

»» NEWSLETTER ««

WATER MATTERS

The miracle of nature



TOP NEWS OF THE MONTH

MEET MASARU EMOTO

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Masaru Emoto is a Japanese researcher who used microscopic photography to show how water is affected by sound and our interactions with it. His book "The Hidden Messages in Water" became a New York Times bestseller when he revealed his research to the world.

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Water is a living organism that stores information and reacts to our words like any other living organism. Kind words have a positive effect on crystal formation. Unkind words fracture the crystals. Similarly, many classical, new age, and modern songs have a positive effect on the water crystals, while heavy metal type music tends to fracture the crystals. It's the same with pictures.

HOW MUSIC AND OUR WORDS CHANGE WATER

continued on page 2

WHAT MASARU EMOTO DISCOVERED

THE CONCLUSIONS EMOTO MADE

Emoto held that different water sources produced different ice structures. For example, he held that water from a mountain stream, when frozen, showed structures of beautifully shaped geometric designs; but that water from polluted sources created distorted, randomly formed ice structures.

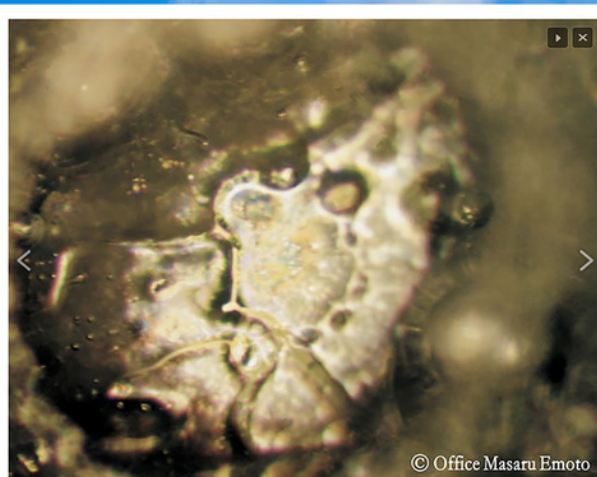
THE EFFECT ON WELL-BEING

The studies have yet to be correlated to health and wellness. However, it should be pointed out that 70% of our body is water. The leap is whether the water in your body is equally susceptible to sounds and words.

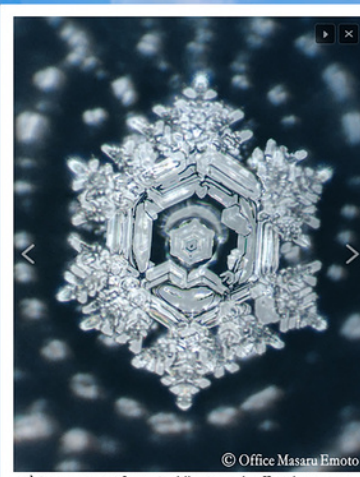
WELL-BEING

With up to 70% of our bodies made up of water, what can we conclude from Masaru Emoto's work? Unfortunately, we won't know for sure unless we create a study that measures the impact of music and words on three different groups of people. And perhaps a study like that would not even be allowed. But here's an experiment that you can conduct for yourself. Watch this video about an experiment that Masaru conducted on rice: <https://youtu.be/Ehlw-9PJkIE>. He put rice into three jars and poured water over the rice. Daily, he spoke kind words into one jar, unkind words into another, and completely ignored the third jar. The jar of rice to which he spoke kind words began to ferment after 30 days and gave off a pleasant odor. The rice in the jar to which he spoke unkind words turned black. And the one that he completely ignored began to rot. What conclusions can you draw from this experiment?

Water Crystals in a Dam Before & After a Monk Offered a Prayer



Dam water: Before a Buddhist monk offered a prayer Item 67 of 85



48) Dam water: After a Buddhist monk offered a prayer Item 68 of 85

THE AFFECT OF WORDS, MUSIC, & PICTURES

»»» HOW DO WORDS, MUSIC, AND PICTURES AFFECT WATER?

In the many books that Masaru Emoto has written, he's documented decades of work using microscopic photography to capture how water is impacted by music, words, and even pictures. Why the crystals form is still a mystery, but most believe it's the same reason other living organisms respond in a similar fashion. Speaking kindly or harshly to another person, a child, a pet, or even a plant can cause a reaction. So why not water?

THE REVITALIZATION PROCESS

»»» HOW DO WE USE THIS KNOWLEDGE?

We have studied Masaru's work, and we use beautiful music, as well as kind words, phrases, and pictures to help form beautiful crystals in the water we deliver to you. We play a series of beautiful music in our truck and kind words on our water supplies in our delivery truck to help the water that's been through the reverse osmosis purification reform and revitalize into beautiful crystals. Even the labels we use on our bottles have the words "Love & Gratitude" and other phrases to keep the beautiful crystals when they're in your home. If you'd like to see the effect of this revitalization for yourself, you can go to this link and see some of the work that Masaru Emoto has documented: <https://hado.com/ihm/water-crystals/>. It's pretty fascinating, even though the knowledge is in its infancy.

Masaru Emoto Shows the Effects of Playing Music (Madame Butterfly) on Water at WCQM



WANT TO
SEE THE
EFFECT FOR
YOURSELF?

EXPERIMENT CONTEST

WIN ONE FREE DELIVERY OF OUR WATER

»»» THE CONTEST

We'd like to challenge our delivery customers to recreate the rice experiment talked about on page 2 of this newsletter. If you search YouTube, you'll also find many other examples of the rice experiment. But now that you've visited Masaru Emoto's work (page 3), we'd like to challenge you to try several methods on the rice - music, words, or pictures. Our team will pick the best example each month, select the winner, and publish their photographs in our newsletter.

»»» SOME IDEAS

Because we have so many different sources of water available to us, you might even decide to use our water versus another supplier's water. Or maybe plain RO water versus our RO water that has been treated with the sound and pictures from Masaru Emoto's water crystal experiments.. Or you might just try one variation of Emoto's experiment, by using just music or just words or just pictures. The choice is yours and we're anxious to see what you decide.

**SIGN-UP FOR
OUR
NEWSLETTER
HERE**



»»» COMING NEXT MONTH

We're going to start covering facts about local water supplies:

- We're going to show you what the Environmental Working Group found in the Maricopa, AZ water supply from their supplier: Global Water - Santa Cruz Water Company.
- We're also going to show you what the Environment Working group found in the Casa Grande, AZ water supply from their supplier: Arizona Water Company - Pinal Valley