



**INDIA'S ONLY
IMMUNITY
BOOSTER
WATER**





सी एस आई आर -भारतीय रासायनिक प्रौद्योगिकी संस्थान
(वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद)
CSIR-Indian Institute of Chemical Technology

(Council of Scientific & Industrial Research
Ministry of Science & Technology Govt. of India)
हैदराबाद / Hyderabad - 500 607, भारत / India

Dr. S. SRIDHAR

Sr. Principal Scientist & Project Leader
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डॉ. एस. श्रीधर

सीनियर प्रमुख वैज्ञानिक एवं प्रोजेक्ट लीडर
मेम्ब्रेन सेपरेशंस ग्रुप, रासायनिक अभियंतिकी विभाग
प्रोसेस इंजीनियरिंग एवं टेक्नोलॉजी ट्रांसफर अभाग
Date: 10 February, 2020

CERTIFICATE

This is to certify that the ICPURE Alkaline Water Ionizer Purifier has been developed in technical collaboration with Indian Institute of Chemical Technology, Hyderabad under the Council of Scientific & Industrial Research (CSIR-IICT). ICPURE can be easily classified as a Next Generation ionized water production machine. ICPURE machine works on the principle of Electrolysis. Heart of this machine, the Ionizer, is made using best grade of cation transfer membrane and electrode plates based on noble metals coated on titanium for efficient ionization with world class software to match the required parameters as per standards. This machine gives five different types of pH, ranging from 5.0 to 10.5. Neutral water of 7.0 pH can be used for intake of medicines and consumption by children up to 10 years of age. At 8.5 pH, ICPURE machine gives regular alkaline drinking water, within BIS standard limits, for daily use by normal persons which helps in regulation of pH level of our blood (of alkaline pH 7.35) and our body, which in turn boosts the health of our heart, liver, kidney and bone structure with extra minerals and antioxidants through negative oxidative reduction potential (ORP) besides rapid hydration through generation of smaller clusters of water molecules. At pH 9.5 this machine's water can be used for tea or coffee making and for cooking purposes, whereas at pH 10.5, the water can be used for cleaning of fruits and vegetables, by soaking for a few minutes to remove pesticides and harmful chemicals. The other output of 5 pH water, which is acidic, is used to tone our skin and for mopping of floors and other cleaning purposes. ICPURE alkaline ionized water provides an ORP in the range -200 to -600, which makes this water an excellent antioxidant that slows down the aging process of our body cells. Ionized ICPURE water helps in improved hydration thereby increased energy levels in our body. ICPURE machine also has carbon and sediment filters to provide best water quality with appreciable taste.


(Dr. S. Sridhar)

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Date: 22-05-2020

To Whomsoever It May Concern

This is to certify that ICPURE Alkaline Water Ionizer developed by M/s Micro Engineers in technological collaboration with CSIR - IICT. The system comprises of indigenous cation transfer membrane and mixed metal oxide based electrodes coated by Noble elements like platinum. This Ionizer produces healthy drinking water with different pH values above 8 with negative ORP (Oxidation Reduction Potential). Thus, the ICPURE alkaline ionized water is Immunity Booster which helps in prevention of various infection and diseases.


(Dr. S. Sridhar)

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ICPURE™ MACHINES are built in technical collaboration with Council of Scientific Industrial Research. These machine are being recommended by several dieticians, nutritionist, doctors, and therapists.

It restructures your tap water into water with special properties which help people prevent and help recover from variety of ailments, as well. ICPURE Water is also seen benefiting the students, athletes and other sport persons.

ICPURE Machine produces Natural Alkaline Water and negative ORP (Oxidation Reduction Potential) using Electrolysis Technology developed in Technical Collaboration with Council of Scientific Industrial Research.

Thus, **ICPURE WATER IS IMMUNITY BOOSTER** and helps in prevention of various diseases and infections.



