

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardsWater.com ♦ Nov/Dec, 2015

New Item: Versatile. Powerful. Necessary. And Cheap! Plus Very Well Researched!

By Ben

We're very pleased to announce that we now carry (through our friends at Daily Manufacturing) Spirulina.

Spirulina is a green algae that's long been used in alternative medicines, but has always frustrated me — and probably countless other people... perhaps even most of you reading thing — in terms of actually getting and using it.

Most of the capsules have been low in content, requiring taking too many pills, and the powder (how it's usually taken) is the most inconvenient supplement powder I've ever worked with — on top of tasting like fish food, it stains things a deep green, and it's difficult to pry off your kitchen implements.

In other words, even though I've known for some time that it shows great promise, I haven't taken it because of just how inconvenient it is — and I don't think I'm alone in that. Thankfully, Daily's has my (and your) back on that, offering their capsules with 600 mg per capsule (a very decent dose for a capsule), which they recommend three times a day. I would personally suggest 4 or 5 times a day to get the most benefit... but it may be best to start out with the manufacturer's recommendation. What are Spirulina's benefits?

Well, my favorite resource for supplemental research is Examine.com. Their approach is simple: they review published studies on supplements, rate the research quality, and then rate the size of any effect noticed with different claimed benefits.

They tend to be on the conservative side, and a great many supplements are understudied (big surprise), so a lot of their "Human Effect Matrices" are fairly empty.

That said, their entry on Spirulina demonstrates a huge amount of excellent research, with many effects ranked as "notable" or "strong." They are:

- ♦ NOTABLE decrease in [Lipid Peroxidation](#) (the destruction of cell membranes)
- ♦ NOTABLE reduction in [Triglycerides](#)
- ♦ STRONG reduction in [Allergies](#) (it's worth noting a small number of people are allergic to Spirulina itself)
- ♦ STRONG decrease in [Nasal Congestion](#) (see above)
- ♦ NOTABLE decrease in [Blood Pressure](#)
- ♦ NOTABLE increase in [Muscular Power Output](#)
- ♦ NOTABLE reduction in the [lesions resulting from Oral Cancer](#) (**Note:** NOT a cancer preventative or cure)
- ♦ STRONG decrease in [Liver Fat](#)
- ♦ NOTABLE reduction in [Liver Enzyme activity](#) (which indicates greater liver function)
- ♦ NOTABLE increase in [Natural Killer \(immune\) cell activity](#)
- ♦ NOTABLE increase in the [body's responsiveness to viruses](#)

And that's just the effects that are considered potent by the researchers! In addition, it's ranked as having "minor" benefits for:

- ♦ [cholesterol](#) (increasing HDL and reducing LDL),
- ♦ [muscular endurance](#),
- ♦ [anti-oxidant enzyme count](#),
- ♦ [blood sugar](#),
- ♦ [fat burning](#),
- ♦ [inflammation](#),
- ♦ [insulin sensitivity](#),
- ♦ [risk of anemia](#), and
- ♦ it even [increases \(mildly\) the number of white blood cells!](#)

- ♦ It even reduces built up levels of arsenic!

Normally, I'm loath to write articles that are just laundry lists of the benefits of something, and would prefer to talk about how they work, or what you should take them with (which is obviously Willard's Water, which will likely increase your absorption and benefits from this, as it does with so many things), but this compound just has SO MUCH to talk about in just the amount and strength of research on its benefits, which are often uncommonly potent compared to many other supplements.

It's also worth noting that, though not studied in humans, there's fascinating **animal research indicating benefits for the animal's brain, metabolic issues, arthritis, and the overall immune system** (hinted at above).

So there's been an uncommon amount of research done on humans that's well-supported, and there's going to be a lot more coming in the future. I don't remember the last time I saw a supplement that had this much research indicating benefits to this many different bodily systems.

Best part of all: it's far cheaper than most, thanks to the good people at Daily's. 100 Capsules of 600 mg Spirulina is only \$12.95! So even if you take it at the 5 caps a day I suggested, it's still likely cheaper than many of the supplements you already take, at just under 65 cents a day!

So if you want to keep your liver healthy, your immune system strong, your muscles powerful, your nose free of allergies, and potentially many, many other benefits, all while not breaking the bank, it seems that Spirulina may in fact be a very handy addition to your supplement regimen.

And, as mentioned, if you take Willard's Water along with Spirulina don't be surprised if you see even greater benefits than reported in the research cited here. ♦

Arthritis & Other Pain Relief; Skin & Hair Aids, & More!

