



DRINKING WATER AND WATER TREATMENT SCAMS

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OBJECTIVE

To make the audience more aware of the various types of scams associated with drinking water, how to recognize a potential scam and how to deal with scams.



INTRODUCTION

- *What is a scam?*
- *Who is susceptible to being scammed?*



COMMON DRINKING WATER SCAMS

- *Bottled water scams*
- *Health quackery scams*
- *Water testing scams*
- *Water treatment scams*
- *Water supply scams*



UNDERSTANDING AND RECOGNIZING SCAMS

- *Why scams work*
- *Understanding science*
- *Basic characteristics of scams*



DEALING WITH SCAMS

- *Reporting scams*
- *Learning more about scams*



Introduction

- *What is a scam?*
 - *Purpose*
 - *Trickery*
 - *Fraudulent activity*
- *Who is susceptible to being scammed?*
 - Everyone
 - Science illiterates are easier prey



Bottled Water Scams

Bottled Water Is Better Than Tap Water

- When is bottled water a scam?
- Does bottled water have advantages?
- Does tap water have advantages?
- What do independent studies reveal?



Bottled Water Scams

Water to Enhance Sports Performance

- Most sports drinks are not bottled water.
- Super-oxygenated bottled water
- What have university studies revealed?



Bottled Water Scams

The Facts on Oxygenated Bottled Water

- Pressure will add more oxygen to water
- Oxygen dissipates fast once bottle is opened
- Digestive system not effective for oxygen uptake
- Does not really work unless you have gills
- Taking deep breaths more effective



Health Quackery Scams

Highly Oxygenated Water

- Stabilized oxygenated water
- Extra oxygen bonded to water molecules
- Oxygen entrapped in microencapsulated water clusters
- Vitamin O (electrically activated oxygen in water)
- Nascent (ionic) oxygen in water



Health Quackery Scams

Claims About Highly Oxygenated Water

- Shrinks water molecules to hydrate your body faster
- Promotes better health from cell waste removal
- Retards aging
- Boosts physical energy
- Many other health benefits



Health Quackery Scams

Real Facts About Oxygenated Water Quackery

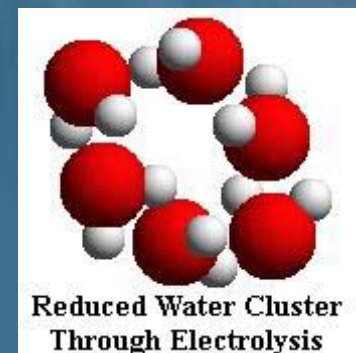
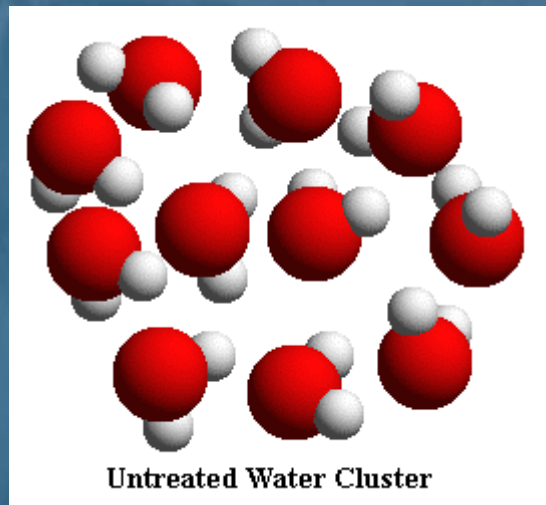
- Oxygen does not travel freely in blood
- Diatomic oxygen is toxic to living cells
- Ionic forms of oxygen are even more deadly
- Ionized forms of oxygen have very short life



Health Quackery Scams

Structure-Altered (Clustered) Water Scams

- What are water clusters?
- Two categories of cluster quackery:
 - More and bigger clusters are beneficial
 - Smaller and fewer clusters are beneficial



