



Durability

Alkaline, ionized water systems deliver profound benefits created through ionization. However, the ionizer's ability to create this alteration can become compromised over time.

Here is the situation: Water has minerals. Minerals will build up on the electrodes through repeated exposure. The electrode is the component in the ionized water system which alters the quality of the water. Mineral build up or scaling essentially "coats" the electrode. A compromised electrode is limited in its ability to transform the water efficiently, resulting in a decrease in water quality and reduction in benefits.

All ionizers have cleaning systems, but all cleaning systems are not created equal. Before you buy an ionizer, it is crucial you understand what type of heavy duty cleaning cycle it employs. ***In fact, it is one of the most important considerations because it determines how well your ionizer will perform over the long haul.***

Understanding the differences is easy. ***The cleaning in AlkaViva ionizers is light years ahead of the competition.***

Durability Details

We drink alkaline water to enjoy the benefits created from the transformation of water through ionization. Here is the situation: Water has minerals. Minerals will build up on the electrodes over time. The electrode is the piece of equipment in your ionization machine that alters the quality of the water. Mineral build up or "scaling" decreases an electrode's ability to transform the water. The compromised electrode will then not be able to transform the water efficiently – unable to give you the benefits you bought the ionizer for in the first place.

Before you buy an ionization machine it is crucial you understand its cleaning cycle. The water ionizer cleaning cycle will protect your investment and ensure that your ionizer gives you many years of quality water.

Each electrode has either a positive or negative polarity. Reverse polarity simply switches the charge. While it is true that all ionization machines clean through what is known as “reverse polarity cleaning” – all reverse polarity cleaning cycles are certainly not created equal.

Two Parts to Reverse Polarity Cleaning:

- A reversal of the polarity on the electrodes which repels anything that is sticking there.
- A washing or “bathing” of the electrodes in acidic water – the only effective way to clean scale

The Efficacy of the Water Ionizer Cleaning Cycle:

- For optimal cleaning, the water ionizer cleaning cycle must feature a good acidic to alkaline cleaning ratio. The more acidic water is run to bath the electrodes the cleaner they remain and the greater their performance and longevity. This is not unlike putting in extra “elbow grease” to clean a tough spot – a brief once over will often not do the job effectively.
- The way an ionization machine is “programmed” to clean the water cell is crucial in determining the cleaning ratio. Some units clean each time you start water flow (you must either wait or override the cycle). Some ionization machines operate on a timer system that initiates cleaning on an interval such as every 12 hours. Some are set to trigger cleaning after a set volume of water passes through the ionizer. Some even require manual cleaning, where the user has to initiate cleaning. Each has its draw backs: you can forget to trigger a manual cycle, you have to wait or override a pre-use cycle, the timer based systems and in fact all these systems have poor acidic to alkaline cleaning ratios (or not enough elbow grease). The final drawback is that with each of the above systems you have to wait for the cycle to complete before you can receive alkaline drinking water.

Setting the Standard: The Research & Development Advantage

The AlkaViva Athena – an entry level ionization machine – sets an industry standard by employing an Automatic Post-use, Self-Cleaning mechanism – meaning it cleans with every use by reversing polarity each time you use the ionizer. This provides a better acidic to alkaline cleaning ratio than other reverse polarity programs. Additionally, with its Patented Reversible Chamber you never have to wait to get your alkaline water – an industry first!

However, even though our manufacturers have created the most advanced patented cleaning system they did not stop there.

The revolutionary new patented DARC water ionizer cleaning system eliminates mineral scaling on the electrodes – protecting your investment and ensuring many, many years of healthy water from your ionizer. The new cleaning system is 100% effective because it creates a true 1:1 acidic to alkaline cleaning ratio keeping the electrodes cleaner than other systems with a 15:1 or 30:1 ratio. The importance of this breakthrough cannot be understated.

DARC stands for Double Automatic Reverse Cleaning. The DARC system achieves the 100% effective 1:1 acidic to alkaline cleaning ratio by cleaning the electrodes while you are making alkaline water – each and every time. You also never have to wait for or even think about your water ionizer cleaning cycle. The revolutionary patented DARC Water Ionizer Cleaning System is a standard feature in all AlkaViva water ionizers.