Are you or anyone you know interested in topical help for :

- ◆ **Pain Relief**
- ◆ **Nicer Hair**
- ◆ **Nicer Complexion**
- ◆ **Help with Skin Issues like Acne, Psoriasis, Rosacea, Etc**
- ◆ **Quick Relief of Muscles from too much lifting, stress, etc**
- ◆ **Quick Relief for Owwies, Burns, Insect Bites, Bumps & Bruises, Etc**
- ◆ **Loved by Dogs, Cats, and seemingly all animals**
- ◆ **More**

For fast topical Pain Relief from Arthritis, Fibromyalgia, Injuries of various kinds, etc, people love the **Chinota Gel**. Some people have even told us the first night they used Chinota Gel was the first good night's sleep they had in "forever" because pain from their legs, or back, or carpal tunnel, or whatever, had been interfering so long with their sleep

For multiple topical uses, people love the **Aqua Gel**... for nicer and more manageable hair, for fighting Acne, Psoriasis, Etc, for taking the itch &/or sting out of various insect bites, for relief of burns or sunburns, and everyday "owwies", and much more, people say they wouldn't be without Aqua Gel. It really is, as one very loyal Aqua Gel user once described it, a "Gift of Endless Uses"... from Sunburns, to Acne, to Sore Muscles, to Rashes, Eczema, Owies, and More... Aqua Gel is the choice of thousands, and for fighting acne,

and other skin conditions the runaway favorite is topical use of Aqua Gel along with drinking the Willard's Water.

For more details on the **Chinota Gel** or **Aqua Gel**, use this link to our site & choose the item from our list: <https://www.willardswater.com/store/index.php?ccat=22>

For what many say is the most refreshing bath or shower they've ever had, people love our Willard's Water soaps... many say the **Willard's Water with Goat's Milk Soap** turns their bath or shower into a luxurious experience. Others note the improvement in skin issues...from extremely **dry, chapped skin, to relief from Rosacea and more.**

And the **Willard's Water LOTION with Goat's Milk** is so loved by so many people for so many reasons we don't know where to begin listing them!. So for a still pretty concise summary of the **WW Lotion**, and also for details on all the **Willard's Water Soaps**, check out their information on our website use this link and click the item you are interested in from the list: willardswater.com/store/index.php?ccat=44

No list of items people love listed at the beginning of this article would be complete without **Willard's Water** itself included. For articles on various aspects and uses of WW use this link & choose your topic from the listed ones in the left hand column.: <http://www.willardswater.com/information.php>

WW has been lauded by countless people for decades for providing "all of the above"... we've listed it last because we've been talking about topical uses, and WW certainly has a myriad of uses topically, but it's also used internally as a drink. So, since it's both, we've listed it last.

When WW is used topically sometimes relief comes very quickly on some things like burns, sore muscles, and such, but for other things like most skin issues it usually takes a little longer. Those who drink WW report the same sort of thing... some things seem notably better very quickly, and others take a little longer.

For fighting such things as **Acne, and other skin problems**, the runaway favorite as we said is the Aqua Gel combined with drinking the Willard's Water. The **Very Best results** on any skin problem always come from those who use the WW or the Gels topically, AND also drink the WW... we're just laypeople but we assume it's because most skin issues are due to some sort of internal issue, with the symptoms of that issue showing up on the skin. So putting WW to use both topically in Aqua Gel form, and internally with regular drinking of the WW makes sense.

Don't forget the reported benefits of WW for **Dogs, Cats, and other Animals**. For info on Willard's Water's benefits for animals use this link and choose from the articles in the list to the left in the Pets & Animals section: <http://www.willardswater.com/information.php>
Enjoy! ♦



Trivia & Tidbits . . .

1. What game has taws, bowlers, reelers and monnies?
2. Why did Cincinnati Reds' team send a signed 2nd base-bag to Roy Rogers?
3. What war was the first to have authorized film coverage?
4. What was Mrs. P.F.E. Albee of Winchester, NH, famous for?
5. How tall is the Barbie doll?
6. How can you tell the age of a mountain goat?
7. How long is a day on Mars

AND THE ANSWER IS...

