

# The Man Behind the Mission

Over the last four decades, Carl Palmer has dedicated his life to the research and development of safe and healthy drinking water through water purification. His vision and hope for our world is to develop products that provide safe and healthy water to all those who need it.



Mr. Palmer has witnessed the crippling and even fatal effects caused by water contamination and has made it his mission to successfully develop a variety of drinking water technologies that remove the contaminants causing the majority of the world's drinking water health issues.

Carl Palmer is the founder and driving force behind Seychelle Environmental Technologies Incorporated, one of the most prominent companies in the portable water filtration industry. Seychelle designs, manufactures, and supplies revolutionary water filtration systems, most notably, the Ionic Absorption Micro Filtration, which has been proven to effectively remove 99.9999% of bacteria and viruses found in the world's drinking water.

Carl Palmer has earned international acclaim with the first application of reverse osmosis for residential and office use. Many of his enterprises have had a significant impact throughout the world and have been acquired by major publicly-held corporations, including Coca-Cola, Shaklee and AMF Cuno.

# OUR BODY OF WATER

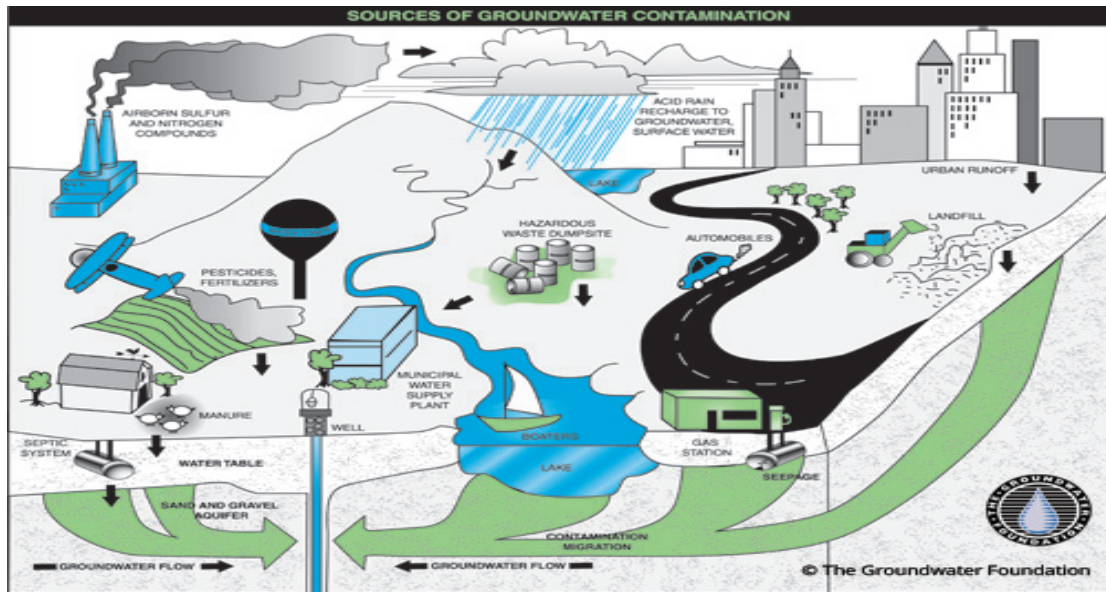
*Water is the single most important nutrient we consume, but how much do we know about our drinking water and the direct effect it has on our health?*

## Did you know?

- The human body is made up of approximately 70% water?
- 75% of the water we drink in our lifetime, we drink away from home.
- By the time you feel thirsty, your body has already lost 1% of its total water.
- Drinking enough water everyday can help reduce heart disease and cancer.
- Staying hydrated helps energize muscles and has the ability to boost energy levels.
- Drinking water can help you lose weight by suppressing your appetite naturally and increasing your metabolism.
- Proper hydration has the ability to improve skin tone, texture, and resiliency.



# WHERE DOES OUR DRINKING WATER COME FROM AND HOW SAFE IS IT ?



Our water is constantly circulating from earth to the atmosphere and back again. This is accomplished by the heat of the sun and the pull of the earth's gravity. When water evaporates from lakes, streams, rivers, and oceans, it condenses and returns back to earth as rain, snow, mist, and fog. This is known as the hydrological cycle. Without it, life would cease to exist.

