

Hydrate2o The Basic Facts

Information regarding the Hydrate2o label.

For future reference, "the body's cell hydration channels" is a layman's term for the scientific term "aquaporin channels". Water, H₂O, flows through the aquaporin channels one molecule at a time to enter the cell. Each cell of the body has multiple aquaporin channels. That means there are multiple channels that the water molecule can use to enter the cell. Water that enters the cell is said to hydrate the cell. So the multiple aquaporin channels that allow water to hydrate the cells are "the body's cell hydration channels".

We deliver "high performance hydration" for the following reasons:

The energy state or the vibration state of the water molecule determines how easily the single water molecule can flow through the aquaporin channel and hydrate the cell. Our proprietary and patent pending process changes a normal water molecule into an energized water molecule and the Hydrate2o water molecule will more easily pass through the aquaporin channel.

Now, the physical properties of the water in a bottle of Hydrate2o are also controlled by the energy state or vibration state of the water molecule. Physical properties of the water refer to numbers like surface tension, viscosity and NMR reading. These are collectively known as, Our Analytical Test Results.

Surface tension is a number that describes the "wettability" of any fluid. Water is a fluid. Wettability is a scientific term that means how strongly the fluid sticks to a surface. A low surface tension means the fluid will not stick to a surface. Fluids that do not stick to a surface are said to be "wetter". They have a better "wettability".

The aquaporin channel has a surface. You do not want the water to stick to the surface of the aquaporin channel. So you want the water to have a low surface tension. Hydrate2o has a very low surface tension compared to other bottled waters. This is published in our physical properties analysis chart. So Hydrate2o is the "wetter water". It has a low surface tension and will not stick to surfaces.

Viscosity measures the "thickness" of a fluid. The higher the viscosity of a fluid the harder it is to push a fluid through a channel. That means it takes more pressure or work to move a high viscosity fluid.

Ice cream is a fluid mixture that thickens as it cools. It becomes very hard to turn the crank of the ice cream maker as the fluid gets thick. A scientist would say that the fluid is becoming very viscous, very thick, before it turns into a solid. As ice cream melts it turns back into a thick viscous fluid and then a thin, less viscous fluid as it warms up.

The viscosity is the property of the ice cream that is changing when it melts and turns into first a thick fluid and then a thin fluid as it warms. Almost all fluids thin as they warm. Thin fluids are easier to pump than thick fluids. Car oil does the same thing.

People develop high blood pressure when the blood becomes thick. Blood thinners are used to help reduce blood viscosity and the blood can flow more freely through the channels known as arteries and veins. This is especially true if there is a blood clot blocking the artery. You need thin, less viscous blood to flow around the blockage. Otherwise it takes a lot of pressure to push the blood past the blockage. That can be dangerous because it may cause the artery to rupture or the blood clot to break away from the artery wall.

So viscosity of a fluid is very important to how easily a fluid will flow down a channel. Hydrate2o is measured to have a lower viscosity than our competitors. Hence, it takes less pressure to push the water through the aquaporin channel. The energy of the water molecule determines the viscosity of the water. Our proprietary technology changes the viscosity of the water. Hydrate2o is a low viscosity or the "thinner" water.

NMR means Nuclear Magnetic Resonance. It in effect measures the response of chemical substance to an imposed magnetic field. All chemical compounds have a distinct NMR signature. You can in fact imply the structure of a substance from NMR readings. All drinking waters are structured. When talking about water, structure refers to how many individual water molecules interact with each other by hydrogen bonding. An NMR reading can tell you a lot about the structure.

The structure of water is determined by the energy state of the water molecules. Hydrate2o has a distinct NMR reading from our competitors. The NMR reading implies that we have fewer water molecules interacting with each other and therefore a single water molecule is easier to pull from the bulk water and enter the aquaporin channel. The NMR readings prove that our proprietary process changes the basic structure of the water. This can only be accomplished by changing the energy state of the water molecule. Hydrate2o is easier to absorb or pull into the cells.

Our clinical trials proved that Hydrate2o absorbs 8 times (8X) more efficiently than Las Vegas tap water. 9 times (9X) more efficiently than DeSani and 9X more than Propel, a fitness water. Propel also increased blood glucose levels by 10%, not a good thing for diabetics.

Our analytical tests prove we are a lower viscosity water, "thinner", a low surface tension water, "wetter", and our clinical trials show that we absorb more efficiently than other leading brands, we are "better".

The NMR readings strongly demonstrate that we have changed the basic structure of the water. Our proprietary process produces a distinct energy signature. We are truly energized water.

Hydrate2o is everything we say on the label.