ANTI OXIDATION

ICPURE ALKALINE WATER IONIZER

ICPURE Technology creates a Break-through in Water Industry

- Anti Oxidation
- Anti Inflammatory
- Anti Aging

OXIDATION = RUSTING PROCESS

OXIDATION = AGING = SICKNESS

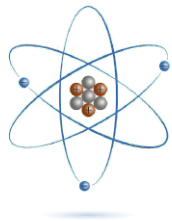


Cut after several minutes

Cell in Human Body

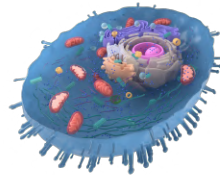
Cell is Fundamental Unit of Life & Cell has Life

- A cell can breathe, take in food and get rid of waste.
- Cell also grow, reproduce live and eventually it die.



Atom

Cells are made up of many atoms.

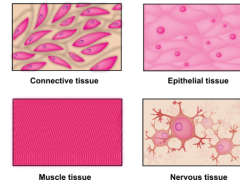


Cell

There are 200 types of cells forming tissues



Four Types of Tissues



Tissue

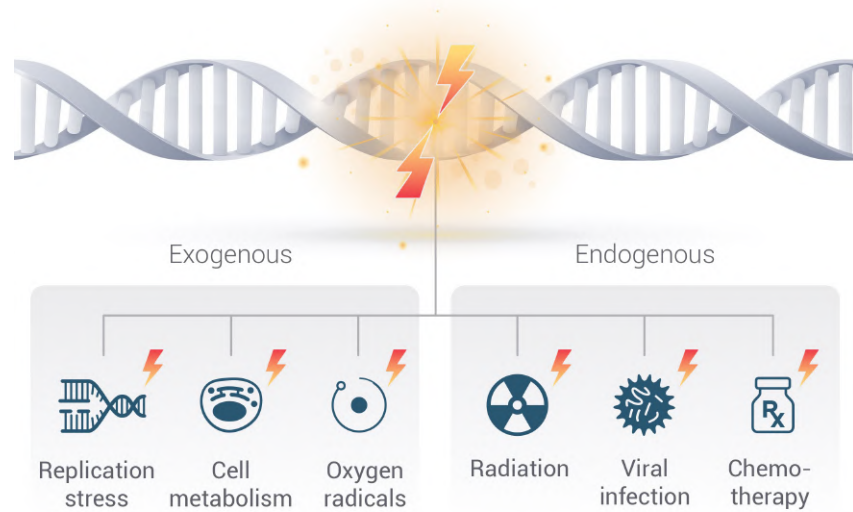
Human Body has tens of trillions of cells.



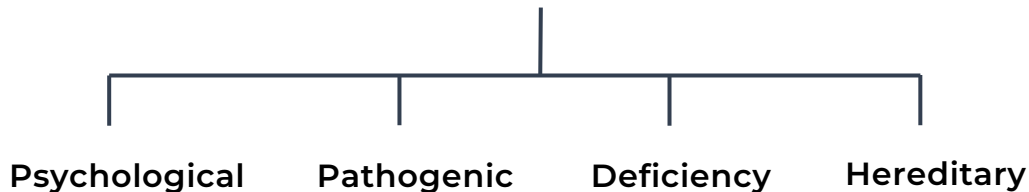
Human Body

All these things have **chemical impact** on our cells by creating **Free-Radicals** (unstable atom), an atom missing **an electron through oxidation**.

These molecules on coming in contact with healthy cells, steal an electron from them,



Excessive **Free Radicals** cause harmful oxidation in our body that can damage our cell membranes that leads to Cellular Degeneration, Acceleration of aging process and contribution to ailments (**disease**)



There are around 40,000 diseases known on planet and the root cause of 70% diseases is Gastritis and Acidosis. In the past decade thousands of diseases like Cancer, Cholesterol, Diabetes, Blood Pressure, etc. has been growing at a rapid pace. ICPURE water being Anti-Acidic and Anti-Oxidant in nature helps you to prevent and eradicate 1000s of diseases.