1. Marbles—They're all slang for shooter marbles.
2. Because 2nd base in the Reds' Riverfront Stadium was on the site of cowboy movie star Rogers' boyhood home.
3. The Boer War (1899—1902).
4. She was the first Avon Lady—before the turn of the 20th Century & before the company was called Avon. She sold perfume sets door-to-door and trained others to do so.
5. 11-1/2 inches.
6. By the rings on its horns—the first at age 2 and one every year thereafter.
7. 24 hours, 37 minutes, and 22 seconds.

ON "THE WEB"!
www.willardswater.com
Or
www.nutritioncoalition.com

Please Note: We are not health authorities of any kind. This newsletter represents our own views—presenting information we believe to be true and correct, but is "opinion", nonetheless. We also have a vested interest in most of these topics, so don't claim to be impartial. This newsletter, or anything else we publish, is no substitute for a competent health professional. User reports, though published here, don't prove anything—we pass them along because they certainly are of interest to others using the same products, or who have an interest in them.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

An Herb Found to Help Rid the Brain of Cognitive-Destroying Plaques, and More

Living to a “ripe old age” has been something of a goal for a large percentage of people for hundreds of years. But recently, the increasing number of people who may live to a “ripe old age” but have no memory of their loved ones, or what they life was, or even the ability to communicate, has left many people wondering if they even want to live long enough to face such a prospect.

Statistics tell us you don’t have to live to be very old before that prospect becomes a reality for far too many people. It is said that **by age 65, 1 out of every 8 Americans** will suffer from severe cognitive decline; **by age 80, an alarming 1 out of every 2 Americans** will.

Research has been going on for years to find a cure, as well as to find ways to prevent or at least slow down, such cognitive decline.

We’ve written before about various nutrients that have been found to have some benefits in reducing one’s risk of dementia, Alzheimer’s, and other conditions that reduce cognitive abilities.

There is one herb that has actually been the subject of many studies already, and therefore has been the subject of many of our previous articles on this subject.

But recently we found reports on another study that not only confirmed a link to some benefit from that herb, but also came up with a possible explanation as to why that herb may have such benefits.

In fact, we’ve read some natural health experts’ opinions that this herb has shown **more promise when it comes to supporting the neurological system of the human body than any other medical finding to this time.**

What herb is it? None other than the bright yellow spice commonly found in curry powder... **Turmeric**. This spice has been used in India for hundreds of years as a healing herb and a seemingly favorite, and very popular, spice used in all kinds of foods in India. In fact, it is so popular in India, that India has the highest consumption of turmeric per capita of any nation in the world, and, interestingly, it also has the

lowest incidence of cognitive decline in the world.

Now, to get the “why” of this herb’s possible role in fighting cognitive decline. As you have likely heard, in many types of cognitive decline, there is a formation of abnormal protein structures in the brains of those affected by cognitive decline.

Normally when abnormal proteins form in the brain, the immune system sends out cells called macrophages. Those macrophages surround and destroy the abnormal proteins. If that immune system process fails, defective proteins accumulate and cognitive problems follow.

Recent research has found that the active ingredient in turmeric, **Curcumin**, encourages the immune system to send macrophages to the brain.

A clinical trial conducted which involved people with severe cognitive decline receiving either Curcumin or a placebo, found that the group receiving Curcumin had significantly higher levels of dissolved abnormal proteins in their blood than the people who received the placebo did.

The study demonstrated that Curcumin can effectively pass into the brain, bind to those beta-amyloid plaques, and help the body break them down. Curcumin is one of the few substances that have been found to have this effect on the brain.

As we noted previously, Turmeric and the active ingredient in it believed to be the key to its benefits, Curcumin, has already been shown to have other beneficial effects on the body as well. These other benefits include:

- ◆ **Fighting inflammation** throughout the body
- ◆ **Supporting Heart health**
- ◆ **Promotes Youthful, radiant skin** and fights fine lines and wrinkles
- ◆ **Supports Joint & Muscle health** and eases aches and pains
- ◆ **Boosts detoxification** of the body by optimizing liver function
- ◆ **Promotes Mood Balance**
- ◆ **Supports Natural Weight Loss** when

combined with healthy diet & exercise

As we have reported previously, a study done on Willard’s Water’s effectiveness at boosting the breakdown and absorption of nutrients concluded that it did. And, of particular interest when discussing Curcumin and Turmeric, the study tested Willard’s Water’s specific ability to enhance the absorption of those two items because they are considered to be two of the most difficult-to-absorb-nutrients there are.