Health Quackery Scams

Healing Forms of Clustered Water Found in Nature

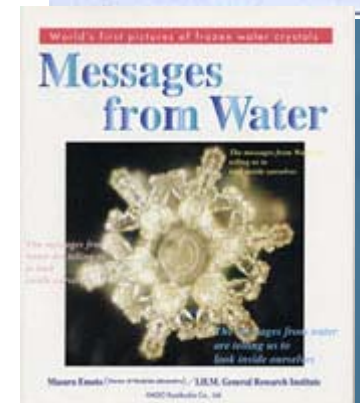
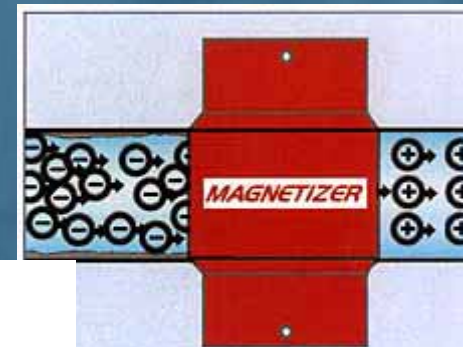
- Polymer water from isolated mountain springs
- Hydride ion water from high altitude glaciers
- The real story



Health Quackery Scams

Clustering Water with Magnetism

- Healing benefits of magnetism
- Permanent magnets and electromagnets
- Liquid crystalline water
- Hexagonal polygons with memory
- The real story



Health Quackery Scams

Changing Water Structure with Electrical Energy

- Micro-clustered water from electrolysis is the best
- Alkaline, ionic or ionized water to treat acidosis
- Dodecahydronal (12-plane) clusters that kill viruses
- $\text{H}_3\text{O.OH}$ lowers cell entropy and kills cancer cells
- The real story



Health Quackery Scams

Changing Water Structure with Light Energy

- Adds molecular vibration energy
- Has special healing power
- Controls all addictive behavior
- The real story



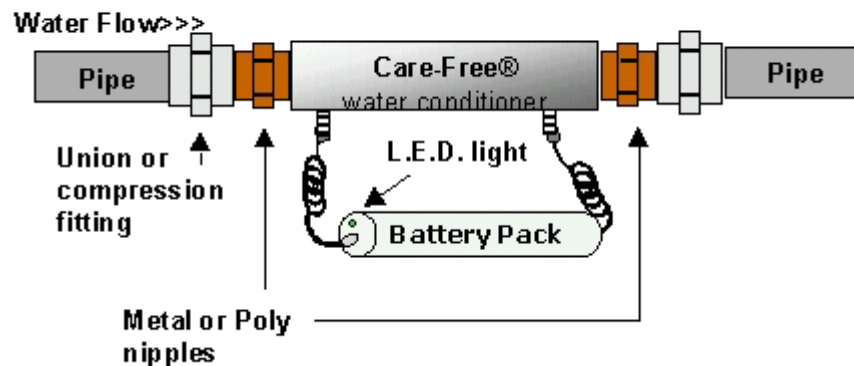
Health Quackery Scams

Structured Water Produced by Catalytic Processes

- Supercharged water with mystical properties
- A little bit goes a long way (homeopathy)
- The real story



Earth Kit #3 (Metal or Plastic installations)



Health Quackery Scams

Sound Waves and Electrolysis to Un-cluster Water

- Large clusters impede water flow into and out of cells
- Small clusters improve cell hydration
- Small clusters better at flushing waste
- The real story



Health Quackery Scams

Light Wave Energy Water

- Special minerals carry light energy signals
- 26 formulations to trigger different responses
- The real story



Water Testing Scams

Three Types:

