



Making a Difference in Your Health™

IonCleanse® Information

Today we are exposed to the greatest toxic load in the history of our planet and ongoing periodic detoxification is essential to maintain health and avoid disease. The IonCleanse®, in combination with a healthy, low-stress lifestyle, provides a thorough and efficient way to maintain high energy levels and long term wellness.

We believe the IonCleanse® cleanses the body more effectively and faster than any herbal or fasting protocols, with little or no stress to the patient. Used properly, the IonCleanse® provides a comfortable and relaxing way to rid the body of toxins without precipitating healing crises¹.

About the IonCleanse®

The IonCleanse® is a state of the art unit that features:

- 1) Five Different Session Programs**
- 2) Dual Polarity**
- 3) FCC & CE Safety Approvals**
- 4) Two Different Types of Water Elements**
- 5) Lifetime Customer Service & Support**

Five Different Session Programs

As with any cleansing modality, versatility is extremely important. With the IonCleanse® Vitality Enhancement System the user is able to select from five session programs allowing almost anyone to use the equipment. Most of the other units on the market offer only a single session program. Users of these “mono-polar” units may eventually complain of dizziness, nausea and light-headedness during the session. These effects are attributed to using the wrong polarity. Users of the IonCleanse® will almost never feel these sensations.

Dual Polarity

The IonCleanse® has the ability to switch from a positive polarity (which produces a predominance of negative ions in the water) to a negative polarity (which produces a predominance of positive ions in the water) and visa versa. Our patented array configuration is the only one of its kind to produce both positive and negative ions in the water.

¹ These statements have not been evaluated by the Food and Drug Administration. The IonCleanse® is not intended to diagnose, treat, cure or prevent any disease.

FCC & CE Safety Approvals

The IonCleanse® uses a direct current to perform electrolysis on the water. The direct current originates from an alternating current from a wall outlet. The IonCleanse® is the only foot bath of its type to receive FCC & CE safety approvals, making it the safest purifying foot bath available on the market.

Two Different Types of Water Elements

With each IonCleanse® purchase, the customer has the option to select between our standard 316 plates and arrays, or the more powerful 304/321 combination plates and arrays. The 316 plates allow for a very comfortable 30 minute session with the IonCleanse®. The 304 plates, as they are typically referred to, produce a higher concentration of ions in the water, thus reducing normal session time to 20 minutes and saving practitioners valuable time throughout the day. The option between the two plates again adds versatility to the IonCleanse® process.

Lifetime Customer Service & Support

The use of ionization devices is far more complicated than simply putting someone's feet in water and turning on the switch. The reason for A Major Difference's popularity and success is the clinical support it provides to both practitioner and individual on a continuing basis. We teach you how to use the unit safely and effectively; we are available during business hours to help guide you through your personal or practice challenges and we offer ongoing educational opportunities through seminars and professional training.

“Detoxifying the planet two feet at a time”™



What to Expect from a Session

Healthy individuals can expect to feel lighter and experience a greater sense of well being from each IonCleanse® session.

Colors and Objects in the Water

Many colors and objects appear in the water during IonCleanse® sessions. There is a reaction between the toxins and particles in the water, the salt added to the water, the metals in the array, and the acidity or alkalinity of the person being bathed. All of these combine to produce color, whether or not feet are in the water. The basic color produced by these reactions varies from one geographic area to another.

It is important to understand that the water will change color even if the unit is operating without feet in the water. The basic color change is a result of the reaction between all of the variables in the water and the array, as discussed above. This color change will vary in accordance with the toxic and chemical components of the water and air given a particular geographical area.

The toxins in our bodies will look the same as the toxins predominant in a specific area; however, there will be more toxic particles in the water with feet in it. You will also find that water-based toxins will not stick to the side of the bucket and array, whereas substances pulled from the body will form a sticky ring that must be removed with a detergent.

However, through many tests, we have found that the residue in the bucket is easily rinsed off if the unit operates without feet in the bucket. In addition, the residue produced while a person's feet are bathed has been found to stick to the bucket and cling to the array. The bucket will then require some type of scouring powder or soap in order to be thoroughly cleaned.

We have also found that a person's cleansing session will override the geographical toxicity of the water. Based on EAV (Electro Acupuncture by Voll) testing, the following table shows what we believe the colors in the water to represent:

Color or Particle	Material or Area of the Body
Yellow-green	Purifying the kidney, bladder, urinary tract, female/prostate area
Orange	Purifying the joints
Brown	Purifying the liver, tobacco, cellular debris
Black	Purifying the liver
Dark green	Purifying the gallbladder
White foam	Lymphatic system
White cheese-like particles	Most likely yeast
Black flecks	Heavy metals
Red flecks	Blood clot material

We have also seen parasites, pinworms, and smelly purple mucous from a person on dairy allergy medication. We have experienced various rancid odors which, if you have more than one unit operating in your office, will require an ionizer to neutralize.

What to Expect from a Session (continued)

Regional Toxicity

Water, metal and salt will combine to produce a light water color change, as well as objects in the water even without feet being submerged. The IonCleanse® neutralizes toxins in the water the same way it neutralizes toxins in the body. The predominant color of the de-ionized water is determined by the chemicals used by local water authorities in combination with the pollutants common to that area.

In Denver, Colorado, the predominant water color is orange; in Phoenix, Arizona it is orange-brown; in parts of Texas it is brown; yellow-green in Boise, Idaho.