The study researchers said that **Willard’s Water was more effective** at breaking down those toughest of all nutrients and increasing the absorption of them **than the substance previously established as the best at boosting their absorption.** In fact, one of the researchers put it this way, saying the **Willard’s Water “blew the other one away”.**

That’s why we always recommend “washing down” one’s supplements with Willard’s Water, and also foods, since Willard’s Water also enhances the absorption of nutrients from foods.

We offer Curcumin in two different products. Both come to us from the Daily firm mentioned on page 2 of this issue. We offer Curcumin in:

- ◆ **Curcumin Capsules** (250 mg each) in item No. J-398, and, in
- ◆
- ◆ **Ener-Cell**, Item J-135, which is a combination product containing 4 very important items: Alpha-Lipoic Acid, L-Carnitine, CoQ10, and Curcumin in one capsule. There is always more of an ingredient in a single-item supplement, but if you don’t need a very large dose of any of the items, the amounts in Ener-Cell are considered sufficient for most people.

Considering the information in the most recent studies discussed here, it’s easy to see why people are excited about Curcumin. And for those who know how effective Willard’s Water is in enhancing Curcumin’s (and other nutrients’) absorption, it’s easy to see why so many are also excited about Willard’s Water — for that and its many other benefits. ♦

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It is used for addresses in the printed version.



Red Kettle Angel?

“A.T.” told us she really was surprised when she arranged for her daughter and her to be bell-ringers at one of the Salvation Army kettles that Christmas.

She said she works downtown and sees the people lined up at the Salvation Army for help all the time, so she knows how much good they do and how well they do it.

So she found herself that late December day, despite all the items yet to get done for her own family’s Christmas, calling in to arrange for her and her daughter to spend a couple hours ringing that bell by one of those red kettles.

The next day, she got the idea “seemingly from nowhere” that she should offer her clients a free gift if they signed up to do bell-ringing, since she’d found out when she volunteered the day before that they were actually short on them still.

So she called the Salvation Army office to see if it would be alright to make such an offer to her clients... making sure it wouldn’t break any laws or anything. She had to talk to a number of people before she got connected to the “right” one

who had the answers. Yes, it was fine and would be greatly appreciated.

Then the woman who had confirmed it was all okay, seemed to get very excited when A.T. told her where and when she and her daughter would be ringing the bell that day... in fact, the lady said she had chills... she said the woman who would be relieving them would be bringing her two children with and she was doing it because her father who has been a major donor to the Salvation Army for years had told his daughter all he wanted for Christmas was a picture of her and her kids (his grandchildren) doing the Salvation Army bell ringing... and, the only one who’d be able to take the picture was the lady A.T. was talking to— “just with my own little camera”, but since A.T. is a professional photographer, would there by any chance she could take that picture that would be such an important keepsake for that family? “Of course!”, A.T. told her.

A.T. told us they all wondered how many Red Kettle angels it took to get all that to fall into place? Sometimes, the “coincidences” of life really do make you smile... and wonder! ♦
Updated from February 2000 Edition. Editor: We invite you to send your own “unexplained help” stories for sharing, anonymously, if you choose.



E-Mails, Mailbag & Phone Calls . . .



Fussy & SMART Cat! — “S.O.” told us she knows some people think cats are fussy and stupid.

But, she told us in her e-mail, that “I have a fussy, smart one! Ever since I started using WW in my dog’s water dish to help his allergies, our cat no longer wants to drink from our kitchen faucet... much preferring to share the bowl with the dog!”

We agree... you have a smart kitty! And, we have to say, we’ve lost count of how many people have told us stories over the years about their cats and dogs who don’t want other water (actually refuse to drink it in many cases!) once they’ve been introduced to Willard’s Water! Maybe animals do know something we humans sometimes don’t! Including reports of deer and rabbits that will eat the vegetables treated with WW, and leave the “untreated” ones alone in the same gardens!

“Never occurred to me that it was the WW that helped my knees...” — “A.C.” told us she was a real skeptic about Willard’s Water when her friend first told her about it and said she should try it. A.C. is a polio survivor and has a crooked spine and some arthritis as a result. She’s had some problems with arthritis type pain in her knees. When she first got the WW, she was leaving for a trip and took it along... drank it the whole time she was on the trip. When she got home, she was amazed that her knees didn’t hurt when going up and down the steps at home...she was afraid it meant that being away from the biking she loves to do while on her trip, had helped her knees... it never occurred to her it was the WW. It was a doctor she saw and showed the WW to who actually told her he thought that’s what did it. She stayed on it and eventually, she laughs, even she had to admit it was the Willard Water! ♦



MORE PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Study Confirms: Willard's Water Increases Absorption & Retention of Nutrients into the Cells

A cellular research lab in Oregon, NIS Labs, is conducting a series of studies on Willard's Water.

