



A Healthy Competitive Advantage

Why water? It's the foundation of health for us and our pets so to me it's the logical place to start on a road to optimum health and wellness. This can also create a competitive advantage for our pet centers. First we need to focus on two things regarding our water: Quality and Quantity.

Filtered or bottled water has been a growing part of our economy and the premise is a good one. We need to consume the best quality of water for our body's sake. When you stop and realize that the human body is 75% water and our brain and nerve tissues are 85% water then we should pay attention to how we replenish this part of our bodies. Unfortunately, chemicals and toxins have invaded our water supplies so spending time knowing your water quality and money on good filtered water is a key foundation to your family health. As our governments face tighter budgets the potential for impacting quality of our municipal water supply gets higher. Only 5% of municipal water usage relates to consumption or cooking; it only makes sense that this will be an area for potential savings. We also need to consider the containers we use for water to ensure they do not contribute chemicals. BHP in plastics has been shown to leech into bottled water, especially when in heated environments. So be sure to use appropriate containers for water stored in your car or other areas not climate controlled.

The second aspect of our water consumption is quantity and this is where most of us come up short. We've been taught that the thirst sensation indicates dehydration. However, thirst is actually our last clue. A better clue is the color of our urine and when we are well hydrated it will be almost clear. Yellow indicates dehydration and orange is truly dehydrated. To hydrate our bodies we do need to drink quality water and it is best in its pure form. Coffee, tea and alcohol are all diuretics so when we consume those we actually need more water to stay hydrated. Sodas, juices and other flavored beverages have been studied and found to not benefit our cellular system in the same way as water. A doctor that has studied dehydration's impact on human health has found that simple hydration with quality water has relieved many common illnesses including: pain, headaches, stress, depression, high blood pressure, lower cholesterol, asthma and allergies. We do need six eight ounce glasses of water daily at a minimum or .5 ounces for every pound of body weight. Increase your water consumption as an easy self-treatment to many of our common symptoms of illness.

Willard Water is a great product when you or a pet is not in a healthy state. Dr Willard invented this catalyst altered water in the 1960's and holds several patents. He accidentally discovered a process that changes the water molecules of water with the end result of accelerating the body's natural healing process. It makes water more efficient and normalizes things not in a healthy state. It has been proven that Willard's Water helps pets assimilate nutrients more efficiently, increases enzyme activity and strengthens the immune system. Willard's Water is an additive for water and comes in two forms, clear and XXX. There are imitators on the market so be sure to purchase from a source using the original patents. Willard Water is also great for us when we need a little health boost.

Use your knowledge of water to improve the health of your family and set your pet center apart. Serve your pet guests filtered water and keep Willard's Water on hand to supplement those needing a health

boost. This does not require an expensive whole facility water purification system. You can get water filters to fit on hose bibs that work like the tap or pitcher systems that are popular with consumers today. We're installing several models at Urban Tails and next month we'll post an update on our experience with each and provide recommendations in the newsletter.

Drink to your health!

Recommended resources:

Your Body's Many Cries for Water by F. Batmanghelidj, M.D.

www.dr-willardswater.com.