as parts per million (ppm). The TDS measurement for spring water averages 50-300 ppm, and mineral water 250 ppm and more. Penta's TDS averages 0.5 ppm.

"When you're properly hydrated with good, clean, quality purified water like Penta, you'll feel more energized and invigorated," said Holloway.



What's the cleanest-known bottled water on the market? Not spring water, but Penta's ultra-premium purified water.

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