



The Evolution of Water Technology

Western versus Eastern

COMPARISON SERIES

"Ask different questions, had different needs"
Different RESULTS and PRODUCTS

SAFE (Western)
Engineers & Chemists
WESTERN - Driver "Safe & Scarcity"

HEALTH & WELLBEING (Eastern)
Holistic Scientists & Practitioners
EASTERN - Driver "Wellbeing"

1

2

3

SAFE - Illness and sickness - death (Cholera, bugs, eColi)

Historical drivers... Government regulation Safe water
Add CHEMICALS + Kill Bugs

RESULT 1
TAP Drinking Water

Chemical filled "safe drinking" water.
Don't die drinking it (immediately)

SCARCITY - Drought, Desert

Desalination / Recycled Waste
"FILTER EVERYTHING OUT"

RESULT 2
Reverse Osmosis Filtration (RO)

Pure H2O
(Systemic health issues ID)

OPTIMUM HEALTH
Prevention of illness

- What is the function of water in the body? How is it used?
- 75% water, 91% brain, in every cell...
- Energy flows electrical impulses, cellular hydration foundational

RESULT 3
Emulate Mother Nature.
What are the properties of water in nature that support "life"

Balanced, clean, mineral rich water



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