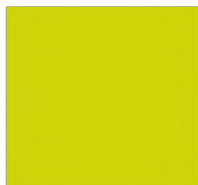
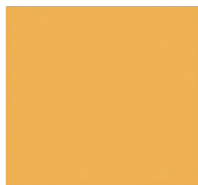


ALKALINIZATION

ICPURE ALKALINE WATER IONIZER

ACIDIC

ALKALINE



SICKNESS

HEALTH

H^{+}

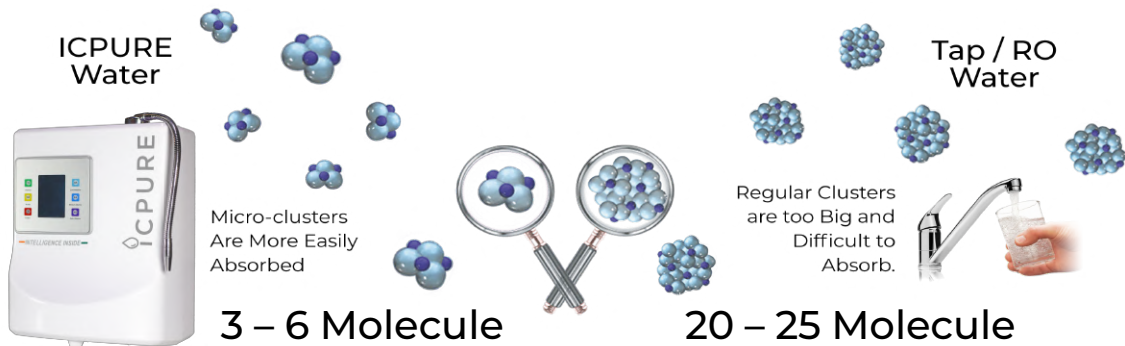
OH^{-}

Normal
pH



MICRO CLUSTERING

ICPURE ALKALINE WATER IONIZER



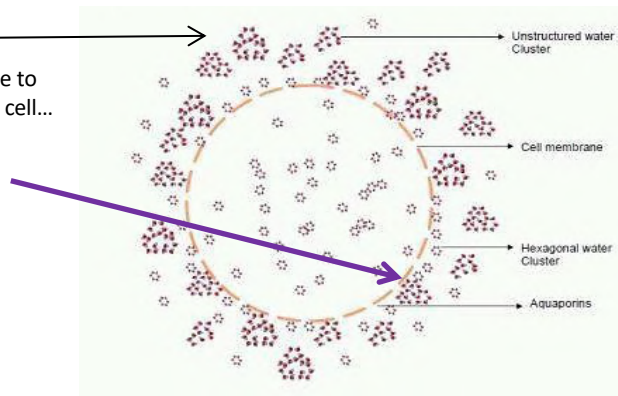
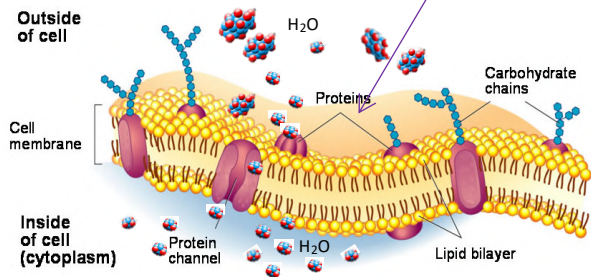
Water channels are "the plumbing system for cells," said

Dr Peter Agre, a Nobel Prize Winner 2003.

Every cell is primarily water. "But the water doesn't just sit in the cell, it moves through it in a very organized way. The process occurs rapidly in tissues that have these **aquaporins or water channels.**"

Too Large to Penetrate Cells

Micro-Clustered ICPURE Water is Able to Penetrate and Flush Toxins out of the cell...





WHY ICPURE ?

ICPURE ALKALINE WATER IONIZER

Root Cause of Cancer

Dr. Otto Warbug discovered the metabolism of Tumour in 1923 and received the Nobel Prize in 1931 for the same

He discovered that all kinds of Cancer cells are characterized by two major conditions **ACIDOSIS** and **HYPOXIA** (lack of Oxygen)

He also discovered that **cancer cells are anaerobic** (do not breathe oxygen) & **cannot survive in the presence of high levels of oxygen, as found in an alkaline state.**



“No Disease including cancer
can survive in an Alkaline Environment”

Dr. Otto Warbug,
1931 Nobel Prize Winner
For Cancer Discovery

Cancer Tissues are Acidic
Healthy Tissues are Alkaline

Root Cause of Cardiac Problem

ICPURE Water is a strong detoxifier and helps a person get rid of fatty deposits of plaque from our Arteries.

