ELO WATER

The Science Behind the Water

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Where the data is in the form of anecdotal evidence, it does not constitute medical evidence from scientifically designed randomized controlled trials, they are from real people with real conditions that have testified to the benefits they experienced from drinking and soaking in ELO Water.

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We are in the process of conducting human clinical trials in Singapore to investigate the effects of ELO on certain medical conditions.

WHAT IS ELO WATER?

ELO Water in Hungarian means ‘LIVING WATER’ – a special OXYGEN-RICH WATER.

The proprietary Hyflux technology produces water that allows OXYGEN TO EXIST IN WATER IN A STABLE FORM.

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ELO WATER MEETS STRINGENT DRINKING WATER STANDARDS

NUTRITION INFORMATION	
Serving Size: 240 ml Servings per Bottle: About 6	
Amount Per Serving	
Calories	0
pH	7.1 – 7.5
Sodium	4.8 mg
Calcium	40 mg
Magnesium	10.6 mg
Total Fat 0 g	0%
Total Carbohydrate 0 g	0%

O_2

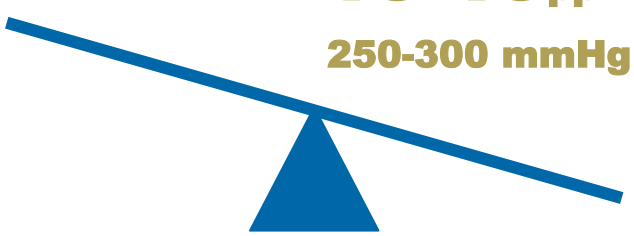
3-7 ppm

130 mmHg

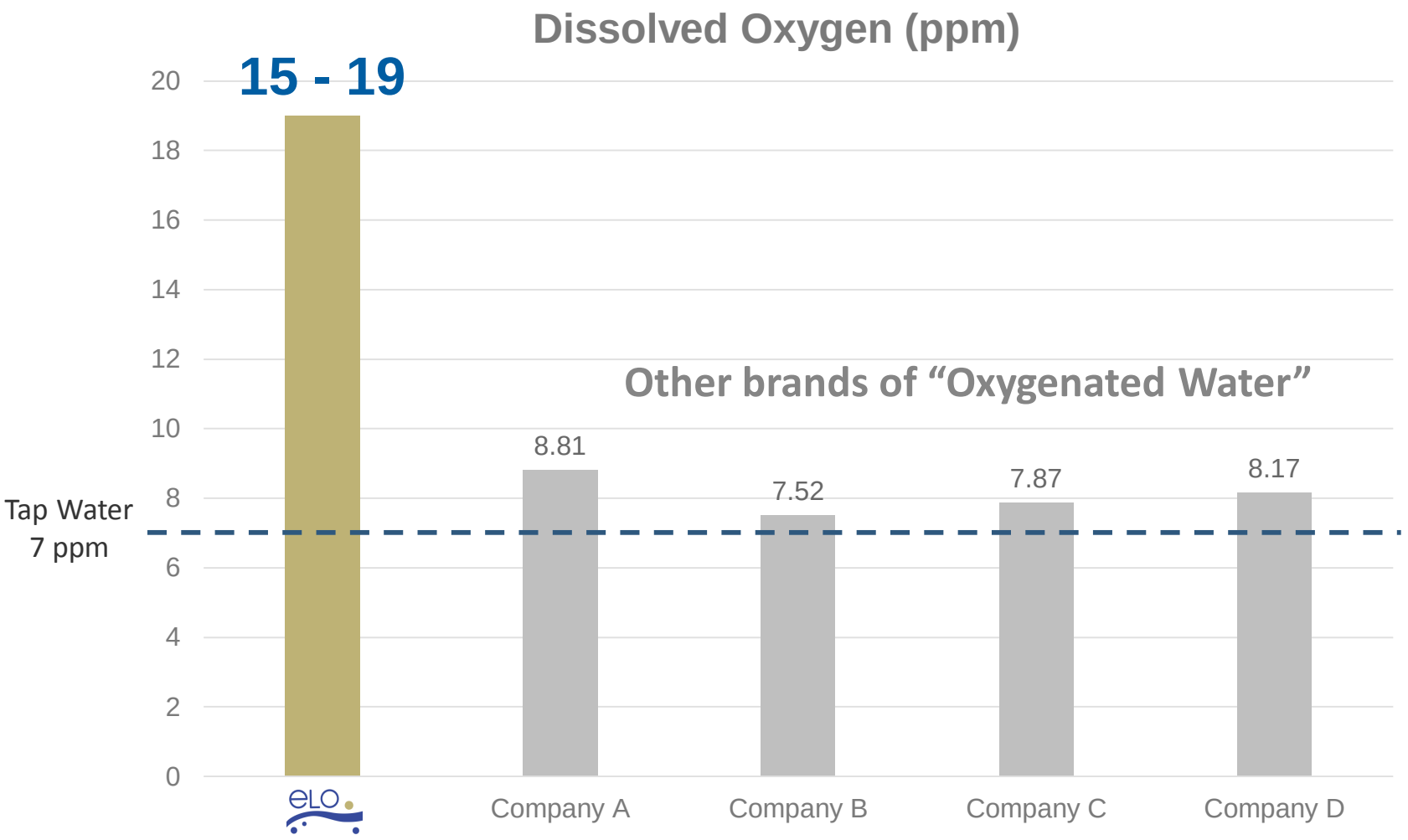
O_2

15-19 ppm

250-300 mmHg



DISSOLVED OXYGEN COMPARISON



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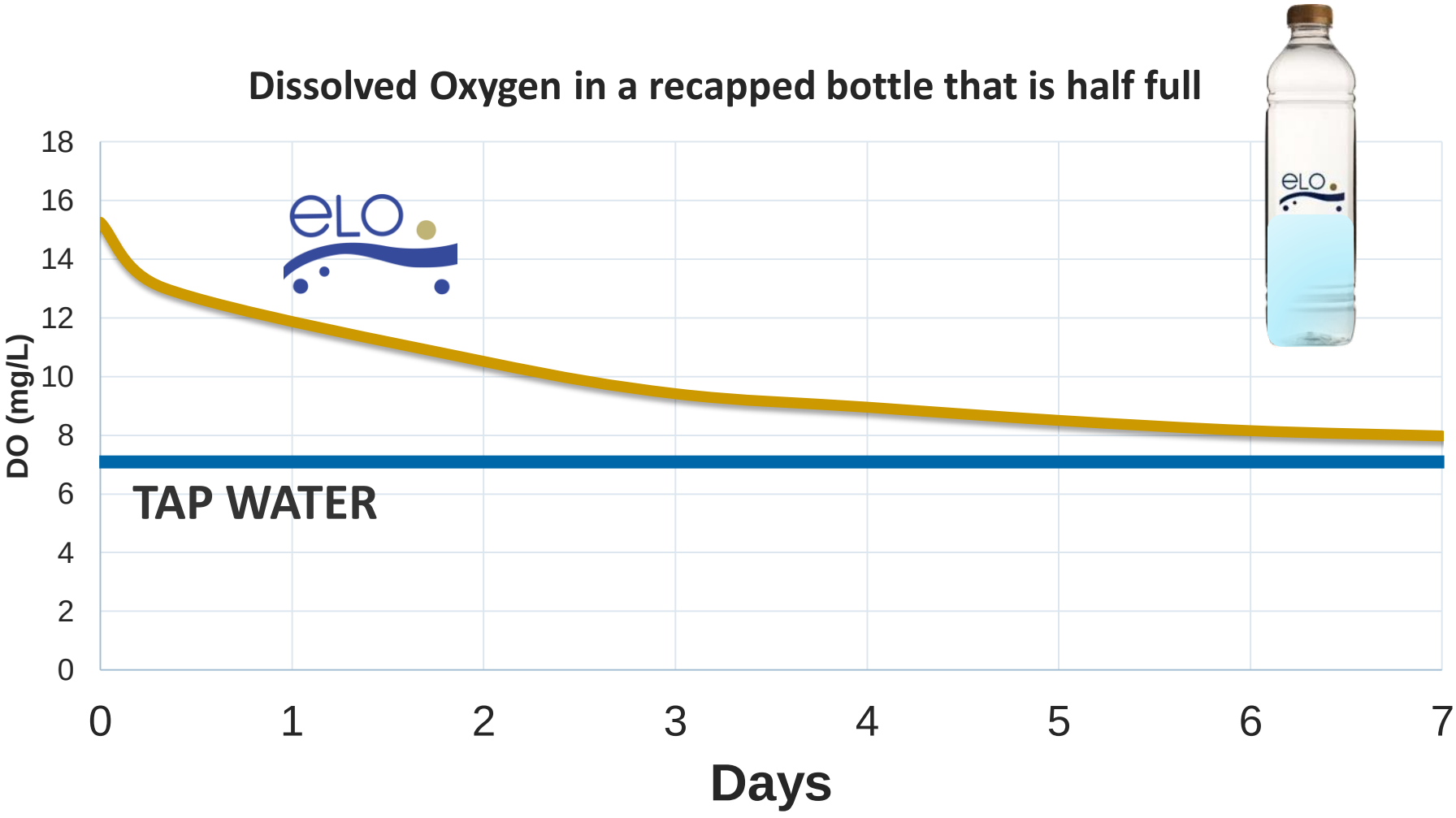
DISSOLVED OXYGEN STABILITY TESTS

