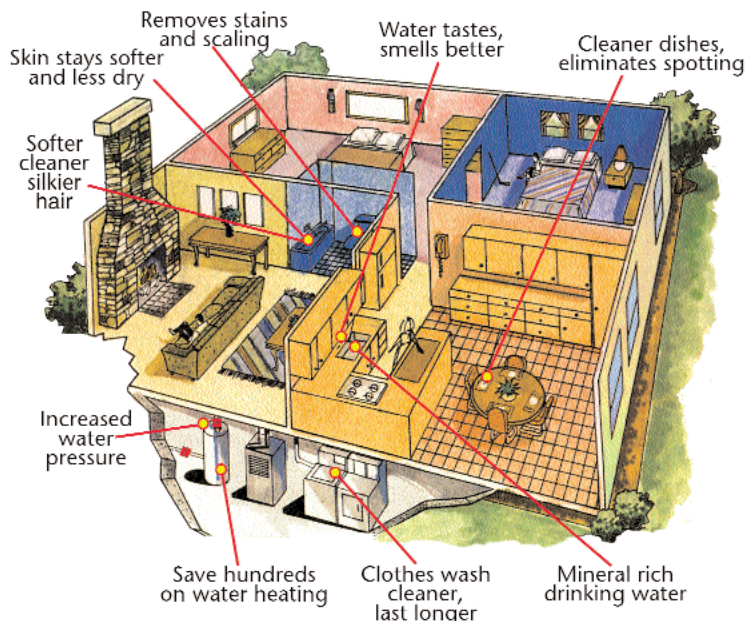




• Industrial Technologies Incorporated •

Residential Hard Water Conditioner



dollars with the elimination of 3/8 of an inch or more of mineral scale build-up. A family of four can save up to \$750.00 per year with the removal of this costly, pipe-clogging mineral scale.

Finally there is a non-chemical way to treat the water in your home and get all the benefits and characteristics of soft water. Until now, if you had hard water problems, you had to buy or rent a costly salt ion-exchange softener or replace your plumbing and water heater periodically.

The proven Magnetizer Residential Hard Water Conditioner is chemical free, salt free, and the permanent healthy answer to your hard water problems. Existing scale in your water heater and plumbing system is magnetically dissolved in the water. The result: an appreciable saving in energy and money.

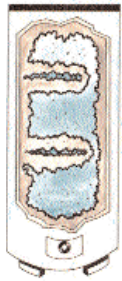
The United States Government reports that consumers save a minimum of 48% of their energy

The Magnetizer also creates de-gasification which decreases the taste and smell of chlorine. Water becomes softer. Soap lathers effortlessly, clothes wash cleaner. Bathing feels fresher and hair is softer and silkier.

The Magnetizer is easy to install - it simply straps on. There are no moving parts which could wear out plus it requires no external power.

Magnetizer is the global leader of the natural water conditioning industry. Magnetizer is currently improving the quality of water in 100 countries.

The system pays for itself in no time at all. Magnetizer comes with a lifetime power warranty and a lifetime of savings.



Water heater with hard water scale build-up

SAVINGS START TODAY!

The cost of hard water scale: Hard water scale, coating and insulating the inside of your water heater or boiler is robbing you of hundreds of dollars yearly on your water heating bills and thousands on your scaled home water radiator heating systems.

Approx. Replacement Cost

Water Heater	\$360.00
Heater Element	\$75.00
Faucet Set	\$90.00
Entire Plumbing System	\$2,000.00 - \$4000.00
Washing Machine/Dishwasher	\$300.00 - \$600.00



Water heater after Magnetizer treatment

The U.S. Department of Interior reports: 1/2" scale on your heating coil, boiler plate or inside your base-board radiators produces such efficiency loss it costs a minimum of 60% more in fuel to heat through the scale. This can cost an average family +\$750 annually in wasted energy costs just to heat their domestic hot water!