Get your healthy Oxygen, Electron and Blood back again by drinking ICPURE Water.

Normal Artery

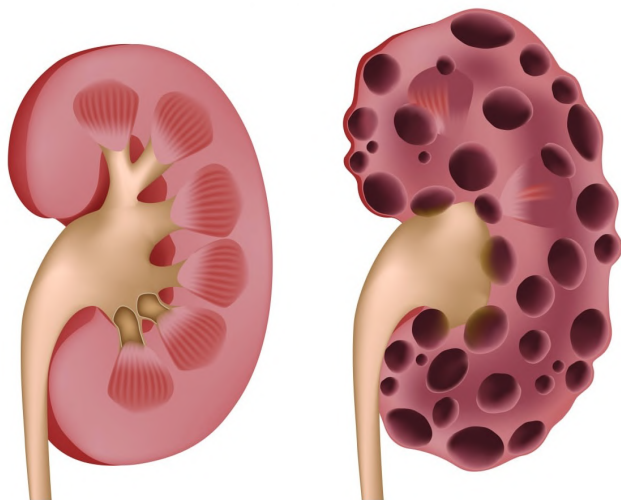
Normal Blood Flow



Atherosclerosis Artery

Plaque narrows artery by creating obstacle for blood flow





Normal Kidney

Diseased Kidney

Detox yourself with ICPURE

Your kidneys are part of the most effective detoxification system in the world as they can filter entire supply 70 times per day.

Your liver breaks down toxins that your kidneys can't handle so they can be disposed of. But in conditions of metabolic acidosis, that system loses efficiency, allowing harmful toxins to remain in the blood supply.

By drinking ICPURE water, you can quickly raise your urine pH (it takes about 30 minutes) and restore your detoxification system's efficiency

pH 7.5

Why pH 7.5 :

pH 7.5 Water is recommended for baby drinking and medicine intake.

pH 8.5

Why pH 8.5 :

pH 8.5 water is recommended for daily drinking purpose

pH 9.5

Why pH 9.5 :

pH 9.5 water is recommended for cooking, tea & rice making

pH 10.5

Why pH 10.5

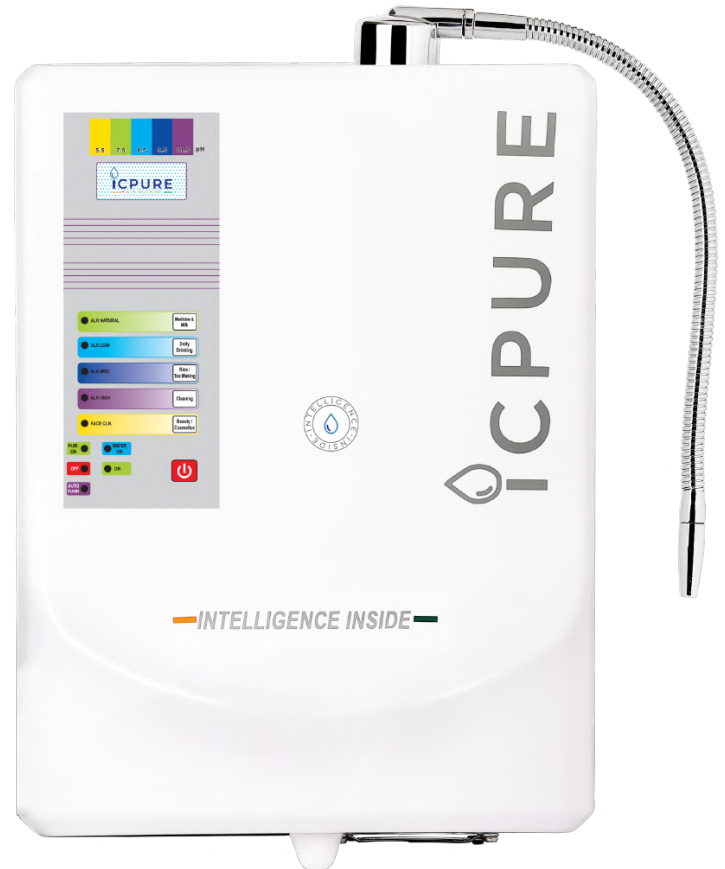
pH 10.5 water is recommended for washing fruits, vegetables, pulses