Poured into an Open Glass

DISSOLVED OXYGEN STABILITY TESTS

After opening bottle, pouring out 50% of it and recapping



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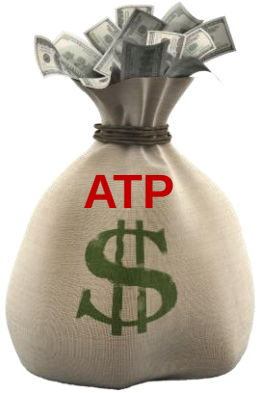
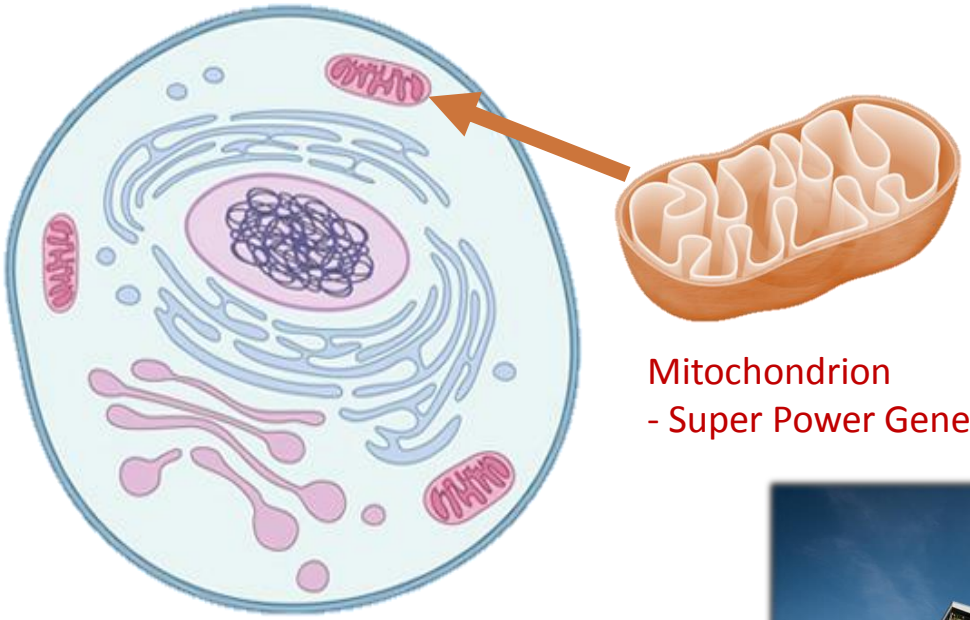
IMPORTANCE OF OXYGEN TO LIVING CELLS

