

DEIONIZED WATER FAQ



As you know, ASEA's revolutionary redox signaling technology is the cornerstone of our business. Our flagship product, ASEA® Redox Supplement, is a breakthrough product—the first in the world to offer redox signaling molecules in a drinkable solution. Our redox signaling technology also extends to two of our RENU Advanced™ products: RENU 28 Revitalizing Redox Gel and Intensive Redox Serum. We are committed to maintaining the cutting-edge appeal of these products through continued research and the integration of new and better processes.

In late 2017, we will implement a manufacturing upgrade that will make ASEA Redox Supplement, RENU 28, and Intensive Redox Serum even better. Deionized water will replace distilled water in the production of these products. This change will not affect the proprietary formulas or the levels of active redox signaling molecules the final products contain.

Our extensive testing and that of third-party lab BioAgilytix verifies that with this upgraded procedure, ASEA Redox Supplement maintains its concentration of active redox signaling molecules, and its shelf life increases from 12 to 15 months. BioAgilytix is currently testing RENU 28 and Intensive Redox Serum for certification on active redox signaling molecules and shelf life.

The use of deionized water in supplements and foods is becoming an industry standard. Deionization results in extremely high-quality, high-purity water with fewer particulates than distilled water. In addition, deionization is friendlier to the environment, demanding significantly less energy than the distillation process.

You can expect the same benefits from all three of ASEA's redox-based products as you always have. While this significant upgrade to the manufacturing process will ultimately increase the shelf-life of ASEA Redox Supplement, the only change you as a consumer are likely to notice is that the ingredient panel on the label will read "water" instead of "distilled water."

Q: Is deionized water safe for consumption?

A: Yes! Water produced by a deionized system poses no risk to human health or safety.

Q: Will the production processes still comply with FDA standards?

A: Yes. Our equipment and processes will continue to be FDA-compliant.

Q: Why won't the new ASEA Redox Supplement label say "deionized?"

A: Including the word "deionized" is not standard nomenclature for supplements or foods in many global markets. In some markets, you may see variations of the ingredient listing. While the ingredients are identical, regulatory requirements with regard to the nomenclature of ingredient listing vary from country to country and ASEA, of course, complies with local laws.