pH 5.5

Why pH 5.5 :

pH 10.5 water works as toner for skin and conditioner for hair

5 Types of Water





PRODUCTS

ICPURE ALKALINE WATER IONIZER



Future Technology

At ICPURE we are developing alkaline water ionizers in technical collaboration with CSIR-IICT, Ministry of Science & Technology, Govt. of India with a vision to create the next big revolution of India in drinking water industry and to make every alkaline water ionizers reachable and accessible to every household

3.0 Series

In 3.0 Series, we have two models

- **Platinum 3.0**

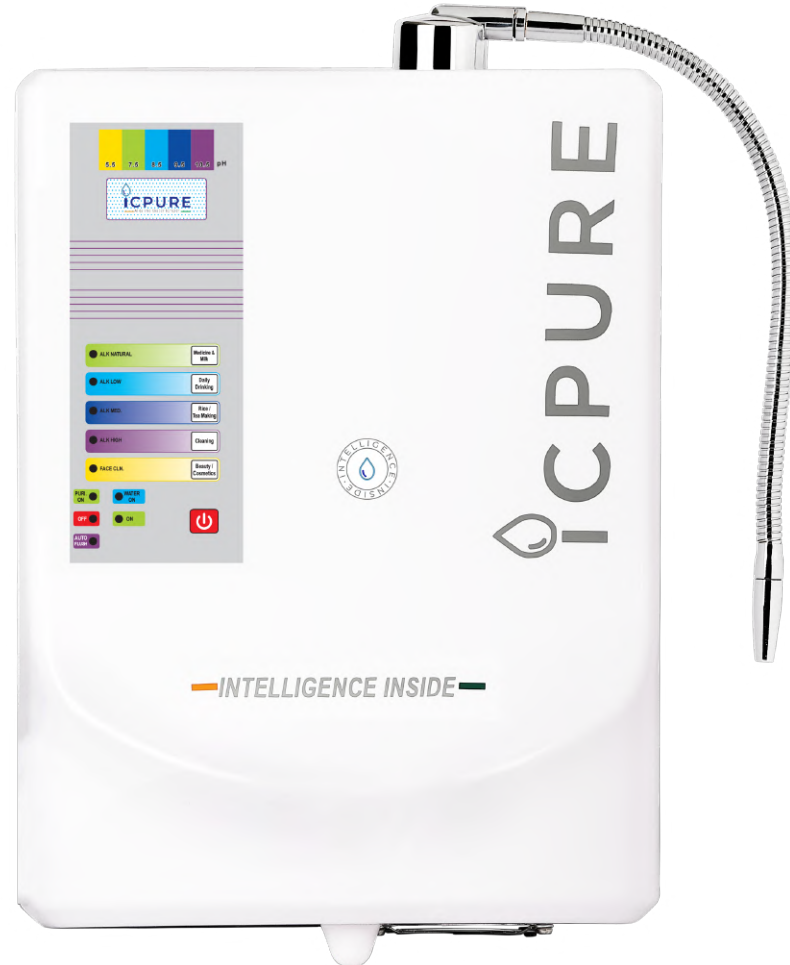
(To be installed on Tap upto 400 TDS Level)

- **Platinum Plus 3.0**

(To be installed after RO, if TDS is more than 400. Built-in Suction technology)