Oxygen is closely related to Energy Economics of a cell



ATP – the energy currency of the cell



Mitochondrion
- Super Power Generator

ENERGY PRODUCTION DURING LOW OXYGEN LEVELS (Hypoxia)

When a cell has insufficient oxygen It uses anaerobic glycolysis to get energy

2 ATP

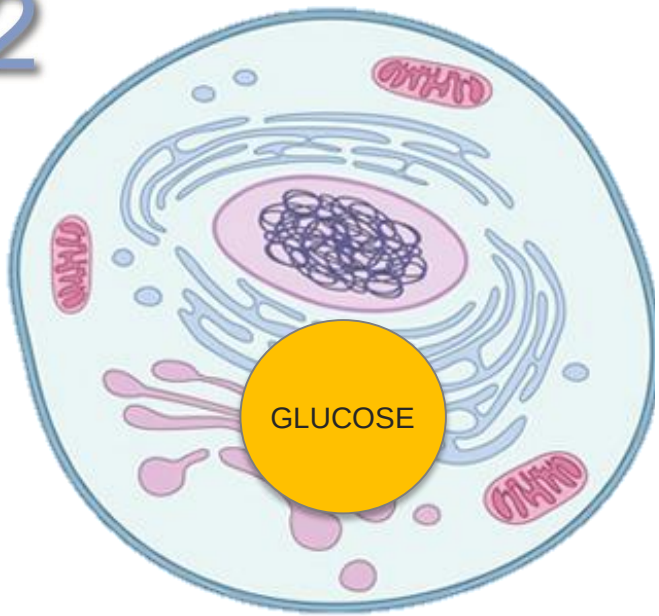
(Energy $)

Energy Production with Good Oxygenation

When a cell has enough oxygen to use

O_2

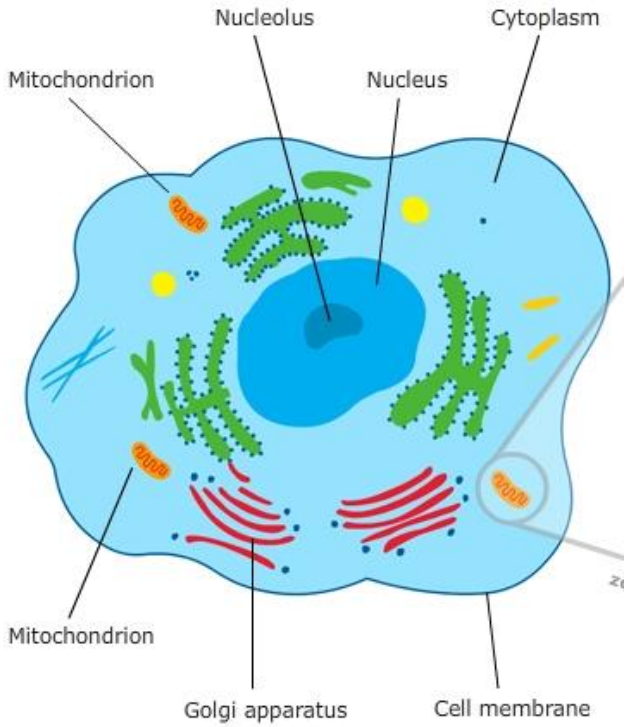
When a cell has access to oxygen It uses oxidative phosphorylation and electron transport chain to produce energy



32 ATP

(Energy $)

CELLS NEED HIGH ENERGY (ATP) FOR MANY FUNCTIONS



- Carry out normal CELL FUNCTIONS
- REPAIR of cell after injury
- Keep the cell YOUNG AND ALIVE
- FIGHT INFECTIONS
- Remove CANCEROUS cells

Diagram source: University of Waikato

CELLS CAN TURN CANCEROUS IF DEPRIVED OF OXYGEN FOR LONG PERIODS

"All normal cells have a requirement for oxygen, but cancer cells can live without oxygen – a rule without exception.

