

A Different Look at Hard Water Quality

Let's face it, water is very important to each of us... our bodies are 70% water... we consume it... wash in it... wash with it, and play in it. Water touches every aspect of our lives... constantly.

So, what is water? Pure water is Hydrogen and Oxygen – you'll rarely encounter it. Natural water contains dissolved minerals and much more... that's why it's called the universal solvent. Many elements are dissolved in it... are carried in it... and exist in it – microscopically speaking.

So, what of these makes natural water good for us? The short answer is that much of what is naturally dissolved in water is good for us. Things it picks up along the way, from animals and humans typically are not. Also, pure water should only be consumed for limited periods of time.

Generally, the most abundant dissolved mineral in natural water is Calcium... and it benefits us on several levels. It creates a natural alkalinity... it helps neutralize acidity in the body but when in excess, it causes problems with our delivery systems. You know this problem as "water hardness". It's called calcium carbonate and it affects many of our modern processes... like washing and cleaning... in addition to causing scaling to our delivery systems.

The common method of dealing with scaling has been a Salt Water Softener... it was introduced in the early 1900's and is still used today. It's based on the principle of substitution... replacing one ion (Calcium) with another ion (Sodium), to prevent calcium scaling. This process extracts sodium from salt, which is sodium-chloride. The residual of chlorine and other elements and the excess brine create a concentrated toxin which is now damaging many aquifers around the nation... so much so, that many municipalities are banning salt water softeners. So what's the solution?

How about a method that stops the scaling, without altering the fundamental properties of natural water? A very successful method was created almost 50 years ago. Instead of substituting and dramatically altering the chemical composition of the water, this Descaler

simply prevents scaling from ever occurring.

The Descaler operates at an ionic level, it alters the ionic state of the calcium carbonate. Excess calcium carbonate, under pressure, will create scale, which is called calcium calcite. In the presence of a patented amalgamation of metals and turbulence (the Descaler), the calcium carbonate becomes calcium aragonite, which does not stick to anything... and actually becomes a seed crystal that attracts other calcite ions to it... so it actually cleans up old calcite deposits.

The genius of this process is that it requires no outside assistance... no chemicals, no electricity, no maintenance... NOTHING. It's installed and forgotten... unless you occasionally remember that there's no more scaling... that your skin feels better... that skin irritations have disappeared.

Environmentally, this is very green technology. A typical water softener, in addition to creating toxins, wastes several thousand gallons of water a year. So, switching to a Calcium Descaler will maintain natural and healthy water and save you lots of water. Not to mention that you stop polluting the aquifer with toxic water softener waste and you stop spending money on salt and maintenance, another different but important kind of green benefit.

So... all in all... a classic win-win for everyone. Your body wins because it has natural water again, your house wins because your plumbing and hot water system will not prematurely fail, your municipal water system wins because you now require less water, your municipal sewage treatment facility wins because you are sending it less toxic waste, and your bank account wins because you lowered your water bill and stopped spending money on salt water softener supplies and maintenance.

The Calcium Descaler I am proud to present is manufactured by Fluid Dynamics and is available on our website... click on Fluid Dynamics under Indoor Solutions on our Home page. I hope you will contact me with any questions, or to discuss your particular needs.