The goal of these studies is to figure out exactly what Willard's Water is doing on the cellular level.

We have known for many decades that Willard's Water ("WW", for short) appears to be enhancing cellular absorption and retention, but all of the studies were primarily cause and effect examinations which left many questions on how the Water is actually working.

For example, we know that adding Willard's Water to one's vitamin supplementation routine significantly reduces the amount of vitamins being flushed out in the urine and feces, a phenomenon we've historically attributed to increased cellular absorption and retention, but we've never been able to explain exactly what's happening.

It is the hope that this series of studies eventually will help to definitively answer those questions.

In mid-October (2012) we received the completed report on the first study in this series and the results are very exciting as they definitively prove that **Willard's Water is enhancing cellular absorption and retention.**

Some highlights of the study include:

◆ The study only examined the effects of the CLEAR product. This was done because it has no trace minerals and therefore any effects could only be attributed to the Willard Water catalyst.

All three formulas of Willard's Water (Ultimate Dark, Clear, and the old XXX or Dark XXX as some now call it) have the catalyst in them so this should be interpreted as a study that validates all

In this study, Willard's Water "blew away" the two best known and most effective "delivery systems" (nutritional absorption boosters) on the market today.

of them.

◆ The study sought to measure the relative increase in absorption rates of six ingredients/solutions.

These tests were not randomly chosen

as the ingredients represent different levels of natural cellular absorption.:

- ◆ two of the ingredients are generally considered to be easily absorbed,
- ◆ two are slightly more difficult, and
- ◆ two are generally considered to be extremely tough to absorb.

The two toughest to absorb ingredients more often than not require additional delivery solutions (absorption boosters) to ensure absorption.

Willard's Water increased absorption rates in five of the six test ingredients with the one exception being the Vitamin B test.

However, Dr. Jensen, the researcher conducting the study, said there was clearly something wrong with their B Vitamin solution since it was not absorbed by the cells in any of the tests, including the control group, so she considers this to be a 100% successful study despite the B Vitamin problems.

◆ The effects of the Willard's Water are most apparent in those solutions that are typically extremely difficult to absorb.

In fact, the delivery system Dr. Jensen used as the control in testing tocotrienol and turmeric, are the **best known delivery systems currently on the market and Willard's Water blew both of them away.**

◆ It appeared to the researchers that

Willard's Water is not behaving as an antioxidant itself as was previously thought by some. Rather, it causes cells to better absorb and utilize antioxidant solutions, thus increasing their effectiveness.

Interestingly, this phenomenon can be most clearly seen in the failed B Vitamin samples as the addition of Willard's Water significantly reduced the oxidative effect of the "bad" solution.

What Dr. Willard ("Doc") told us years ago about the way in which he believed the Willard's Water works as a free radical scavenger and antioxidant, fits well with what these researchers are saying.

Willard's Water's great ability to boost absorption of nutrients seemed to "rise to the occasion" and perform at its very best, when used to boost the very toughest-to-absorb nutrients.

In fact, we have yet to see any study report anything that contradicts any of the conclusions Doc

Willard reached on this amazing product so many years ago — with far less sophisticated equipment available for use at that time.

We're NOT at all surprised the study found Doc's conclusions correct. We'd only be surprised if it found him wrong, since his data has always been confirmed by any additional tests conducted.

When you think about it, if Willard's Water did nothing besides **boosting the absorption of nutrients into one's cells**, it would be priceless in many people's opinions. But, remember, we can add to that, that it also

- ◆ reduces inflammation,
- ◆ improves antioxidant and free radical scavenging effects,
- ◆ boosts elimination of toxins and wastes, and also
- ◆ raises the alkalinity of water and the body taking in that water.

One Version of Willard's Water Was Found to Work Better Than the Others Even If Diluted 4 to 8 TIMES As Much...

Yes... based on some exciting studies on plants **Ultimate Dark Willard's Water seems to be 4 to 8 times better than Clear or XXX Willard's Water.**

These studies certainly validate Dr. Willard's conclusion (and countless users' opinions!) that the Ultimate Dark Willard's Water is MUCH more effective than either the Clear or the XXX.

