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WATER AND YOUR HEALTH



Water is a vital nutrient, essential to every single chemical process that occurs in our bodies. Water makes up two-thirds of the human body, and 75 percent of the human brain is water. Staying adequately hydrated allows our bodies to function as best they can, yet nearly 75 percent of Americans are chronically dehydrated without ever knowing it.

Everyone understands the importance of drinking enough water during extreme heat and while exercising, but hydration should not only be a concern for athletes or those battling summer weather. It's proven that breathing dry air in the winter evaporates more water than in the summer, but on any given day we can lose more than half a gallon of our body's water through breathing, sweating and waste removal—and even more when we exercise.

A small drop in hydration, as low as two percent, can cloud short-term memory, cause difficulty with basic math and make it hard to focus on a computer screen or printed page. Lack of water is also the number one cause of daytime fatigue. The presence of enough water speeds chemical processes, which helps people stay energized throughout the day.

People who drink enough water not only avoid the pitfalls of dehydration, they accelerate their metabolisms and help prevent overeating. A scientific study found that people who drank 17 ounces of cold water saw up to a 30 percent increase in their metabolic rate for nearly an hour and a half. Our bodies expend more energy digesting cold foods and beverages. Drinking water helps people maintain a healthy weight because thirst is often mistaken for hunger. One study found that drinking one glass of water before bed squelched the midnight hunger pangs of 100 percent of its participants. Staying hydrated will also:

- Lower the risk of bladder cancer by half for those who drink six or more glasses per day
- Cut heart attack risk nearly in half for those who drink five or more glasses per day
- Reduce a woman's risk for breast cancer by up to 79 percent
- Decrease one's chance for colon cancer for those who drink four or more glasses per day

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To receive the maximum benefits from being hydrated, one must consume the highest quality water. Kinetico's filtration systems protect against microbiologic and inorganic contaminants that can be harmful to one's health. Some contaminants actually work against the benefits of being hydrated. Innovative features like the MACguard® Filter and the EverClean™ Rinse ensure users receive only top-quality water, so they can reap all of water's life-giving benefits. The Purefecta® water purifier provides users with higher quality water than any other in-home drinking water treatment. Because it produces bio-pure water, free from more than 99.99 percent of contaminants, this system is one of the few filters on the market that can claim status as a microbiological purifier according to stringent Environmental Protection Agency guidelines.

Staying hydrated is easy when water tastes great. Kinetico's water treatment and filtration systems remove unappetizing water additives that cause water to have a rotten egg or chlorine smell and a fishy or metallic taste. They also assist with turbidity, which can cause an unsightly, cloudy appearance in water.

Because water is such an important nutrient and accounts for such a large portion of the human body's vital functions, drinking the highest quality water is one of the easiest ways to help stay healthy. Kinetico's water treatment systems not only filter out microbiological contaminants that can lead to illness, they also reduce the additives in drinking water that can harm the body over time.

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