Chinese acupuncturists understand the concept of regional toxicity as it relates to the ailments that predominate in a given area. Some areas of the country have higher joint complaints, while others report a higher frequency of kidney-bladder problems. Could it be that the toxins peculiar to an area gravitate toward a specific part of the body causing it to break down?

As a general rule, regional toxins contribute 20-40% of the residues found in the water after a footbath. The black flecks can be created by heavy metals in the bath water as well as deterioration of the metal in the array. Experience and the observations discussed above will help you determine what is coming from the patient and what is coming from the array.

How the IonCleanse® Works

Generating Ions

AC electricity is converted to low power DC electricity which flows through a patented electrode system that sits in the footbath. The electricity and the metal combine to split the water molecule into H^+ and OH^- ions. An ion is a charged atom that has gained or lost an electron which creates a magnetic field capable of attaching to and neutralizing oppositely charged particles. These ions travel through the body, neutralize oppositely charged particles and through powerful osmotic pressure pull those neutralized particles out of the body through whatever skin surface is in contact with the water.

The Meaning of Positive and Negative

For the purpose of IonCleanse® discussions, positive and negative relate to electrical rather than chemical phenomena.

When the IonCleanse® is set to positive, the current is directed to the positive pole, which results in the production of more negative ions in the water. When the IonCleanse® is set to negative, the current is directed to the negative pole, which results in the production of more positive ions in the water.

Contraindications

Anyone who falls into one or more of the categories listed below should not use the IonCleanse® system:

- A wearer of a pacemaker or any other battery operated or electrical implant
- Pregnant or nursing women
- Any person who is on heartbeat regulating medication
- Any person who has had an organ transplant
- Any person who is taking a medication, the absence of which would mentally or physically incapacitate them, e.g., psychotic episodes, seizures, etc.

In addition, the following recommendations should be strongly considered:

- Many medications require that a blood level be maintained in order to be effective, such as blood pressure medication. You may be able to schedule an IonCleanse® session just before the administering of medication so that the patient or client can maintain proper blood levels.
- Make sure that patients with low blood sugar have eaten before an IonCleanse® session. The IonCleanse® tends to lower blood sugar in diabetics and may do so with those who are hypoglycemic.
- As a general rule, you can use the IonCleanse® with patients on dialysis, taking insulin, or experiencing congestive heart failure. Gentle cleansing will help the body eliminate toxins which the kidney and heart cannot eliminate on their own, but will not interfere with medications or deplete insulin levels.
- You can probably work with people who have had a metal joint implant, but some have found the exposure to an electromagnetic field to be too uncomfortable. If the patient feels uncomfortable, stop the treatment immediately.

IonCleanse® vs. the competition

What Makes the IonCleanse® different from and better than competitive units?

(1) Scan our electrical safety report located on our website www.amajordifference.com. It outlines a multitude of tests that the IonCleanse® had to pass in order to meet engineering and safety standards of all regulatory authorities throughout the world. The IonCleanse® is the only unit that officially meets worldwide safety standards. The IonCleanse® unit is so safe that even if the control box is dropped in water while active, no shock will occur and the unit will continue to work when the interior has dried.

Virtually all of the ionization devices offered for sale plug into an alternating current source. This alternating current must be completely neutralized by the control box so as not to do damage to the human electric field. Alternating current broadcasts and, as our safety report indicates, we are well under all regulatory safety limits for alternating current broadcasts. Broadcast electric current (AC flow-through) will weaken the body's electrical field including acupuncture meridians. The only way you can assure yourself of another unit's safety from electrical shock and from broadcast current is to have them show you a similar report.

IonCleanse® vs. the competition (continued)

(2) The IonCleanse® has five different session programs, three of which alternate between a positive polarity and a negative polarity. This “dual polarity” feature allows practitioners and individuals to select the best session for each user. Most of the other units on the market are “mono-polar” units; that is they only produce a predominance of negative ions in the water. Users of these units may complain of dizziness, lightheadedness, or even nausea.

The IonCleanse® is the only unit on the market to offer manual and automatic polarity switching. This is a vital feature for anyone planning to offer the footbath publicly. Everyone is different, and some people require unique polarity settings. We recommend the use of muscle testing and/or litmus paper so that the practitioner can tailor treatments to everyone’s need. The IonCleanse® is the only unit that allows the practitioner this flexibility.

(3) Many competing units are sold at prices less than what it costs us to manufacture our unit. Cheaply priced units are typically manufactured in foreign countries or in home-based workshops. The manufacturer does not understand what the technology does and typically has no concern about the health and safety hazards posed by shoddy workmanship.

(4) Foreign manufacturers have little incentive to service broken or faulty products. Most are hit-and-run. They typically use “5% parts” (a part tested to fail at less than 5 times per 100 parts), which translates to a breakdown rate between 10%-20% over the warranty period. How will you be serviced when your unit breaks down and you have 5 or 6 clients scheduled for the next day? A Major Difference uses “1% parts,” which translates to a breakdown rate of 2%-3% during the warranty period. In the rare instance when a unit needs a repair, A Major Difference will overnight to you a replacement unit (within the United States) with a call tag to pick up your disabled unit at no cost or hassle to you. A Major Difference has the best, most reliable customer service policy in the country.

(5) The use of ionization devices is far more complicated than simply putting someone’s feet in water and turning on the switch. The reason for A Major Difference’s popularity and success is the clinical support it provides to both practitioner and individual on a continuing basis. We teach you how to use the unit safely and effectively; we are available during business hours to help guide you through your personal or practice challenges and we offer ongoing educational opportunities through seminars and professional training.