(Some companies that don't carry the Ultimate Dark because they are not authorized to, now call the old XXX the "Dark XXX" or even just "Dark". As a result of the confusion created by those changes made to the old XXX name, the name ULTIMATE Dark was given to the product that had been called simply "the Dark" or "Dark XLR-8 PLUS" for years. The name change to Ultimate was to clarify that it is considered the best of Dr. Willard's three versions, and the old XXX (or variations of XXX is NOT the same as the ULTIMATE).

The studies discussed here use Willard Water with nutrients (natural fertilizers) to analyze the benefit of combining those fertilizers & WW for plants.

All these plant tests so far have found the Ultimate Dark has as much or greater impact on the plants as the Clear or XXX even when the Ultimate Dark is **diluted** by as much as **4 to 8 times MORE** than the Clear or XXX. In other words, the studies have found the **Ultimate Dark has to be 4 to 8 times more potent** than the other two.

Granted, this study is on plants, not people, (keep reading for a "people researcher's" findings and comment) but it helps make sense of the fact that so many people find they feel much better using the Ultimate Dark than they do using the Clear or the XXX.

It makes it seem to us lay-people that the human body may achieve even greater-than-we suspected nutrient absorption and balance with the Ultimate Dark than with the Clear or the XXX (just as the plants in these studies have done).

That improved absorption of nutrients could result in a myriad of ways in which the use of the Ultimate Dark might perform better for people than the other two do, as it does for plants — since nutrients basically drive all aspects of the human body.

The Clear and the XXX are great products, as we've always said, but these studies confirm that Doc's final version — the Ultimate Dark — is even much better.

And how did another researcher whose tests are on people not plants, recently sum up the differences those tests have indicated between the Ultimate Dark, the Clear and XXX?

The "people researcher" said the **Ultimate Dark is so much better "it's not even in the same universe"** as the Clear and XXX!

We (Nutrition Coalition) are the **only authorized Distributor of the Ultimate Dark** Willard's Water, and always have been. **Dr. Willard himself made that decision** after he perfected this version, and it has continued to be honored by his family firm, the only manufacturer of Dr. Willard's Waters.

Dr. Willard's desire to leave his finest formulation in our hands, says a lot about his confidence in and opinion of us, and we are, and always have been, honored and humbled to carry the torch. Seeing his work validated in studies like those discussed here, is a joy to us and all who knew him. ♦

Study: WW PERMANENTLY Raises Alkalinity of Water

As the importance of increasing the alkalinity (pH) of drinking water has become more and more accepted as very beneficial for one's health, there have been almost countless products appearing in the market to raise the pH of water. **We don't know of ANY that raise the alkalinity and KEEP it raised permanently, EXCEPT Willard's Water.**

Those familiar with WW have known for a long time that the change it makes in the pH of water (and all its other characteristics) are permanent. Other products promoted for increasing water's pH, do NOT create that change permanently. The longest we're aware of that any company says its product will maintain the increased alkalinity is "a week at the longest". And that piece of equipment costs thousands of dollars. Plus, **WW has additional very important benefits** besides its exclusive ability to permanently raise the pH level (alkalinity) of the water it is added to.

Most recently, a study conducted at the South Dakota School of Mines & Technology in Rapid City, SD, concluded that the evidence is there... WW does indeed make this change permanently. **Bottom line finding of the study:** *Adding Willard Water® to Reverse Osmosis water in recommended dilution amounts consistently raised pH several points. And, it maintained that raised pH over time.*

In the study sponsored by CAW Industries, Inc., parent company and manufacturer of Willard Water® products, entitled "An Examination of Willard Water's Impact on pH," conducted by graduate students at the South Dakota School of Mines and Technology affirmed that Willard Water®, when added to water in recommended dilution amounts permanently raises the alkalinity of drinking water.

The study's objective was to quantify the effect adding Willard Water® to drinking water has on the water's alkalinity. It also sought to measure both the relative increase in the drinking water's alkalinity when various amounts of Willard Water® were added, and whether the alkalinity would change over time after the Willard Water® had been added.

The study's author, graduate student Joseph Gentilini, confirmed adding Willard Water® to drinking water in small amounts raises the pH of that water and using Willard Water® at recommended amounts has a significant impact on alkalinity. Gentilini's study also confirmed the permanency, of the alkaline change caused by the addition of Willard Water® that Dr. Willard established via his personal studies conducted nearly 25 years ago. Once again, Dr. Willard's own findings have been validated. ♦