Price

Price starts from Rs 96,000/-





Future Technology

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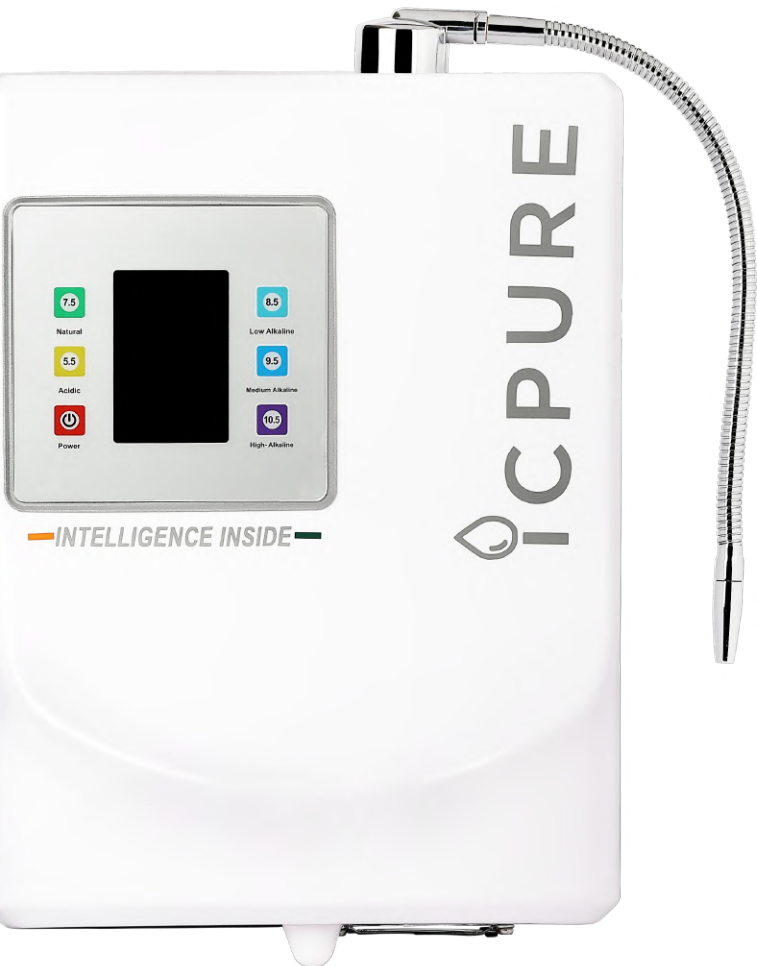
AI Series

In AI Series, we have two models

- **Platinum AI**
(To be installed on Tap upto 400 TDS Level)
- **Platinum Plus AI**
(To be installed after RO, if TDS is more than 400. Built-in Suction technology)

Price

Price starts from Rs 1,14,000/-



ICPURE AI Series

ICPURE is pioneer in India to develop Alkaline Water Ionizers according to Indian Water conditions & households in technical collaboration with CSIR-IICT, Ministry of Science & Technology, Govt of India.

Intelligence Inside

First time ever, ICPURE introduces Alkaline Water Ionizer which can work upto 400 TDS level without using an RO System

LCD Screen

ICPURE is pioneer to Touch Panel with LCD screen integrated having pictorial representations of different uses of water

Future Technology

At ICPURE we are developing alkaline water ionizers in technical collaboration with CSIR-IICT, Ministry of Science & Technology, Govt. of India with a vision to create the next big revolution of India in drinking water industry and to make every alkaline water ionizers reachable and accessible to every household

Storage Series

In Storage Series, we have three models

- **Platinum***

(To be installed on Tap upto 200 TDS Level)

- **Platinum Plus***

(To be installed after RO, if TDS is more than 200. Built-in Suction technology)

- **Sapphire**

To be installed on tap if TDS is more than 200, Built-in RO System

Price

Priced at Rs 1,20,000/-



* Available on Special Order

Auto-Flushing Technology

ICPURE Machines clean themselves before and after completion of every ionization cycle.