The moment water returns to earth, it begins accumulating particles of almost everything it comes into contact with, including human waste, animal waste, pesticides, and industry pollutants. This contaminated water then becomes our surface and ground water.

According to the Centers for Disease Control and Prevention (CDC), our drinking water comes from either surface water or ground water. Surface water collects in streams, rivers, lakes and reservoirs. Ground water is water located below the ground where it collects in pores and spaces within rocks and in underground aquifers. Federal law requires that systems reduce certain contaminants to set levels in order to protect human health.

***The United States Environmental Protection Agency (EPA) has issued drinking water standards or Maximum Contaminant Levels (MCLs) for more than 90 contaminants. Cities, states, and governments do all they can to safeguard our drinking water and yet safe and healthy drinking water is still a problem.***

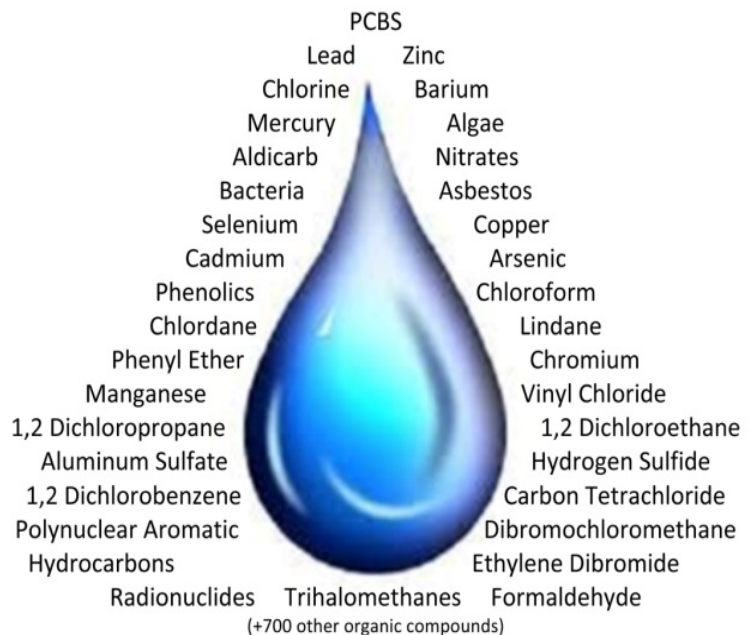
# HOW PROTECTED ARE WE?

**According to the Environmental Protection Agency (EPA):**

*“Microbiological and chemical contaminants can enter water supplies. These materials can be the result of human activity or can be found in nature. Coliform bacteria from human and animal wastes may be found in drinking water if the water is not properly treated or disinfected. These bacteria are used as indicators that other harmful organisms may be in the water.”*

## As reported by the EPA:

- *Drinking water, including bottled water, may contain small amounts of some contaminants.*
- *The presence of contaminants does not necessarily indicate that water poses a health risk.*
- *The EPA sets standards for approximately **90 contaminants** and indicators in drinking water.*
- *The presence of indicators at a level outside of specified limits may **reflect a problem in the treatment process** or in the integrity of the distribution.*



United States Environmental Protection Agency

For more information see EPA  
Publication  
Water on Tap: A Consumer's Guide to  
the Nation's Drinking Water.

# WHY YOU NEED TO FILTER YOUR DRINKING WATER?

## *The Zones of Drinking Water Contamination*

The A, C, D, R and pH of drinking water:

**Aesthetic** – Offensive tastes, odors, chlorine, silt, sand, and sediment

**Chemical** - Industrial VOC's (Volatile Organic Compounds), PBC's, THM's (Trihalomethanes), detergents; Agricultural SOC's (Synthetic Organic Compounds), pesticides, DDT, etc.

**Dissolved Solids** – Harmful heavy metals such as Aluminum, Arsenic, Asbestos, Cadmium, Chromium 6, Fluorides, Copper, Lead, Mercury, etc.