Deprive a cell 35% of its oxygen for 48 hours and it may become cancerous."

Dr Otto H. Warburg
Biologist
Nobel Prize Winner in Medicine

TISSUE HYPOXIA

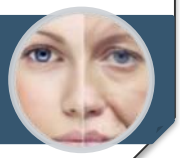
– An Associated Factor In Many Conditions

TISSUE HYPOXIA

Suboptimal tissue oxygenation may be caused by endogenous and exogenous factors

As people age, their lung capacity and microcirculation of tissues and organs are usually reduced compared to healthy young children.

Aging



Many people unconsciously hold their breath when they are under stress, reducing the oxygen exchange at the lungs, which may compromise overall tissue oxygenation

Stress

Air pollution and carbon emissions lower oxygen levels in the atmosphere of highly polluted cities

Pollution

Tissue oxygen levels have been shown to diminish with age and with certain diseases such as:

- Diabetes
- COPD
- Smoker's Lungs
- Blood Disorders

Diseases

CURRENT METHOD TO ENHANCE TISSUE OXYGENATION

Hyperbaric Oxygen Therapy (HBOT)

TISSUE OXYGENATION IS HIGH WHILE INSIDE THE HYPERBARIC CHAMBER BUT DROPS QUICKLY UPON LEAVING CHAMBER

- Lack of portability
- Inability to maintain O2 levels outside chamber
- Barotrauma
- Oxygen toxicity from superoxygenation