(6) Because of the alignment and structure of the water module (array), the IonCleanse® creates the greatest osmotic pull which translates into greater treatment effectiveness per unit of time in the water. In other words, your clients will experience better and more noticeable results with the IonCleanse® than with any other unit.

(7) The average cost of an IonCleanse® treatment is \$1.75 per session, computed by dividing the number of treatments before the plates corrode by the replacement cost of a set of plates. There are other units on the market whose treatment cost is in excess of \$10.00 per session computed by the same formula. Beware of this cost. It will eat up whatever you save in purchase price differential within two weeks of active use.

As with anything else in life, you get what you pay for. The IonCleanse® is the Bentley of the industry with a Cadillac price tag. In other words, from a safety and customer service standpoint, from a treatment effectiveness standpoint, from a cost-per-session standpoint and from a reliability standpoint, the IonCleanse® is a bargain. You are buying a unit that will outlive you if you don’t abuse it, and A Major Difference will provide you with ongoing educational opportunities that will enable you to accomplish wondrous feats for yourself and your clientele.



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IonCleanse Detoxification – Getting the Issues Out of Tissues

At the University Health Clinic in Seattle, Washington, Patrick Donovan, ND, tells of toxic components in daily living which increase an individual's susceptibility to cancer, stroke, cardiovascular illness, diabetes, free radical activity, and many other degenerations. Numerous toxic factors include allergies, metabolic by-products, anxiety, emotional distress, dysfunctional relationships, genetic/metabolic disorders, overnutrition with excessive fat, sugar or protein, nutritional deficiencies, environmental poisons, heavy metals, infectious agents, smoking, poor hygiene, lack of sleep, functional/structural disabilities, and other noxious agents.¹

Such factors, Dr. Donovan advises, bring on oxidative stress and immune-system problems. They, in turn, reshape a person's physiology toward disease-related processes, including: (1) a breakdown or lapse in the functioning of routine self-repair for the protection of tissue integrity; (2) depletion of the buffering reserves that ordinarily maintain the body's acid/alkaline balance, (3) alteration of normal biochemical processes; and (4) metabolic changes leading to decreased production or utilization of high-energy compounds the body needs for optimal functioning.²

Aging Results from the Accumulation of Toxins

Most health professionals who practice Complementary and Alternative Medicine (CAM) affirm: *Aging is a gradual accumulation of toxic chemicals and other substances in the body which cause genome destabilization and resultant catastrophic breakdown of tissue homeostasis.* There is an inevitability to this aging process. Even the most ardent adherents to a healthy lifestyle will experience some form of damage from toxic material that we absorb from the environment. Although the absorption of toxins is initially sublethal, gradual poisoning of one's physiology eventually becomes the source of chronic disease and fatal systemic failure. Such an insidious, inescapable process is the reason that detoxification is now accepted as a major component of anti-aging medicine.

Harmful manufactured substances that remain unrecognized by the cells tend to linger in the body. They become lodged in organ tissues as ever-present noxious elements. Most are industrial poisons which lie dormant while

they accumulate, and the human body possesses no way to remove them on its own.

Detoxification includes ridding the body of actual physical pollutants such as toxic metals, harmful industrial chemicals, parasitic disease organisms, dead cellular material, and ordinary bodily waste products. Given the variety of harmful substances that accumulate in the body, knowledgeable holistic healers advocate a variety of methods to cleanse the patients' insides. Numerous techniques for detoxification are necessary because some procedures manipulate the gross anatomy and some operate at a cellular level. While some detoxification procedures are more effective than others, each step in the process has its job to do.

Dr. Karen Kelley Uses the IonCleanse Detoxification Process

Interviewing with us from her Holistic Healing Arts Center in Foley, Alabama, the homeopath, psychotherapist, and nutritionist, Karen Kelley, DC, ND, discussed her primary patient detoxification technique.

"I use a basin containing sea salt dissolved in one cup of purified water which carries the gentle electrical charge from a multiple-metallic *array* set into the water. This array is plugged into a down-charging unit drawing electrical power from the wall. The patient feels no shock but rather has positive and negative ions created around his or her feet in the footbath," Dr. Kelley explains. "Most patients test for a negative ion treatment; others need a positive ion treatment, and a few require a combination of both. During the beginning number of treatments, I use an array setting to generate for alternating positive and negative ions.

"Most of us are so loaded with toxins, detoxification using the IonCleanse actually makes energy for healing available. Toxic overload diminishes markedly for patients; the deleterious body ions are attracted out of the tissues through the feet and go into the water's ionic components," states Dr. Kelley. "The footbath water changes color which is a manifestation of toxin removal from the body's tissues. Reading the water's color change is diagnostic of what is being released by the patient (see photographs 1-5 on facing page).



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► "For instance, when the footbath color turns bluish, one recognizes toxic dumping from the kidneys; a yellowish tinge means that the bladder is giving up its toxins; orange relates to joint toxins. Fibrotic tissue in arthritic joints is an attractant for environmental toxins – they are more vulnerable," Dr. Kelley says. "Brown water indicates that a toxin dump from the liver has taken place. *Candida albicans* shows up as a cheese-like scum floating on the water's surface. Often then a Herxheimer's reaction occurs. Flecks of black in the water demonstrate that heavy metals are being released. Globlets of oil floating as a slick in the water means that fatty tumors such as lipomas are breaking up.