**Radiological** – Gross Beta, Radon 222, Alpha Radium 226, Plutonium, Uranium, Cesium 134 & 137

**pH** - Acidic (0-6.9) Neutral (7) Alkaline (7.1-14)



# WHAT IS pH AND WHY IS IT IMPORTANT?

pH stands for power of hydrogen, which is a measurement of the hydrogen ion concentration in the body. The total pH scale ranges from 1 to 14. Solutions with a pH less than 7 are said to be acidic and solutions with a pH greater than 7 are basic or alkaline. The more acidic a solution is, the lower the pH. The more alkaline a solution is, the higher the pH. A pH of 7 is perfectly neutral. The healthiest pH is one that is slightly alkaline, ranging between 7.35 and 7.45.

*When a human body has an acidic pH balance (a pH level less than 7), it decreases the body's ability to absorb minerals and nutrients, as well as reduces the energy production in the cells, and their ability to repair damaged cells.*

The facts of pH balance are simple and clear but **what are we doing to protect ourselves from the health risks of an acidic lifestyle?** Below is a diagram to demonstrate the impact common beverages have on our body's pH.

	Range	pH	
<b>Alkaline</b>	7 to 14	9.5	<b>500</b> times more alkaline
		9	<b>100</b> times more alkaline
		8	<b>10</b> times more alkaline
<b>Neutral</b>	6	7	NEUTRAL
			<b>10</b> times more acidic
<b>Acidic</b>	0 to 7	5 Tea	<b>100</b> times more acidic
		4 Coffee	<b>1,000</b> times more acidic
		3 Soda	<b>10,000</b> times more acidic

# pH CHART

<p>Consume Freely Raw is Best</p> <p><b>Alkaline pH</b></p> <p>Most foods get more acidic when cooked</p>	<b>10</b>	Raw Spinach Brussel Sprouts Cauliflower Alfalfa Grass Seaweeds	Raw Broccoli Red Cabbage Carrots Cucumbers Asparagus	Artichokes Raw Celery Potato Skins Collards Lemons & Limes
	<b>9.0</b>	Olive Oil Raw Zucchini Sprouted Grains Raw Green Beans Mangoes Tangerines Grapes	Most Lettuce Sweet Potato Raw Eggplant Blueberries Papayas Melons	Borage Oil Raw Peas Alfalfa Sprouts Pears Figs & Dates Kiwi
	<b>8.0</b>	Apples Tomatoes Turnip Bell Peppers Pineapple Wild Rice Cantaloupe Oranges	Almonds Fresh Corn Olives Radish Cherries Strawberries Honeydew Grapefruit	Avocados Mushrooms Soybeans Rhubarb Millet Apricots Peaches Bananas
<p><b>Neutral pH</b></p> <p>Optimum pH for HUMAN BLOOD</p>	<b>7.0</b>	<p><b>Most Tap Water</b></p> <p>Municipalities adjust tap water to be +/- 7.0 Optimum pH for HUMAN BLOOD is 7.365</p>		Butter, fresh, unsalt Cream, fresh, raw Milk, raw cow's Margarine Oils, except Olive
<p>It takes 20 parts of ALKALINITY to neutralize 1 part ACIDITY in the body</p> <p><b>Acidic pH</b></p> <p>Consume sparingly or never</p>	<b>6.0</b>	Milk, Yogurt Most Grains Eggs Kidney Beans Processed Juices Brown Rice Sprouted Wheat Bread Oysters	Fruit Juices Soy Milk, Goat's Milk Fish Lima Beans Rye Bread Cocoa Oats Cold Water Fish	Cooked Spinach Coconut Tea Plums Spelt Rice & Almond Mill Liver Salmon, Tuna
	<b>5.0</b>	Cooked Beans Sugar Potatoes w/o Skins Garbanzos Butter, salted Wheat Bran	Chicken & Turkey Canned Fruit Pinto Beans Lentils Rice Cakes Rhubarb	Beer White Rice Navy Beans Black Beans Cooked Corn Molasses
	<b>4.0</b>	Reverse Osmosis Water Coffee Pistachios Cranberries Wheat Popcorn	Distilled & Purified Water White Bread Beef Prunes Most Nuts Peanuts	Most Bottled Water & Sports Drinks Blackberries Sweetened Fruit Juices Tomato Sauce
	<b>3.0</b>	Lamb Shellfish Goat Cheese Pasta Worry Tobacco Smoke Sweet'N Low NutraSweet	Pork Pastries Soda Pickles Lack of Sleep Chocolate Equal Processed Food	Wine Cheese Black Tea Stress Overwork Vinegar Aspartame Microwaved Foods
	<b>2.3</b>	<p><b>Colas! (Off the Chart)</b></p>		

BIZZOE.NET 2011

\*\*Seychelle's proprietary Ph2OPURE filter increases the alkalinity of tap water up to 9.5pH range. Actual pH reading after filtration will vary.

