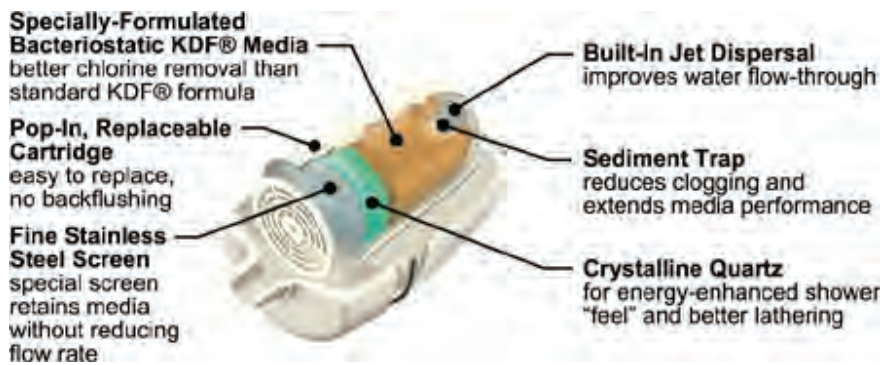


# Shower Filters

## Features:

- \* Converts Chlorine into a harmless soluble chloride
- \* Crystalline quartz for energy enhanced shower “feel” and better lathering



- Healthier, younger looking skin
- Softer, more manageable hair
- Reduces fading of color treated-hair
- Relief from dry skin and scalp
- Improved lathering and sudsing
- Removes 90% or more of free chlorine
- Great for those with Chlorine sensitivity

## Chlorinated Water and Unknown Hazards of the Shower

There is another side to the chlorine-water story. When we return from a gym workout or a jogging session or a game of squash, not only are we thirsty but we usually shower or bathe. We have been taught that cleanliness and health go together, and indeed they do, when chemical-free water is used. When chlorinated water is used, however, bathing may be much less healthy than we ever supposed.

Gasses are as a rule less soluble in hot water, and when water is heated or boiled dissolved gasses are released. Boiling water is as we noted earlier a way in which the free chlorine content in water is greatly reduced, the chlorine escaping into the air. When we have a hot shower or run a bath we can sometimes smell the chlorine released as it escapes from the hot water. In a confined shower recess, however, especially one with poor ventilation, the chlorine escapes from the water as we continue the hot shower and steadily increases in concentration in the air we breathe. The olfactory threshold for chlorine is about 3.5 PPM (parts per million) so when we can smell chlorine the concentration is already above this level. The lethal concentration for ten-minute ex-

posure is about 600 PPM and we suggest that regularly taking hot showers with chlorinated water could pose a health risk. Chlorine causes pulmonary edema, and it would seem likely that regular exposure to chlorine gas even at low levels such as in normal showering may reduce the oxygen transfer capacity of the lungs. This could be a critical factor for athletes and for others prone to heart failure.

Another aspect to be considered is our skin. Our skin is an important protective barrier for our bodies. When we shower with chlorinated water we are essentially exposing our skin to a relatively large volume of a dilute chlorine solution. Some of this chlorine reacts with the oils in the skin to form chlorinated compounds and it is these compounds which may then be absorbed by the body. It seems very likely, considering the strong oxidizing power of chlorine, that regular exposure to chlorinated water serves also to promote the aging process of the skin, not unlike extended exposure to sunlight. Moreover, chlorine may actually enhance the aging effects of ultraviolet radiation by reinforcing the process of cell deterioration.

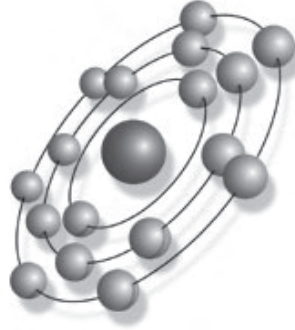
## What's Wrong With Chlorine?

Chlorine, # 17 on the Periodic Table of Elements, is, by itself, a yellow-green poisonous gas. It is an inorganic element that cannot exist by itself in nature but needs to bond to another element, the most common being sodium, hence, sodium-chloride, or salt.

In fact, commercial chlorine is produced by sending an electrical charge through a salt water solution, disrupting the bond between chlorine and sodium. The free chlorine is then captured and used for numerous household and industrial applications.

About 180 years ago, scientists, while researching the prevention of typhoid in the water supply, discovered that chlorine, bonding to organic substances, such as bacteria, killed it and rendered the water potable. Because of the corrosive effect chlorine had on organic matter, it was used as a horrendously effective weapon

during World War One. By nature, the gas, which is heavier than air, stayed close to the ground and destroyed the soldier's, lungs. Today, chlorine is still used as the primary method for disinfecting municipal water supplies, swimming pools, and whitening laundry.



Chlorine's attraction to, and corrosion of organic material doesn't end at the bacteria in the water. Chlorine also attacks your hair, skin, and lungs, as they are organic as well. Chlorine can leave your hair dry and brittle and make your skin flaky and itchy. It can also trigger negative reactions in children, the elderly, and people with chlorine-sensitivity.

Studies have shown that for health reasons it is best to remove chlorine from drinking water. Why not do the same with our shower and bath water?

## Stop Showering in Chlorine!



The CQ1000 Dechlorinating Shower Filter

- High quality name-brand shower heads come standard. We feature Whedon fixed action shower heads and Amcor massage heads. No head models are also available.
- Works wonderfully with hand-held shower kits
- Polyester filter element enhances cartridge performance through sediment removal
- Installs in minutes - no special tools or professional help required
- Replaceable cartridges lasts 6-9 months

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