"The detoxification procedure with IonCleanse, usually takes 30 minutes for fourteen treatments administered every-other-day. Very sick patients are given up to 40 treatments, depending on how quickly symptoms subside. Pain goes away first. Once the footbath water stops changing color and stays clear, large amounts of toxin are no longer being dumped. More treatment is continued to give the array's positive and negative ions combined with ions in the water a chance to heal existing pathology at a cellular level," Dr. Kelley affirms. "Some color changes may come from the water source itself. Tap water derived from city pipes may have its own quantity of toxins. The extent of components in the water can be tested by running an array current through the water alone without one's feet in it. What shows up as a color change is bound to be the water's own baseline color. Other color changes and residual odors left in the water can then be judged as coming from the patients themselves."

"Getting the Issues Out of Tissues"

Assuring us that she can detoxify almost all aspects of a patient – even to emotional and mental dysfunctions arising out of stress – Dr. Karen Kelley refers to her IonCleansing therapy as "getting the issues out of tissues." Dumping toxins gives the body an opportunity to heal those specific body parts from which the toxins are arising.

"In my clinic we have observed some really wonderful results. Pain disappears fast, even after just one visit. In addition to the footbath technique of detoxification, this Holistic Healing Arts Center utilizes many adjunctive therapies, and they include electroacupuncture according to Voll (EAV), psychospiritual counseling, color therapy, sound therapy, a particular laser therapy offered by the same distributor, A Major Difference (AMD), who furnishes me with the IonCleanse® and much more," says Dr. Kelley.

"However, of all my treatment procedures, most rewarding for me personally are results that I witness from use of the IonCleanse array immersed in a water bath for the feet."

Cleansing Effects of Water

Being a powerful solvent, water is a cleansing agent for the body. Popular belief leads us to assume that we can drink enough water to harness its cleansing ability. The Institute of Medicine in Washington, DC, an independent group of experts that advises the federal government on health issues, reports that women should consume about 91 ounces (2.7 liters) of water a day. Men should drink about 125 ounces (3.7 liters) per day.³

But there is a limit to how much water a person can safely and comfortably drink. Drinking too much water is dangerous and potentially fatal. Partly for this reason, A Major Difference (AMD), has designed its IonCleanse, detoxifier to bypass the digestive system entirely. Using the IonCleanse® array, water is absorbed directly into the human tissues. After its microbiological activity, the absorbed water leaves the body without engaging the digestive tract. This entire beneficial process occurs without any effort or discomfort to the patient, and an ideal whole body detoxification takes place by means of applying the footbath.

After oxygen, water is the second most important inorganic nutrient on which life depends. About 60% of the human body is composed of water, including 3/4s of cellular protoplasm (intracellular) and 4/5s of blood, lymph and other extracellular fluids.⁴ Water is involved in metabolic processes as either a reactant or a product. Proper water volume is crucial to homeostasis. The hypothalamus carefully regulates water volume using retention, excretion and other mechanisms, including thirst. Water volume is intricately related to two fundamental aspects of metabolic activity: electrolyte concentration and acid-base pH.

Electrolytes are molecules which break apart when dissolved in water and dissociate into ions (charged particles). Ions are atoms or molecules (polyatomic ions) which are not in electrical balance – their number does not equal the quantity of protons. As mentioned, it is possible to suffer serious health consequences from drinking too much water. This is because water promotes ionic activity and water itself is a primary source of ions.

Electrolysis, Hydrolysis, & Redox Reactions

Electrolysis, nearly as old as the study of electricity, is a chemical process that injects electricity into water and splits its molecules into ions. In 1807, Michael Faraday observed that electrolysis could break a chemical compound into its constituent elements. From this observation Faraday hypothesized that electricity was somehow involved with binding elements together. His correct assumption is the basis for our understanding of modern chemistry and nuclear physics.

In electrolysis, the negative pole of the electrical source is the *cathode* and the positive pole is the *anode*. Sending an electrical current through water causes some of the water molecules to divide and form hydrogen ions (H+) plus hydroxyl ions (OH-). These two ions are fundamental to organic chemistry and drive reactions toward oxidation and reduction (redox) reactions.

Freeing electrons and attaching them to other molecules is part of the ordinary activity inside every cell. For example, the complex pathway which produces the cellular energy component Adenosine 5'-Triphosphate (ATP) within the mitochondrial inner membranes includes the Electron Transport System (ETS) segment of the Krebs cycle. During this part of the Krebs cycle, the coenzyme Nicotinamide Adenine Dinucleotide (NAD) that's derived from the B vitamin nicotinic acid is converted to its reduced form of Nicotinamide Adenine Dinucleotide (NADH) with the addition of a hydrogen atom and two electrons. NADH then delivers the electrons to a series of protein carriers which transports them along the membrane.

Redox reactions are one way that ions are created. Some elements readily become ions when they come into contact with an electron donor or acceptor, such as water. The toxic

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metals aluminum (Al), lead (Pb), and mercury (Hg) become ions in an aqueous solution. The chemical process of dissolving solutes in water is called *hydrolysis*, which translates from the Greek word *lysis* meaning "breaking up with water."

Toxic metals are poisons changed into ions. By carrying its ions into the body, water treated with the IonCleanse® separates entire molecules it encounters into their polyatomic ionic components. Polyatomic ions do not originate from redox reactions (element to element transfer of electrons). Decomposition of large molecules into polyatomic ions requires a solvent like water for them to react. These smaller ionic components remain in solution when the ionic water leaves the body, carrying dissolved waste materials out with it.