# WHAT CAUSES ACIDITY IN YOUR BODY?

- Alcohol and drug use
- Antibiotic overuse
- Chronic stress
- Low levels of fiber in the diet
- Lack of exercise
- Over-exercise
- Excess animal meats in the diet (from non-grass fed sources)
- Excess hormones from foods, health, and beauty products
- Exposure to chemicals and radiation from household cleansers, building materials, computers, cell phones, and microwaves
- Food coloring and preservatives
- Pesticides and herbicides
- Pollution
- Processed and refined foods
- Shallow Breathing

## SHORT-TERM AND LONG-TERM EFFECTS OF ACIDITY IN YOUR BODY CAN LEAD TO:

### SHORT-TERM EFFECTS

- Allergies, asthma, and congestion
- Fatigue
- Headaches
- Inflammation
- Joint and muscle pain
- Skin problems
- Ulcers
- Weight gain
- Nausea
- Excess gas and indigestion
- Vitamin/Mineral deficiencies

### LONG-TERM EFFECTS

- Arthritis
- Cancer
- Diabetes
- Fibromyalgia
- Heart disease
- Multiple Sclerosis
- Osteoporosis
- Stroke
- Heart Attack



# THE SOLUTION TO pH IMBALANCE AND CONTAMINATED WATER



*•The most field and laboratory tested product of its kind in the world*

*•Reduces and removes contaminants by 99.9% including Radiologicals, and naturally increases alkalinity up to 9.5pH\**

Currently only available in our 28oz Bottle and our NEWEST Water Pitcher.

The **pH2OPURE** filter naturally alkalizes your water and provides an efficient, convenient, and inexpensive way to have safe and healthy drinking water. This filter is designed to be used as a drinking water filter for use with chlorinated municipal water.

\*Actual pH reading after filtration will vary.

# PROVEN RESULTS: Over 300 tests conducted in 41 countries and 6 million sold!

Contaminants	Potential Health Effects per EPA	Reduction %
<b>Volitile Organic Compounds</b>		<b>Seychelle</b>
Bromodichloromethane*	Muscle, nervous system damage, cancer	>99.73
Bromoform*	Muscle, nervous system damage, cancer	>99.46
Benzene	Cancer, leukemia, anemia	>99.50
Chloroform*	Muscle, nervous system damage, cancer	>99.50
Chlorobenzene	Liver, kidney, nervous system damage	>99.20
Dibromochloromethane*	Muscle, nervous system damage, cancer	>99.46
Carbon Tetrachloride	Cancer	>99.63
1.1-1.2-1.4 Dichlorovenzenes	Liver, kidney, lung damage, cancer	>99.71
1.1-1.2 Dichloroethane	Cancer	>99.80
1.1-1.2 Dichloroethylene	Liver, kidney, nervous system damage	>99.80
Ethylbenzene	Liver, kidney, nervous system damage	>99.53
MTBE	Cancer	>99.80
Styrene	Liver, kidney, nervous system damage	>99.43
1.1.1-1.1.2 Trichloroethane	Liver, kidney, nervous system damage	>99.76
Trichloroethylene (TCE)	Cancer	>99.76
Toluene	Liver, kidney, nervous system damage	>99.80
Total Xylenes	Liver, kidney, lung, mucous membranes	>99.90
Tetrachloroethane	Pending study	>99.76
Tetrachloroethylene	Nervous system damage, cancer	>99.80
Trichlorobenzene	Liver, kidney	>99.80
Dibromochloropane (DBCP)	Reproductive system damage, cancer	>98.00
Polychlorinated Biphenyls (PCB)	Endocrine disrupter, cancer	>94.50
4.4 DDD and DDT	Cancer	>98.80
Vinyl Chloride	Liver, immune system, nerve damage	>99.80
Arochlor-1260	Cancer	>94.50
*Trihalomethanes		
<b>Inorganics</b>		
Aluminum	Respiratory, nervous system disorders	>90.00
Arsenic	Skin, nervous system disorders	>47.00
Cadmium	Kidney Damage	>85.75
Chromium	Liver, kidney, circulatory system	>93.72
Copper	Gastroenteric diseases	>98.50
Lead	Highly toxic to infants and in pregnancy	>99.00
Mercury	Kidney, nervous system	>99.25
Nitrates & Nitrites	Spleen hemorrhage, diuresis	>88.43
Chlorine Residual	Cancer, birth defects	>94.10
Turbidity	Interferes with disinfection	>85.00
Radon 222	Cancer	>99.00
Total Suspended Solids		>99.00
<b>Radionuclides</b>		
Alpha Radium 226	Increased risk of cancer	>99.99
Gross Beta	Increased risk of cancer	>99.99
Radon 222	Increased risk of cancer	>99.99
Uranium	Increased risk of cancer, kidney toxicity	>99.99
Plutonium	Increased risk of cancer, kidney toxicity	>99.99
Cesium 134 & 137	Increased risk of cancer	>99.99