No Pressure Pump Needed

ICPURE (Platinum Plus) model doesn't require Pressure Tanks and Pumps. This machine directly extracts water from the source even in the absence of pressure



7 Ltrs Storage Inside

ICPURE Machines have a built-in storage of 7 litre capacity i.e. non-reactive to alkaline and ionizing

Built-in RO System

ICPURE programmed an In-built TDS Controller in the Sapphire Model for the first time in the History of Alkaline Water Ionizer Industry

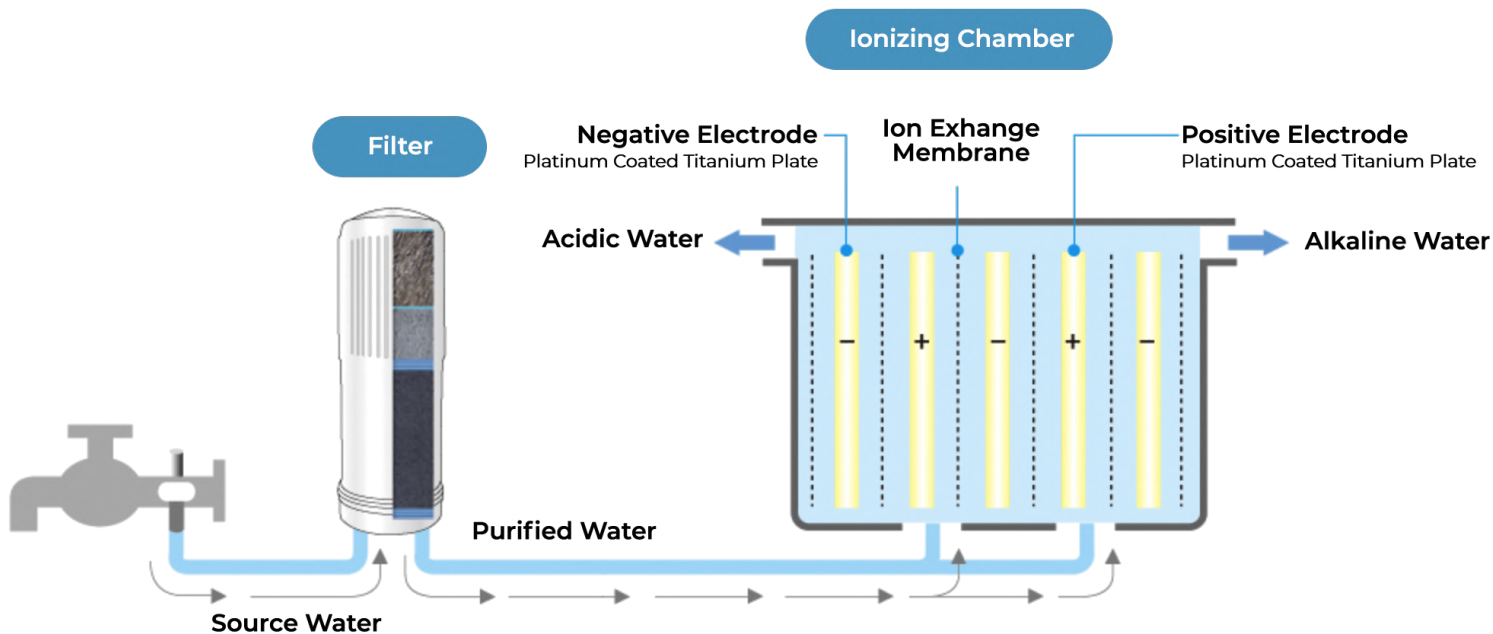
Commercial Range

ICPURE is pioneer in India to introduce commercial range of Alkaline Water Ionizers.

- USP : World's Largest Ionizer
- Flowrate : Upto 1000 LPH
- Working : Upto 20 Hours/ Day



Natural Alkaline Water



	ICPURE	Other Companies
Inbuilt TDS Controller	Yes	No
Inbuilt Storage Tank	Yes	No
Auto-Flushing Programming	Yes	No
Flowrate	Upto 1000 LPH	Very low
On sight service	Yes	No
Filter Life	11,000	5,000 – 7,000
No. of Filter	Two	Half n Half
Single point of Control	Yes	No
Chemicals used	No	Yes
Maintenance Cost	Rs 5,500* (AMC)	Starting from Rs 7,000 (only filter)
Origin	100% Make in India	Imported

Note: AMC may vary according to model



WORKS

Mohan Nagar Industrial Area,
Ghaziabad, Uttar Pradesh

OFFICE

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