As a result of all this ionic activity, poisons that are normally slow to exit the human body are dissolved in the ionic water and flushed out. As described by Dr. Kelley, during an IonCleanse® treatment, the footbath water changes color dramatically. Although some of the color change is generated by the electrodes, most of the visual transformation that is seen is material exiting from the patient's body. These toxins are not reabsorbed because the ionic waste material in the basin coagulates into a thick soup when exposed to the open air.

An important design feature of the IonCleanse® is its electrical pulsation. The electronic control unit is able to modify the flow of electricity, both pulsing it and reversing the poles. Pulsing the electrical charge prevents the concentration of ions from building up too much in the reservoir. These momentary pauses allow the body to metabolize the ions before the next pulse. Reversing the poles helps keep the electrodes clean from buildup of material dissolved in the water (a plating effect.)

A particular effect of the electrolysis generated by the IonCleanse® is to produce a variety of molecules from the water. There are many combinations of hydrogen and oxygen. One such ion is *hydronium* with the formula H_3O^+ .

Another important organic molecule from electrolysis is *hydrogen peroxide*, H_2O_2 . Hydrogen peroxide is always present in the body, both inside and outside of cells. It is a weapon used by the immune system and is produced by polymorphonuclear leukocytes which have engulfed a microbe. A cellular organelle called a *peroxisome* produces the enzyme *catalase* which catalyzes hydrogen peroxide back into water and a singlet oxygen atom. Peroxisomes and catalase are especially abundant in the liver, a key organ for detoxification.

Electrolysis has been studied extensively for use in water treatment plants from which toxic metals, pesticides, herbicides, and industrial pollutants must be removed. Investigations undertaken by water treatment experts show just how powerful ionized water is as a disinfectant and detoxifier.

IonCleanse® Treatments are Antimicrobial

Physicians were recently warned about a statistical link between use of antibiotics and an increased risk of breast cancer.⁵ Knowing this, CAM physicians must find safer, innovative methods to combat their patients' bacterial infections. Fortunately, water treatment experts found that electrolysis of water in the presence of carbon will produce an abundance of hydrogen peroxide in quantities sufficient to disinfect effluent in a municipal sewage plant.⁶ Using the IonCleanse®, the same method could be used to kill bacteria inhabiting a patient's body. The human body conducts electricity, so some of the electrolytic current generated by the IonCleanse® travels through the reservoir and makes a circuit with the patient's body. Since

carbon is omnipresent throughout organic chemistry, we can expect the same hydrogen peroxide production measured in the sewage plant to occur within a patient's body.

Other researchers reported that metals have a beneficial effect on the amount of hydrogen peroxide produced.⁷ Physicians could consider having patients take mineral nutrients such as the E-lyte® Liquid Minerals produced by BodyBio before an IonCleanse® treatment to enhance this antimicrobial effect.

Research has also shown that a tiny electrical pulse all by itself can destroy aqueous bacteria.⁸ In addition to temporarily increasing the amount of hydrogen peroxide in the body, the electrical pulses generated during an IonCleanse® treatment are an antimicrobial weapon. Also lethal to bacteria is the fluctuating pH that occurs metabolically during a detoxification session.

Other research indicates that the IonCleanse® could be used in combination with a sonication device to dislodge bacterial clusters.⁹ The combined antimicrobial assault administered can help CAM physicians bolster a patient's overwhelmed immune system by combating harmful microbes.

IonCleanse® Treatments Break Down Toxic Chemicals

The electrical footbath treatments could become a crucial component of preventative healthcare in farming communities where people are exposed to poisons used by agri-business every year during growing season. Research has shown that electrolysis which produces a combination of hydrogen peroxide and iron ions will break down several types of herbicides.¹⁰ In a technological breakthrough, water treatment experts at Cornell University devised an electrolysis process using water containing iron ions and ordinary ionized water to achieve the Fenton chemistry which breaks down pesticides such as diazinon.¹¹ Since iron is an essential mineral for metabolism, we can expect the same effect produced by the Cornell researchers in water treatment cells to take place within a patient's body.

Water Performs Feats of Biochemical Magic

In a water molecule, there are two more positions for shared electrons around the oxygen atom. These available positions provide a strong attraction between the oxygen atom of one water molecule and the hydrogen dipoles of nearby water molecules. For this reason, water molecules form clusters by arranging themselves in a distorted tetrahedral pattern to accommodate all of the hydrogen bonds formed between nearby molecules. Hydrogen atoms in these clusters are in constant motion "jumping" between two positions in the tetrahedral lattice: one position favoring its own oxygen atom, and the other position favoring a nearby oxygen atom.

The result of all this hydrogen bonding is to form a giant molecule in which each oxygen atom is surrounded by four hydrogen atoms, thereby filling all of its outer region. The hydrogen bonds between water molecules provide so much attraction, liquid water has the unusual characteristic of being denser than solid water (ice).¹²

The structure of liquid water gives it an ability to perform feats of molecular magic such as passing through walls. Human

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skin is thin, only 4 mm thick on the soles of the feet. Although it is the outer covering of our body which protects us from all the harmful elements in our environment, our skin is more like a membrane than a shell. Water is able to permeate this barrier very easily.

The movement of water from the basin reservoir into the patient's feet and up into the body is assisted by an elementary chemical force known as *osmotic pressure*. Water naturally moves through a partially permeable membrane from the side where water is concentrated to the other side where it is less concentrated. The buildup of fluid in the body (edema) later reverses itself when the hydrostatic pressure in the body increases to the point where some water is forced out. The exit offering the least resistance to the excess water is through the feet and out their skin pores which were opened when the water first entered. This process fluctuates continuously during IonCleanse® treatment.