# A SURVIVOR'S TESTIMONY

## THE QUALITY OF YOUR DRINKING WATER DIRECTLY AFFECTS YOUR HEALTH



Quote from Robert Jones, NASA astronaut and cancer survivor:

*"I have reviewed the laboratory test results of Carl Palmer's filters and found that 99.9% of contaminants were removed to provide healthy water for human consumption. Mr. Palmer's innovation will benefit humankind, where contaminants are present in the water and at the same time his pH water filtration system will help reduce the illness such as cancer as well as other conditions. I am living proof."*

I have followed the regimen of drinking high pH water, eating rich green vegetables, and moderate exercise to help my condition in overcoming the first cancer, which I did. As soon as I deviated from the regimen and became unhealthy, eventually my cancer returned, second time in my kidney, just a year ago followed by multiple cancers in my throat after speech impairment and surrounding areas and micro 5mm nodules (Micro Carcinoma) in both of my lungs. I have started back on my regimen and also received treatment at UCLA due to second metastasis, this time category 4B metastasis cancer and recovered from speech impairment. I now continue to drink filtered pH water and consume phyto-chemical rich high pH green vegetables to help reduce recurrence of cancer.

During my course of research, I have met Mr. Carl Palmer a brilliant up most respected water filtration expert, whom I came to know in 2009, looking for ways to reduce contaminants in drinking water and hydrate the body with clean high pH water with negative ORP, after all our body is made up of about 70% water. The important factor during my research was the fact when the water pH is raised, the water cluster count is reduced almost 50%, and therefore human body can quickly absorb the water to hydrate the cells. In order to consume the pH water, with high negative ORP, helping cells to readily absorb the clean water and reduce oxidation, the water needed to be free of contaminants in order to properly hydrate the cells to aide in healthy state at cellular level. I have reviewed the laboratory test results of Carl Palmer's filters and found that 99.9% of contaminants were removed to provide healthy water for human consumption. Mr. Palmer's innovation will benefit humankind, where contaminants are present in the water and at the same time his pH water filtration system will help reduce the illness such as cancer as well as other health conditions, I am a living proof.

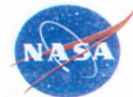
If you have any questions please feel free to contact me.

Best Regards,

  
Bob Jones

National Aeronautics and Space Administration

**Robert A. Jones**  
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www.nasa.gov

**California All-Purpose Certificate of Acknowledgment**  
I, the undersigned, hereby certify that the foregoing document is the true and correct copy of the original document as it appears to me, and that the signature of the individual who signed the document is the signature of the individual named in the document.

