

HIDDEN DANGERS OF YOUR MORNING SHOWER

You wouldn't knowingly bathe in toxins every morning - - or set out to ravage your lungs and sinuses, irritate your allergies, aggravate your skin, or...perhaps most horrifying of all...willingly increase your risk of cancer...would you? Of course not. But the fact is, the chlorine in your shower water is a powerful toxin - - deadly to bacteria and fungi, and poison for your body. You absorb 6 to 100 times more chlorine in a shower than you do by drinking the same water!!! 2/3 of chlorine consumption comes from the shower. When you take a 5 minute shower, it's equal to drinking chlorinated water for 30 days. That is how quickly the body absorbs chlorine into the body. When we're under that hot water, our pores open up and soak up the chlorine. With the shower system, you not only don't have to worry about the chlorine, but it also runs the water through a magnet so you get energized water that goes directly into the body.

A warm shower opens up your pores, causing your skin to act like a sponge. As a result, you not only inhale the chlorine vapors, you also absorb them through your skin, directly into your bloodstream - - at a rate that's more than 6 times higher than drinking.

In terms of cumulative damage to your health, showering in chlorinated water is one of the most dangerous risks you take every day. In the short-term, chlorinated shower water irritates your eyes, your sinuses, your throat, your skin, and your lungs. Long-term risks include excessive free radical formation (which makes you age faster), higher vulnerability to genetic mutation and cancer development, difficulty metabolizing cholesterol and hardened arteries. Showering in chlorine-treated water is a serious risk - - but it is also one of the very few risks you can immediately erase. And it is up to you to protect yourself.

For almost 100 years, chlorine has been added to disinfect our municipal water supply. The level of chlorine in your area depends on the quality of your water supply, but even if there's no noticeable taste or smell, the chlorine is present, as are the byproducts of chlorination, which include some of the most potent carcinogens known. Research conducted jointly at Harvard University and the Medical College of Wisconsin found that chlorinated water was the direct cause of 9% of all bladder cancers and 15% of all rectal cancers in the U.S.

There is also evidence that chlorine destroys protein in your body. As I am sure you are already aware, this disinfectant bleach dries your skin, causes damaged and brittle hair and burns your eyes. But what you may not be aware of is that if you suffer from any of the following conditions, chlorinated water makes it worse: Asthma—sinus conditions--Allergies--Skin rashes--Emphysema and that's just for starters.

The evidence is clear. The risks are tremendous. The advice is simple: Stop chlorinating your body.

You no longer have to gamble with your health on contaminated shower water. Not only can you effectively remove the chlorine-byproducts from your shower water - - you can also significantly reduce lead, hydrogen sulfide (rotten egg smell), iron oxides and sediments.

Simply replace your existing showerhead with the Nikken PiMag Microjet Shower System. Nikken now adds Magnetic Water Technology to its Advanced Chlorine Filtration to create the ultimate shower system. This is the only product on the market to combine these two water technologies. The Nikken Shower System offers you maximum protection from both crystallization and chlorine.

Nikken's Magnetic Water Technology improves water simply and naturally, to help reduce the crystallization, which occurs through normal water usage. This prevents scaling inside pipes and fixtures and can lessen the deposit left on hair and skin.

Nikken's Advanced Chlorine Filtration uses the only non-carbon shower filtration to remove both free-radical chlorine and most types of combined chlorine. And with a choice of two settings on the deluxe showerhead, you can alternate between a regular spray and pulsating jets for an invigorating shower massage.