



# The Evolution of Water Technology

## Western versus Eastern

COMPARISON SERIES

**"Ask different questions, had different needs"**  
Different RESULTS and PRODUCTS

**SAFE (Western)**  
Engineers & Chemists  
WESTERN - Driver "Safe & Scarcity"

**HEALTH & WELLBEING (Eastern)**  
Holistic Scientists & Practitioners  
EASTERN - Driver "Wellbeing"

1

2

3

**SAFE - Illness and sickness - death (Cholera, bugs, eColi)**

Historical drivers... Government regulation Safe water  
Add CHEMICALS + Kill Bugs

**RESULT 1**  
TAP Drinking Water

Chemical filled "safe drinking" water.  
Don't die drinking it (immediately)

**SCARCITY - Drought, Desert**

Desalination / Recycled Waste  
"FILTER EVERYTHING OUT"

**RESULT 2**  
Reverse Osmosis Filtration (RO)

Pure H2O  
(Systemic health issues ID)

**OPTIMUM HEALTH**  
Prevention of illness

- What is the function of water in the body? How is it used?
- 75% water, 91% brain, in every cell...
- Energy flows electrical impulses, cellular hydration foundational

**RESULT 3**  
Emulate Mother Nature.  
What are the properties of water in nature that support "life"

Balanced, clean, mineral rich water



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