

Cerra Water™ - Q & A

1. How long do the filters last?

This depends upon the source water. The cleaner the water (low TDS) the longer the filter will last. With poor water it will last a minimum of 250 liters, between 2-3 months, but with pre-filtered or very clean water it will last up to 750 liters. This is generally between 3 - 5 months.

2. When do I change the filter?

The indications that Cerra cartridge need to be replaced are:

- pH drops to less than 8. This means the anti-oxidant levels and the micro-clustering effect have also dropped.
- Water is running thru the filter very slowly despite activation.
- Taste of the water changes.

3. My water is not very alkaline, what do I do?

There are 2 reasons why your alkalinity might not be as high as it should be.

- Cartridge has not been activated
- The water is channeling in the cartridge

Activating the cartridge

- You need to activate the cartridge by soaking it under water for 30 minutes and then running about 1-2 pitchers of water through the pitcher. If the Cerra-Ceramics are not soaked thoroughly they will not work.
- Our newest filters take longer to be activated, so initially the pH can be lower but after 3-4 days you will get reading of 8.5- 9.5.

Water Channeling-

- To prolong the life of the cartridge it will need to be reactivated. "**Water channeling**" can happen when the water running thru the cartridge takes the same path every time (the path of least resistance). The water is then touching the same bio-ceramic beads which deplete the bio-ceramics beads. To resolve this issue, take the cartridge out and shake it or tap it to redistribute the bio-ceramics. You may notice that the first water running thru needs to be thrown out because the carbon dust is being flushed out. People should be doing this about every 2-4 weeks when they wash their pitcher. Once the cartridge has been reactivated then you will notice that the pH and ORP return to their former state. The life of the cartridge will depend upon the source water.

4. How much should I drink?

If you are new to alkaline water you should start out drinking alkaline water slowly with only a few glasses per day as to not trigger a detoxification effect. Cerra Water is a detoxifier since it will flush out an excess of acid from your body. We usually recommend people start slowly and then increase gradually. The goal is to drink half your body weight in ounces.

5. Can I have Cerra Water with medication, vitamins or supplements?

You can have Cerra Water with vitamins and supplements. If you take your vitamins with the Cerra Water you will get a better absorption of your supplements. The micro-clustering of the Cerra Water acts as a carrier to help the body absorb the supplements on a cellular level. Do not take Cerra Water directly with medication as it will increase the amount you absorb. You may have Cerra Water 15 minutes before or 15 minutes after taking your medication. Some medicines like blood thinners etc are meant to be absorbed a certain rate. It is best to be safe and not take medicine with Cerra Water.

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6. Why do black specs show up or the water is a cloudy grey when I first ran water thru the pitcher?

The filter contains very fine carbon for cleaning. The finer the carbon the better job it does at pulling the toxins out of the water. Initially there may be some carbon dust that comes out the first few times you run water thru. After a few times the water will clear up. You can throw this out or water your plants with it. The carbon won't hurt you but it doesn't look nice. Also when you shake up the filter you might dislodge some of the carbon dust.

7. Why is the Cerra Pitcher more expensive than other Alkaline Pitchers?

The Cerra Pitcher is made of only high quality materials: food and water safe non-leaching plastic (German Food Safety Certification) and NFS Certified bio-ceramics in the cartridge. Other alkaline pitchers are sold cheaper because they are made of low quality materials from China which is unsafe and toxic. These pitchers from China are sold under many names and although they produce alkaline water by using a cheap calcium carbonate in their filter. These pitchers do not produce anti-oxidants or restructure the water to make it more absorbable and healthy like the Cerra Water does.

8. Why does Cerra Water taste different?

Some people notice that the water tastes different since it is loaded with minerals. The high levels of magnesium and other minerals will change the taste of the water. Others report the water is lighter or smoother due to the micro-clustering effect.

9. Can I become too alkaline?

Yes, too much alkalinity is bad but rare. It is very difficult to become too alkaline in the present day. Things that make us more acid are: stress, air pollution, eating acidic and cooked foods etc. As a nutritional consultant I measured people's pH of their urine and saliva for many years. 99 % of people were way too acidic. The fastest way to buffer the excess acidity in the body is to drink alkaline water. If you do not have extra reserves of minerals to buffer the acidity to maintain the blood at the correct pH, the body simply takes minerals from your bones. This is the leading cause of osteoporosis.

10. Why isn't Cerra Water found in major retail chains?

Major retail chains are unable to educate consumers of the quality of the Cerra Pitcher. When sitting side by side on a shelf next to a \$59 knock-off alkaline pitcher, they look similar. Regular retail stores will sell whatever consumers will buy and most consumers just want the lowest price possible.

Cerra Water Pitchers are carried by specialty health stores and distributors who only want to carry high quality products as they care about their customers and want them to take home a product which will improve their health.

11. The filter does not fit properly into the funnel of the pitcher?

The new cartridge is designed so the head fits above the funnel. See pictures on the web. The cartridge has an "o" ring which fits snugly against the opening of the funnel so there is no seepage.

The new designed filter is bigger, better and lasts longer with better performance of alkalinity, anti-oxidants and micro-clustering.