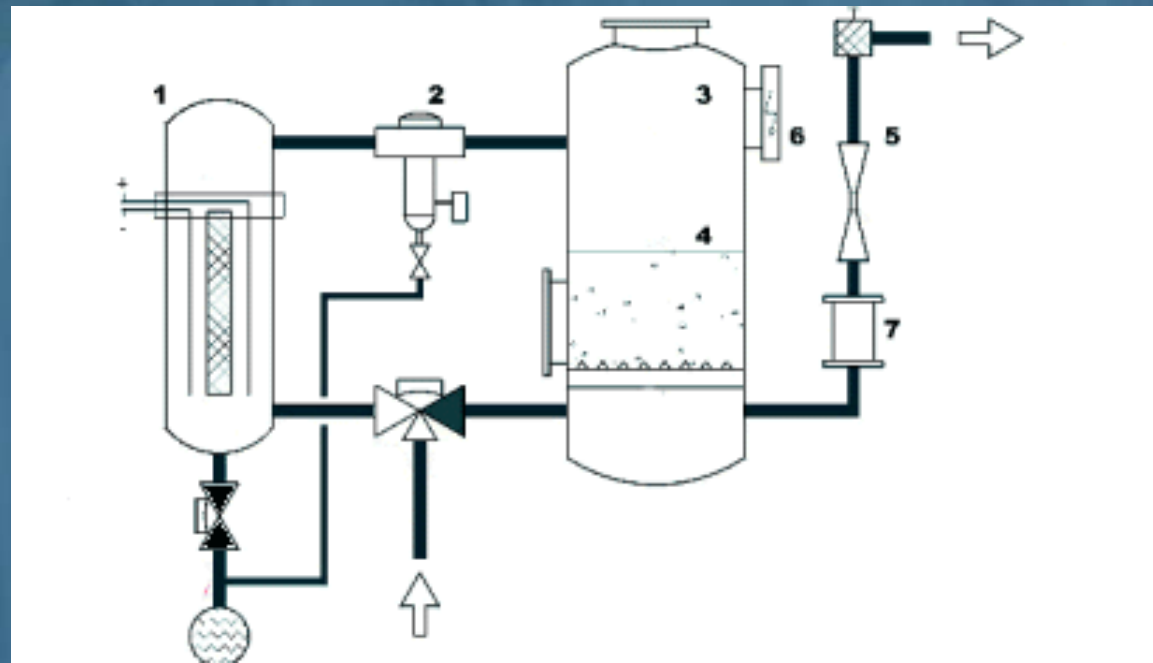
- On-site demonstration tricks
- Fake lab test results
- Misinterpretation of laboratory results



Water Treatment Scams

Two Categories:

- Consumers purchasing treatment devices not needed
- Consumers purchasing treatment devices that do not work



Water Treatment Scams

Treatment Devices Not Needed

- Consumer Exploitation
- Consumers know little about water treatment
- Chemical scare tactics are effective
- Consumer Confidence Reports help filter sales
- Installed treatment systems can cause problems
- Companies offer maintenance agreements



Water Treatment Scams

Treatment Devices That do not Work

- Hard Water and Scale Treatment
- Magnetic and electromagnetic water conditioners
- Electronic and electrolytic water conditioners
- Depressurizing units for scale control
- Catalytic devices for scale control
- Oscillations (vibrations) to prevent scaling
- The real story



Our kit includes . . .

(1) MonoAtomic Silver Machine
(2) AC Adapter
(3) 1.0oz. Salt Solution
(4) Two storage bottles
(5) Topical applicator
(6) Silver electrodes
(7) Scotchbrite Pad

Table showing the principle of creation of ion water

The diagram illustrates the process of creating ion water. It shows a flow from a tap through a 'Water Purifier Filter' to a 'Clean Water' reservoir. From there, the water passes through a 'Wettable Diaphragm' and a 'Leak-Proof Seal' into a 'Deposition Tank'. The tank is divided into sections for 'Acid Ion Water' and 'Alkaline Ion Water'. The final output is 'Deposition Tank From Water source'.



Water Treatment Scams

Treatment Devices That do not Work

- Light Related Treatment Devices
- Far infrared (FIR) nonsense
- Photonic ionization
- The real story



Water Treatment Scams

Treatment Devices That do not Work

Bacteriostatic Filters

- What are these?
- Why are they registered with EPA?
- Do they really work?