Witness my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

Notary Public for the State of California  
Pravinder Singh Bedi, Notary Public  
ALVIN JONES

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February 7, 2015

To Whom it May Concern,

My name is Bob Jones and I work for NASA as Technology Control Officer, Center Export Administrator, and Small Business Innovative Research Program Manager. I am a cancer survivor three times over. I served in the United States Air Force for over 23 years, a graduate of Air Force Test Pilot School, Aerospace Vehicle Test Course, specially trained as next generation astronaut that included Space Shuttle, manned and unmanned space vehicles. I am also a graduate of National Test Pilot School. I have flown many different aircraft and also launched many rockets including ballistic missiles from various space launch vehicles and commended by Vice President Quail. I was instrumental in receiving Medal of Technology for breaking several world records with advanced space launch vehicles and NASA career, I have been involved in research and development. I have researched the glycol protein and hydration in the cellular level and discovered that hydration of cells has important function in the human body. The reason for the research was to help my mother in law to overcome her cancer that had metastasized.

Purpose of this letter is to share my experience about what happened to me. When I lost my voice in 2007, I did not know that I had a category 4A metastasizing papillary carcinoma. Several doctors that I've visited, to be exact, four doctors, did not know how serious my condition was. All of the doctors misdiagnosed me with different conditions such as cold, sinus problem, ear infection, upper respiratory infection, and acid reflux and more, and gave me different medication to take, which did not help my condition. No one suspected cancer that had already metastasized in my body, until my friend insisted that I go and see another doctor that he knew in Beverly Hills, CA, where I was diagnosed with metastatic cancer.

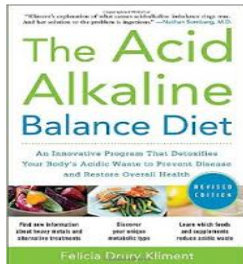
I started to look for natural ways to combat my cancer and during my research I found that the higher the pH in our body with ways to reduce the oxidation reduction potential (ORP) and increase the oxygen at cellular level would destroy the cancer, per Otto Heinrich Warburg, 1931 Nobel Prize Laureate in Physiology, reference US National Library of Medicine, National Institute of Health. Albert Einstein was a friend of Otto Heinrich Warburg, a famous physicist. I studied the research conducted by Dr. Warburg and other researchers and found that pH was one of the key factors in keeping our body healthy in cellular level to help reduce acidity and hydrate the cells by consuming pH water (Hydrate the Cells) and pH rich green vegetables (Food for Cells) with proper exercise to oxygenate the cells.

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# PAST AND PRESENT RESEARCH

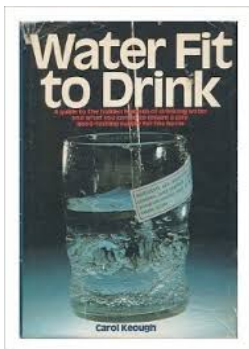
## WATER, pH, AND GOOD HEALTH

### The Acid Alkaline Balance Diet By Felicia Drury Klimont



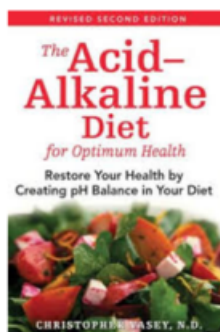
“That the injury of the arterial was by acid particles is the major cause of high blood pressure is strongly indicated by the clinical studies of Dr. Kancho Kuninaha, who successfully lowered the blood pressure of many of his patients with alkaline water. “

### Water Fit to Drink By Carol Keough



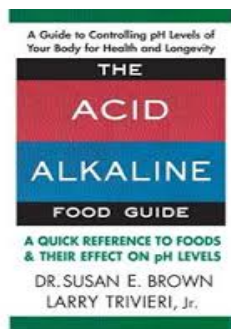
“As Americans, we have always been a little smug about our water. The first question we ask a travel agent before setting foot on foreign shore is “Is the water safe to drink?” “But we have little reason to be smug. Our water is fast becoming a national scandal [Published in 1980]. Congress is grappling with the problem of how to protect, or at least compensate, people victimized by industrial poisons – buried decades ago-- that have leached into local water supplies.”

### The Acid-Alkaline Diet For Optimum Health. *Restore Your Health by Creating pH Balance in Your Diet* By Christopher Vasey, N. D



“Enzymes are the little ‘workers’ responsible for a large number of biochemical transformation that are necessary to physical function. Digestion, assimilation, growth, tissue repair, elimination, energy production, and more all dependent on the activity of enzymes. When the body is dehydrated, it becomes acidified with substances it has created itself.”