Bigger is not Better

STOP and read something other than the hype about certain alkaline water filter systems that you read on many internet sites and consider these facts:

- **Experts do not recommend drinking water over pH 9.5** – such as Dr. Theodore Baroody (author Alkalize or Die), Dr. Robert O. Young (The pH Miracle), Sang Wang (Reverse Aging) and the Korean FDA plus Japanese Ministry of Health.
- **Naturally occurring alkaline and ionized water is NOT generally over pH 9 nor does it have artificially high – ORP.** We know – we went to Vilcabamba, Ecuador to meet with the people in the Valley of Longevity and tested their water.
- **Almost all alkaline water drinkers surveyed say they do not drink water that is over pH 9.5** - they do not enjoy the taste!
- **Technology always gets smaller in size as it evolves – not bigger** - can you think of a product that gets bigger as the electronics evolve (think cell phones, laptop computers, televisions, stereos, etc.)?
- **AlkaViva water ionizers have super-efficient, compact cells** that outperform the larger cells with more plates.
- **The USA based Tennant Company** selected AlkaViva cells for their superior performance and reliability after spending over \$200,000 testing manufacturers' cells.
- **Larger cells mean that you may get an oversized ionizer.** Always read the water ionizer information available and be aware of ionizer dimensions before buying.
- **Bigger plates use more watts and amps**, but do not have the available voltage to deliver it efficiently because the plate size is so much bigger it adds resistance – over four times the resistance. The larger plates require a faster flow of electrons but operate with less predictability and efficiency. This actually creates more stress on the plating causing degradation of your alkaline water filter system over time.

What Information Should We Focus On?

- **How contaminant free is your alkaline ionized water?** The “bigger is better” conversation completely ignores filtration – crucial for healthy water. AlkaViva is the only company that offers USA made alkaline water filtration systems that are capable of removing 99.9% of virtually all contaminants.

- **Durability – ionizer performance over time.** Water has minerals which will build up on the plates over time and reduce performance. Our alkaline water ionizers have cleaning systems have a 1:1 cleaning ratio (others are 15:1 or worse!) and are the most advanced in the industry, virtually eliminating scale on the plates.
- **Where do the plates and cells come from?** There are many poor-quality water ionizers with oversized, old-technology cells on the market that come from China and other parts of Asia so buyer beware. All AlkaViva electrodes are manufactured in Japan.
- **Who is the manufacturer?** Our manufacturers have been making ionizers for companies such as Hyundai, Samsung, LG and Toyo for over 30 years.
- **Buy from the experts.** AlkaViva (in all its evolving forms) is the oldest ionizer company in the USA. We are the only company with WQA certified water specialists on staff and an A+ ranking with the BBB. We have watched many companies come and go – leaving their customers high and dry on replacement filters and warranty service.
- **What are the policies of the USA distribution company?** AlkaViva was the first company to offer 5-year warranty and now limited life time warranty on their alkaline water ionizers. Also compare our satisfaction and return policies to other companies. We lead the alkaline water filter industry and others follow.
- **What certification do the ionizers have?** AlkaViva was the USA first importer to have its filters made in the USA using 100% NSF certified components and to be certified to UL standards for its ionizers (this ensures that our ionizers have been shown as safe to use under existing USA and Canadian conditions). There are also a number of other certifications including one for Emco Tech having an ISO 14001 Environmental Management Certificate.

Buying an ionizer is a serious investment.

DO NOT be misled by marketing hyperbole that is slickly packaged by crafty web developers on attractive websites!

Click the links above, read the water ionizer information, and educate yourself– bigger isn't better. We hope the information above will help make the best possible choice for you, your friends and family. And please be very cautious about comparison sites that claim (and look) to be making independent comparisons of different brands. Most are “shill” sites that pay top dollar for paid clicks in the search engines. They recommend their own particular brand or brands.

- **Higher wattage and more plates do not create better results** than the more technologically advanced AlkaViva cells.
- **Higher power creates more stress on the plates.** More power means more heat, which means the platinum plating breaks down faster on the surface of the electrode. This equals poor performance over time and shorter cell life.
- **More cells and larger plates lead to an increase in EMF radiation, heat, wattage use and cell burn.**
AlkaViva alkaline water ionizers operate so efficiently, they use 1/3 the power which is 1/3 the EMF.

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