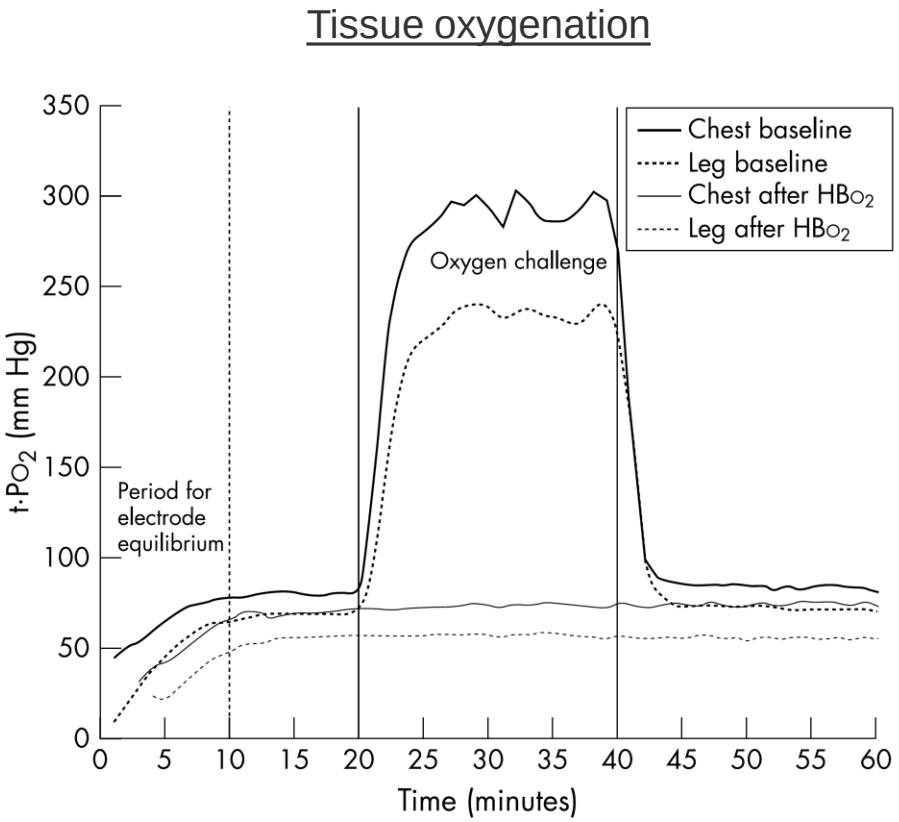
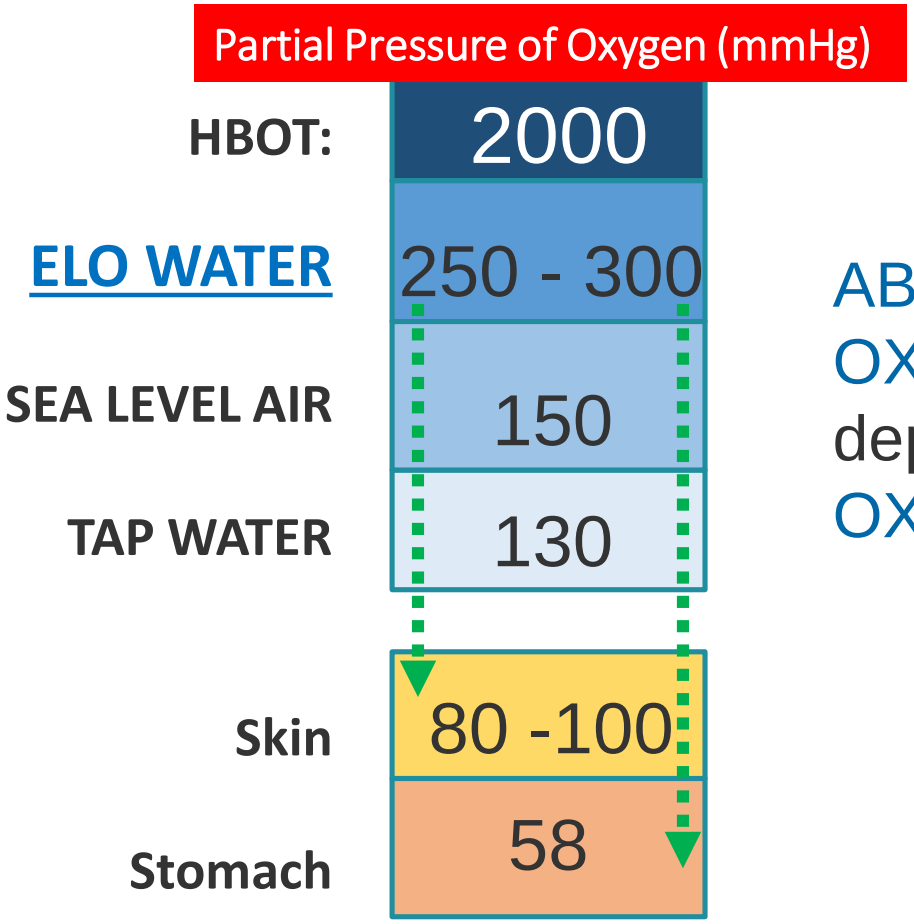


Figure 4 Chest and leg transcutaneous oxygen tension ($tcPO_2$) during the baseline and hyperbaric treatment (HBO_2) conditions versus time.

Figure Source : A N H Hodges, S Delaney, J M Lecomte, V J Lacroix, D L Montgomery. Effect of hyperbaric oxygen on oxygen uptake and measurements in the blood and tissues in a normobaric environment. Br J Sports Med 2003;37:516–520

OXYGEN MOVEMENT DEPENDS ON CONCENTRATION GRADIENTS



ABSORPTION OF OXYGEN into tissue depends on the OXYGEN GRADIENT