The toxic metal ions and the polyatomic ions from the harmful chemicals which were broken apart are attracted out of the body and into the footbath towards the IonCleanse® electrode of the opposite charge.

Experimenting with Electrolyte

During an IonCleanse® treatment, formation of ions does not take place entirely in the basin. In addition to the ionic laden water which permeates a patient's skin and flows into his or her body, the tissue water already present is also subject to the electrical forces emanating from the electrodes. It could be potentially harmful to add electrolyte directly to the soaking water in the basin during an IonCleanse® treatment. However, medical practitioners could experiment with taking electrolyte before an IonCleanse® treatment to temporarily increase the ionic activity of the body's circulating and interstitial fluids.

The IonCleanse® is so effective, medical practitioners should consider experimenting with the administration of anti-oxidants, such as a large dose of vitamin C and some superoxide dismutase, to metabolize any remaining free oxygen that was created during the treatment session. It's additionally beneficial to provide patients with an orally-administered multimineral complex to quickly restore major elements and trace elements that may have become temporarily depleted by the IonCleanse® treatment.

Michael Dobbins, DC, Reports Breast Cancer Improvement from IonCleanse, Usage

"While I don't use IonCleanse, by itself but rather as part of an overall detoxification protocol, I find that this device is a marvelous means of accelerating the entire detox effect," says Michael Dobbins, DC, who in company with his wife, P.J. Dobbins, DC, conducts their Dobbins Affordable Chiropractic Clinic located in Alameda, California. "When patients observe the vast amount of wastes that come out of their bodies and deposits in the footbath water, this has a highly beneficial psychological effect on them. They feel a sense of being cleaned out. What people tell me is that they sleep better; feel a great deal of energy the next day; and other effects that would accompany detoxification.

"Most dramatic are the effects I've observed from detoxifying for cancer, especially breast cancer. A school teacher in her mid-40s that I am currently treating is undergoing chemotherapy and many of the other forms of orthodox oncological care to overcome breast cancer. She had been diagnosed about one year ago. This school teacher had faced gastrointestinal complications from conventional cancer therapies, but now her bowel pattern has improved markedly," says Dr. Dobbins. "Severe diarrhea has resolved for her; insomnia is gone with sleep coming easily and deeply; plus I've observed that my patient's skin tone is less sallow and more ruddy.

"She has been taking her IonCleanse® treatments twice weekly for four weeks and results are excellent," Dr. Dobbins states. "Her breast cancer condition is stable. She is doing well and accepts my suggestions for upgrading her lifestyle by means of better nutrition, more exercise, and other holistic health practices.

"Since I lecture to my colleagues weekly, lots of success stories had been told to me by other chiropractors who utilize the IonCleanse®. When I saw that their anecdotes citing patient benefits were true, I became convinced that this therapeutic device should become part of my armamentarium for achieving detoxification," confirms Dr. Michael Dobbins.

Resource

The IonCleanse® is available from A Major Difference (AMD). AMD is located at 2950 S. Jamaica Court, Suite 201, Aurora, Colorado 80014 USA. For more information about the IonCleanse® detoxification device, contact Tom Demaro at toll-free 877-315-8638, or 303-755-0112 or via Fax 303-755-3022. More information about the company, A Major Difference, can be obtained at <http://www.amajordifference.com>.

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Ionization Therapy: Modern Technology Applied to an Ancient Problem

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I walked into the Santa Cruz room at the Embassy Suites Hotel in North Phoenix just in time to catch the beginning of Dr. Jeff Ulery's lecture on joint mobility. Dr. Jeff, a chiropractor, works out of Dr. Bruce Shelton's office, and was one of the presenters at the May, 2002 HEEL seminar. A few minutes into his lecture, Jeff introduced Bob Moroney, who was standing next to him with a small tub of water. Bob proceeded to place Egon Langraf's feet in the water that contained a plastic module attached to a power supply. While Jeff talked and cameras rolled, the water around Egon's feet turned a bright yellow-green, then orange, then brown, with prodigious quantities of fatty material floating on top.

Jeff interrupted his lecture to allow Bob to explain the strange transformation of ordinary tap water into a tub of Technicolor sludge. Bob explained that the water module utilizes low voltage direct current to separate the water molecule into positive and negative ions. The ions travel through the body, attaching to and neutralizing oppositely charged particles, and osmosis pulls the neutralized particles out through whatever surfaces are exposed to the water. I can regulate the ion mix according to the pH of the body by changing the direction (*polarity*) of the electrical flow. The positive polarity produces more negative ions, and the negative polarity more positive ions. Actually, I determine what ion mix the body wants through muscle testing, but there seems to be a strong correlation between saliva pH and what the body tests for. In 25 tests, we have determined that an alkaline saliva will muscle test for a predominantly negative polarity, and vice versa for an acid saliva.¹ Keep in mind that positive and negative are electrical terms that refer to the poles that the current flows to; not the predominant ion charge. The colors and the sludge in the water are produced by the ionization interaction of the current flow, the metal in the module and the toxins in the water and body.

Bob was asked if he could explain the chemistry of what's happening in the water.

