

WITH THE POWER OF  
500% MORE OXYGEN

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## **Press Release: Scientifically Proven Effect**

### **Oxygen Shown to Increase Physical and Mental Fitness**

Scientific study confirms added health value of O2alive

**O2alive combines the health-related potential of two vital elements of nature: water and oxygen. bionic Vertriebs GmbH enriches pure mineral water from the Tyrolean Alps using 500 percent more oxygen than conventional mineral water through “waterfall ionization effect” technology. A recent, scientific study by Joanneum Research has confirmed the nutritional-physiological added-value of oxygen-enriched water.**

Water (H<sub>2</sub>O) and oxygen (O<sub>2</sub>) are essential for the human body. Both substances carry out vital functions and trigger basic, physiological processes. O2alive unites the potential of both substances: pure mineral water from the Tyrolean Alps is enriched with 500 percent more oxygen than conventional mineral water, using special technology. Unlike its competitors, the Upper-Austrian company bionic Vertriebs GmbH does not induce the oxygen using pressure or chemicals, but applies a unique technology: the so-called “waterfall ionization effect” technique ionizes O2alive mineral water and enriches it with oxygen. As a result, the water has an oxygen level of up to 100 milligrams per liter, while conventional tap water has only 5 milligrams O<sub>2</sub> per liter in comparison. O2alive’s advantage over ordinary oxygen-enriched mineral water is that it preserves its high level of oxygen even after opening the bottle. Moreover, when mixed with other drinks, the properties of O2alive are transferred without degassing the oxygen.

The producer uses a method which is commonplace in nature as part of this internationally patented process: “Falling water molecules in a waterfall are ionized by the air due to friction. This means that the molecules acquire a positive charge,” explains Johan Staudinger, who adapted the natural process of waterfall ionization for O2alive production. “On the other hand, the oxygen we breathe carries a small negative charge. This enables it to connect to positively charged water molecules. Thus, oxygen-enriched water is created“. The molecules

are split in the oral mucosa and the gastrointestinal tract and the oxygen is released. There, O<sub>2</sub> is used in vital metabolic processes in the body's energy balance, which are the basis for health, vitality, ability and well-being.

### **O2alive confirmed to increase physical and mental vitality**

The health-related potential of O2alive has been confirmed in recent research carried out by the Institute of Non-Invasive Diagnostics at the Styrian research institution Joanneum Research: physiologist and chronobiologist University Professor Maximilian Moser and his team of researchers analyzed the effect of O2alive on the human body. "We found that the body would recover from stress faster and more efficiently after drinking mineral water enriched with 500 percent more oxygen than after drinking the conventional mineral water used as a control substance." In general, O2alive showed a positive effect on the well-being of the trial subjects. It also seems that women respond better to the effect of O2alive than men. bionic Vertriebs GmbH will commission a study to examine the reasons for this.

### **The Study in Detail**

During a 12-week trial period, the researchers conducted laboratory tests on 37 subjects from the age of 16 and 28 every four weeks at the same time of day. The test subjects were examined twice after the consumption of O2alive and twice after consuming ordinary mineral water. The subjects filled out questionnaires on a weekly basis over the entire trial period. "We were able to see substantial differences between the drinking phases with both kinds of water," said Mr. Moser. The most significant difference was an increase in the rhythm of blood circulation after four weeks of drinking O2alive. In addition, heart frequency variability increased during the time the subjects drank the oxygen-enriched water. Both factors play a key role in the body's ability to regulate and adapt itself and were illustrated by the fact the test subjects were able to cope better with physical stress during the trials.

### **Water and Oxygen: Facts and Figures**

The human body is made up of around 70 percent water. H<sub>2</sub>O is not used up in the body in the same manner as other nutrients are, but remains chemically unchanged. It does, however, perform a series of vital functions that need constant replenishing and elimination: water serves as a heat conductor, means of transport, solvent, buffer system, heat balancer, cell-filling medium and as a cleanser for the cell system.

Oxygen is the prerequisite for making energy in the human body. O<sub>2</sub> is an intricate part of all metabolic processes in our body and provides the basis for health, vitality, performance and

well-being. Our body absorbs oxygen mainly through breathing, but also via our pores, as well as the mucous membranes in the mouth, stomach and colon.

For further questions please contact:

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