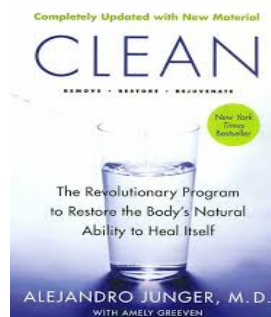
## The Acid-Alkaline Food Guide By Dr. Susan E. Brown and Larry Trivieri, Jr.



“...each minute of every day the body’s metabolic processes produce enormous quantities of acid even though, in order to do their jobs properly, the cells and tissues require a slightly alkaline environment. Therefore, in order to maintain its health, the body must neutralize or excrete the vast majority of acids that it produces on a minute-to-minute basis. Healthy bodies maintain a narrow range of pH blood and tissue balance is one of the most essential elements of optimal health, while imbalances between acid and alkaline compounds are certain signs that the body is in danger of becoming unhealthy and increasingly susceptible to disease.”

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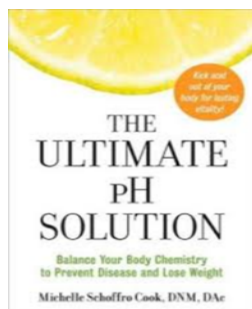
## Clean Remove, Restore, Rejuvenate By Alejandro Junger, M.D. with Amely Greeven



“Seventy percent of the Earth’s surface is water; our bodies are also seventy percent water. It is one of the essentials of life. Without enough water, the cells cannot function properly. Water is essential for detoxification, because our bodies eliminate most waste products with the help of water—in urine, in feces, which need enough hydration to move, and also in sweat. Most people today are dehydrated not only from not drinking enough water, but also because many foods and drinks, especially caffeinated ones, soda and alcohol, have a dehydrating effect.

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## The Ultimate pH Solution: Balance Your Body Chemistry to Prevent Disease and Lose Weight By Michelle Schoffro Cook, DNM, DAC



“It can be difficult to find alkaline water from traditional sources, let alone water that will have a significant alkalizing effect on our body. And yet alkaline water gives us tremendous health benefits. ... The quest for pure, alkaline water has led to considerable growth in the water filtration industry – and considerable growth in unscrupulous products, gimmicks, and schemes as well. No filter will remove every contaminate. Specific filtration technologies tend to focus on a certain type of water problem. Some are better at removing inorganic pollutants, such as heavy metals and chemicals, while other are more effective on organics intruders, such as viruses and bacteria. ...It is important to do your homework to find the best option for your water needs.”

# IT'S YOUR CHOICE. IT'S YOUR HEALTH.

*I want to thank all who have come before us who have had the interest and taken the time to discuss, research and discover what may very well be the keys to human health...filtered, naturally alkaline drinking water.*

*We are not health practitioners or experts in health care. We make no claims that the publicly available information contained in this presentation are fact, but after 40 years dedicated to providing the world with clean water, I strongly believe that by filtering out inorganic, heavy metals, and volatile organic contaminants, and by naturally increasing alkalinity, we produce a drinking water that is as good as it gets for hydration and health. This is precisely why we developed our new pH<sub>2</sub>OPURE product line.*

*We hope you will consider the information we've outlined, along with all the other information available about human health, vitality, and longevity when forming your own opinion. Please consult your health care professional to treat or cure any ailment you may have. We wish you a healthy, prosperous, and full life.*

*Respectfully yours,*

*Carl Palmer & the Seychelle Team*  
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## References

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[www.cdc.gov](http://www.cdc.gov)

[www.epa.gov](http://www.epa.gov)

“The products and statements made regarding specific pH products manufactured by Seychelle Water Filtration have not been evaluated by the United States Food and Drug Administration (FDA) and are not intended to diagnose, treat, cure or prevent disease. All information provided in literature or on the company web site; or any information contained on or in any product label or packaging is for informational purposes only and is not intended as a substitute for advice from your physician or other health care professional. You should not use any of this information for diagnosis or treatment of any health problem. Always consult with a healthcare professional before starting any new program if you have or suspect you might have a health problem.”