The Magnetizer will prevent these problems by naturally dissolving the scale and neutralizing the corrosive water. Your plumbing and appliances will have a much longer maintenance-free life and use much less energy resulting in great savings!

Enjoy All The Luxurious And Healthy Benefits Of Magnetized Water In Your Home



Personal hygiene

Many people comment that not only does their hair feel silkier, but it has become more manageable. Skin becomes hydrated and feels softer and less dry.

Laundry

Magnetized water requires less detergent and softeners. Your laundry will be brighter, cleaner, softer and without a soap residue.

Water tastes and smells better

Users indicate that Magnetizer water tastes and smells better. Unpleasant chlorine or sulfur (hydrogen sulfide) odors are dramatically reduced.

Kitchens and bathrooms

Hard water scale and acid stains cause dishes, fixtures, sinks, tubs and toilets to look unsightly. The Magnetizer will dissolve and eliminate the scale and reduce acid stains. Your kitchen and bathroom will look brand new.

When used with water filters

Tests show that the Magnetizer system maximizes filter efficiency dramatically. Filters will remove greater amounts of toxins. They will also last longer as carbonate clogging will not occur.

Questions & Answers

Q. How do I know the Magnetizer is working?

A. The scale deposits on your plumbing fixtures soften and begin to dissolve. Laundry and dishes are cleaner and your water tastes better.

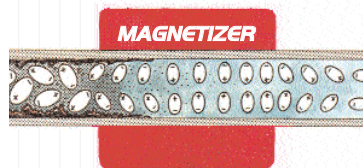
Q. Is the Magnetizer difficult to install?

A. No. It's as easy as tying your shoe. No tools are needed and you can take the Magnetizer with you if you move.

Q. Does the Magnetizer require maintenance?

A. No. Not after the initial set-up.

The Magnetizer lasts forever!



How It Works

As water molecules pass by the powerful, highly focused magnetic field, two things happen: molecules are polarized (organized) and the water takes on a net positive (+) charge. This physically changes the water's molecular structure. The result is soft water characteristics with dissolved minerals. Your plumbing and water appliances remain in pristine condition.

Comparison Chart

	MAGNETIZER	SALT
Softens water	Yes	Yes
Self energizing, chemical free	Yes	No
Residue (sodium toxic) free	Yes	No
Safe for heart or hypertension patients	Yes	No
Retains healthy minerals	Yes	No
Reduces green stains and copper leaching	Yes	No
Dissolves existing lime and mineral build-up	Yes	No
Do-it-yourself installation	Yes	No
Yearly maintenance cost (family of four)	No	\$300.
Lifetime warranty	Yes	No

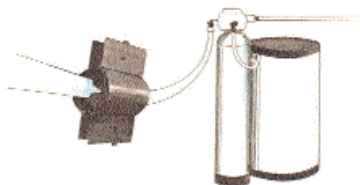
Scientific Health Report Confirms Benefits Of Drinking Magnetized Water

Dr. Y. Ohno, M.D. concurs with Magnetizer's findings that magnetized water helps:

- Prevent toxin and chemical build-up in the body
- Decrease sodium levels
- Reduce blood sugar and lower blood pressure
- Prevent premature aging
- Reduce free radicals
- Reduce acidosis
- Improve kidney and memory functions

In his book *Conquering Pain The Art of Healing With Biomagnetism*, Peter Kulish devotes a chapter to explaining the benefits of magnetized water.*

*Book available from Magnetizer



Strap a Magnetizer Unit on the cold line to your salt softener. The salt consumption and regenerations go down.

High Iron Problems: A high iron level in water is a toxic health hazard. Drinking it or bathing in it is dangerous to your well-being. If after 30 days of use, the Magnetizer system appears to not be working it is the result of excessive iron content. In such a case it is strongly recommended that an iron filter be installed. The Magnetizer unit should then be re-installed on the water line directly after the filter.

Important: Extremely hard water conditions may require an additional unit mounted in tandem with the original cold unit, 1/4" apart on the cold water line.