"I'll try. The process of separating oxygen and hydrogen is known as decomposition, which means oxidation-reduction reaction. Oxidation means giving up electrons and reduction means gaining electrons. Water is oxidized at the anode. The reaction is $2\text{H}_2\text{O} \rightarrow \text{O}_2 + 4\text{H}^+ + 4\text{e}^-$ where 4e^- stands for 4 negatively charged electrons that are given up in the oxidation process.²

Water is reduced at the cathode. The reaction is $4\text{H}_2\text{O} + 4\text{e}^- \rightarrow 2\text{H}_2 + 4\text{OH}^-$ where the 4e^- stands for the electrons that are gained in the reduction process.³ In the overall decomposition reaction, the volume of H_2 produced is twice the volume of O_2 : $2\text{H}_2\text{O} \rightarrow 2\text{H}_2 + \text{O}_2$.⁴

What we have, therefore, are free negative and positive ions circulating in a water solution (*the physical body is a water solution*), and occasionally combining to form H_2O_2 , otherwise known as hydrogen peroxide."⁵ So are we dealing with free hydrogen, free oxygen and various combinations of both, and what are the effects of these combinations on the human body?

"Majid Ali, M.D., author of *Oxygen and Aging*,⁶ states that when functional, oxygen provides the basic drive for human metabolism, is the quarterback detox molecule of the body, and is nature's most potent antimicrobial agent. Thus, it is the guardian angel of human health. When dysfunctional, oxygen is oxidizing, acidifying and dysoxygenative.⁷ In chapter seven, he presents extensive research linking several chronic disorders, including fibromyalgia, CFS, environmental sensitivity syndrome and Gulf War syndrome, to pleomorphic forms and faulty oxygen metabolism.⁸

I don't claim that the IonCleanse® cures these conditions, but several doctors have told me that patients report feeling better after a series of treatments. Obviously, a periodic infusion of oxygen makes it more difficult for these microorganisms to proliferate, especially if the oxygen was accompanied by a pH change."

"What do you mean by pH change," I asked.

"As I said earlier, the H^+ and OH^- ions produced in the water can be regulated, according to what the body needs. Since we individually muscle test for positive and negative polarity preference, I can only assume that the body decides preference, based on how it wants blood pH to be balanced, a conclusion which is supported by Dr. McLain's saliva tests in Dallas. An acid pH provides an ideal breeding ground for worms, parasites, microorganisms, and other critters that lower body function and cause disease.

I recently read about the work of Dr. Charles Farr in a book by Nathaniel Altman, called *Oxygen Healing Therapies*.⁹ Apparently, Farr was the major researcher of oxygen healing therapies which included hyperbaric, ozone and hydrogen peroxide. These therapies accomplish the same result—increasing the amount of oxygen available to the body—and are therefore interchangeable. Hyperbaric is expensive because of the capital investment required, but ozone and hydrogen peroxide are cheap and easy to administer. Farr reported excellent results with a host of conditions too numerous to list here. It appears from his research that oxygen deficiency is endemic to Humankind, and lack of oxygen underlies most of the diseases that plague us. I see ionization technology as a way to help people avoid disease, and live more energetic lives."

¹Unpublished research by William McLain, N.D., Dallas, TX. 877-603-1090 May, 02. ²www.chem.uiue.edu/demos/elec.html, University of Illinois, Chemistry Department. ³ibid. ⁴ibid. ⁵ibid. ⁶Ali, M., *Oxygen And Aging*, Chapter Nine, pp 207-255, *Aging Healthfully*, New York. ⁷ibid. pg. 254. ⁸ibid. Chapter 7, pp 133-175. ⁹Altman, N., *Oxygen Healing Therapies*, Healing Arts Press, Rochester, Vt., 1998.

A question came from the audience: What happens if no feet are in the water?

“The water will change color as the particulate matter in it becomes neutralized by the ionization process. Phoenix water has a lot of particulate matter in it, but you can still tell the difference between that stuff and what is coming out of the human body. The water matter will easily rinse out of the bucket while the human sludge will require scouring and scrubbing to remove. A lot of human sludge comes out encased in fat and mucous, which are sticky substances.”

I asked if any tests been done to access water contents after a session.

“Yes. We know from a small study done by Dr. Michael Lebowitz in Grand Junction with a first generation unit that showed a hundredfold increase in the excretion of aluminum out of the urine.¹⁰ A feces test would have been more appropriate, but Michael was not up to the task. Dr. David Shiflet conducted a before and after water metal content study, involving 12 patients at an EPA lab in Phoenix in 2001. That study showed impressive increases in water metal balances after treatment with a second generation unit.¹¹ We are presently conducting a much broader study involving four doctors and fifteen patients, doing both 24-hour urine and before and after water metal tests. These results should be available at the end of July, 2002.”

Dr. Ulery interjected his personal experiences with the unit into the discussion. “We’ve been using this technology in Dr. Shelton’s office for several months. It has been a tremendous help with virtually all the problems we work on as chiropractors. It accelerates our work with the laser, adjustor and percussor because it speeds the release of toxins out of the body. We also do emotional release work, and it helps to clear the system and minimize patient discomfort. We use it every day with most of our patients.”

Bob set up two units in back of the room, and gave treatments to attendees for the remainder of the afternoon and all day Saturday. I had a front row seat, and as the sessions progressed I formulated a few questions of my own.

I notice slight differences in each treatment, but the colors seem to remain the same. Why?

“Think of everything as water. The air we breathe is water, we are seventy-percent water, the food we eat and of course the water we drink and shower in. The toxins in your body are the same as the toxins in mine, only the proportion and locations are different. My body may have a better functioning lymph system than yours, but your kidneys may function better than mine. You will probably accumulate more lymphatic material, while I will accumulate material that is attracted to the kidney area of the body. The ionized water color in Boise, Idaho is light green because of the kinds of chemicals used in that area. I noticed that many of the people I treated there complained of physical problems relating to the lower abdominal area. In Denver, my hometown, the ionized water color is orange, which relates to joints, and I saw a preponderance of joint problems in my practice, compared to kidneys. Chinese physicians are well aware of the relationship between health problems and geographical area.”

I noticed that one older lady did not dump anything into the water. Why?

“The stronger you are, the more you release, and the more treatments you do, the more you release. That lady recently recovered from a severe bout of the flu and was still quite weak. She tested for only fifteen minutes in the positive. You need to be careful with weak people. Any form of detoxification requires body energy. Strong people experience an energy increase and their bodies feel lighter, but you can easily overtax recovering patients.”

I had an opportunity to experience an up-close result with our graphic designer, Cristi Terrazas, who was suffering from edema throughout her body. She took a treatment on Saturday and a second on Monday. In that brief span, her body size shrunk noticeably. She reported an increase in energy and her disposition clearly improved. An impressive result. Judging from the doctors’ responses to the treatment, she was not the only success. *Next issue: Before and after results of bath water tests and 24-hr. urine samples.* ♦

¹⁰Michael Lebowitz D.C., Grand Junction, Colorado, June, 2000, *24hr-Urine Analysis on One Patient*. ¹¹David Shiflet, D.C., *Before and After Water Mineral Content Study of Twelve Patients Conducted At EPA Laboratory in Phoenix, Arizona, July, 2001*.

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Heavy Metals Report

Metal	*Before (ppb)	*After (ppb)	Percentage Change
Antimony (Sb)	1.09	2.48	128%
Arsenic (As)	2.53	3.93	55%
Copper (Cu)	363.66	3656.11	905%
Lead (Pb)	2.45	8.16	233%
Uranium (U238)	3.08	5.58	81%
Barium (Ba)	60.2	74.3	23%
Cadmium (Cd)	5.55	12.15	119%
Chromium (Cr)	13958.44	22838.88	63%
Nickel (Ni)	411.48	672.52	63%
Aluminum (Al)	216.33	950.33	339%
Iron (Fe)	50645.66	138918.11	174%
Manganese (Mn)	218.77	524.44	140%
Zinc (Zn)	148.44	288.22	94%

February 2002

As determined by Doctor's Data 3755 Illinois Avenue, St. Charles, IL 60174-2420

These statistics show the average increase in toxic metals from nine separate IonCleanse® sessions.

Beryllium, Mercury, Thallium and Selenium were tested and showed no significant changes after IonCleanse® sessions.

*The "Before" column represents the water after a 30 minute IonCleanse® session without feet in the water. The "After" column represents the water after a 30 minute IonCleanse® session with feet in the water.

IonCleanse® Product Order Form

Order Desk: 877-315-8638
 Order Fax: 303-755-3022 Please call to confirm receipt of fax

Referral Source: _____
 Date or Event: _____

Billing Address

Name _____ Suffix _____ Clinic _____
 Billing Address _____
 City _____ State/Prov. _____ Zip/Postal Code _____
 Phone (_____) _____ Fax (_____) _____
 E-Mail Address _____

Shipping Address

Name _____ Suffix _____ Clinic _____
 Shipping Address _____
 City _____ State/Prov. _____ Zip/Postal Code _____
 Phone (_____) _____ Fax (_____) _____

Qty.	Product Description	Unit Price	Total Price
	IonCleanse® (includes a complete array and one extra set of replacement plates)	\$2,895.00	\$
	Two-Year Extended Warranty	\$350.00	\$
	Array (includes one extra set of replacement plates)	Type 316 *Type 304/321	\$235.00 \$285.00
	Array Cord	\$25.00	\$
	Replacement plates**	Type 316 *Type 304/321	\$70.00 \$95.00
	IonCleanse® Polo Shirts (<i>Moss Green, Dk. Blue, White</i>) (S, M, L, XL)	\$39.95	\$
	IonCleanse® Patient Brochures (100 per pack)	\$25.00	\$
	Light Rejuvenizers (<i>Carribbean, Celestial, Cobalt, Golden, Opalescent, Purple, Rainbow, Rose, Mint, Tropical, Midnight</i>)	\$159.00	\$
	Ascorbic Acid – 2 pounds	\$25.00	\$
IonCleanse®: One year warranty on parts and labor, 60-day, 85% money back guarantee, delivery approximately three days after receipt of order. International shipping rates and times will vary.		Ground	\$
		3-Day	\$
		2-Day	\$
		Next Day	\$
*The 304/321 plates and arrays are recommended for healthcare professionals only		Tax (CO only)	\$
**For an order of 12 plates or more, we will discount the plates \$15 per set (\$180 savings)		Total	\$

Payment Information

Form of Payment: Check Enclosed Visa MasterCard Discover American Express
 Credit Card # _____ Expiration Date _____
 Credit Card 3 or 4 Digit Code _____
 Name on Card / Cardholder Signature _____

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By listing yourself in the Practitioner Lookup, you agree to allow A Major Difference, Inc. to give out your name and telephone number to individuals interested in experiencing the IonCleanse®. Your information, however, will not be sold to third parties.

The IonCleanse® is not intended to diagnose, treat, cure or prevent any disease.

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