Water Treatment Scams

Treatment Devices That do not Work

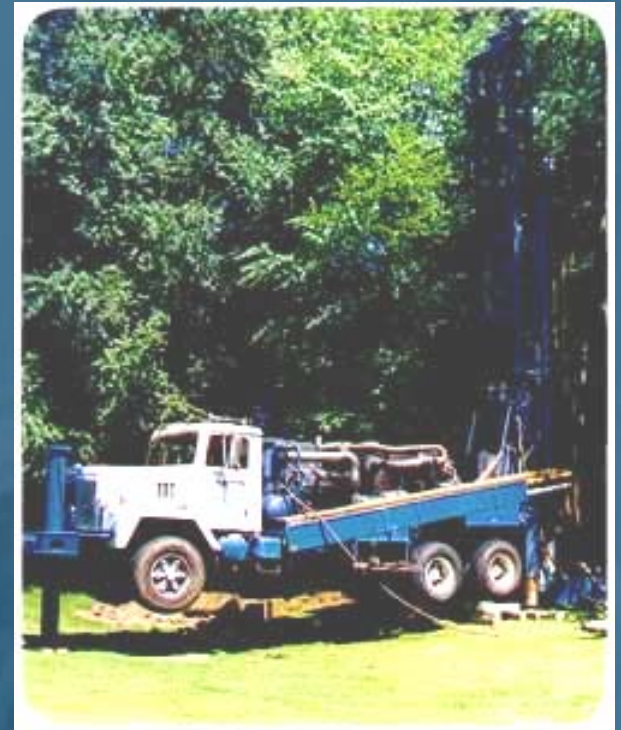
REDOX Magic

- What are these devices?
- Do they really work?



Water Supply Scam

- *Water Location Scams*
- *Well Drilling Scams*
- *Rain Making Scams*



Understanding And Recognizing Scams

Why Scams Work

- Human nervous system is designed primarily for survival, not to assure truth, logic and reason.



Understanding And Recognizing Scams

Why Scams Work

- Human Survival
- Humans are sometimes prone to be superstitious and use irrational thinking.



Understanding And Recognizing Scams

Why Scams Work

- Human Survival
- Human Irrationality
- Humans are frequently gullible to beliefs in telepathy, astrology, and a wide array of paranormal and supernatural phenomena.
 - Science education \neq logical thinking
 - Science education \neq critical thinking



Understanding And Recognizing Scams

Why Scams Work

- Human Survival
- Human Irrationality
- Human Gullibility
- A high percentage of the general public is scientifically illiterate and cannot tell the difference in real science and pseudo-science.



Understanding And Recognizing Scams

Understanding Science

- What is pseudo-science?*
- Where does pseudo-science come from?*
- How can you tell fake science from real science?*

Identify the pseudo scientist:

- a. A**
- b. B**
- c. Both**
- d. Neither**
- e. All of the above**
- f. Some of the above**



B



Understanding And Recognizing Scams

Basic Characteristics of Scams

- Sound too good to be true*
- Not based on clear proven scientific principles*
- Have no peer-reviewed reputable support literature*
- Have testimonials from crackpot pseudo-scientists*
- Have fake testimonials from satisfied customers*
- Pressure to purchase or invest immediately*



Dealing With Scams

Where and How to Report Scams

- Local and state officials
- Federal authorities
- Internet sites



Reporting Scams

- *Any Type of Scam*
 - Local sheriff
 - State attorney general
- *False Health and Product Labeling*
 - U.S. Food and Drug Administration (FDA)
- *Fraudulent Mail*
 - U.S. Postal Service
- *Fraudulent Marketing*
 - U.S. Federal Trade Commission (FTC)



Reporting Scams

Filing Complaints on the Internet

– U.S. FDA

<http://www.fda.gov/medwatch>

– U.S. Postal Service

<http://www.usps.com/postalinspectors/fraud/MailFraudComplaint.htm>

– U.S. Federal Trade Commission

<http://www.consumer.gov/>



Dealing With Scams

Where To Get More Information

- Local and state sources*
- Federal sources*
- Other sources*



Dealing With Scams

Where To Get More Information

– Local and state sources

- Governmental offices that deal with consumer protection*
- County Cooperative Extension Offices*
- Consumer Protection Unit of state Attorney General's Office*



Dealing With Scams

Where To Get More Information

– Federal sources

- *Federal Citizen Information Center (FCIC)*
<http://www.pueblo.gsa.gov>
- *Bureau of Consumer Protection of Federal Trade Commission* *<http://www.consumer.gov>*



Dealing With Scams

Where To Get More Information

– Other sources

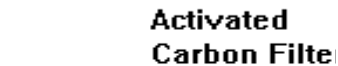
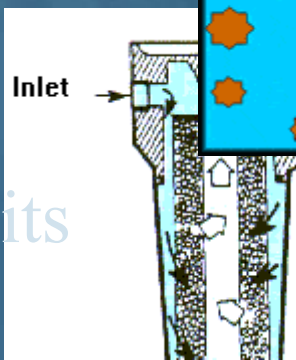
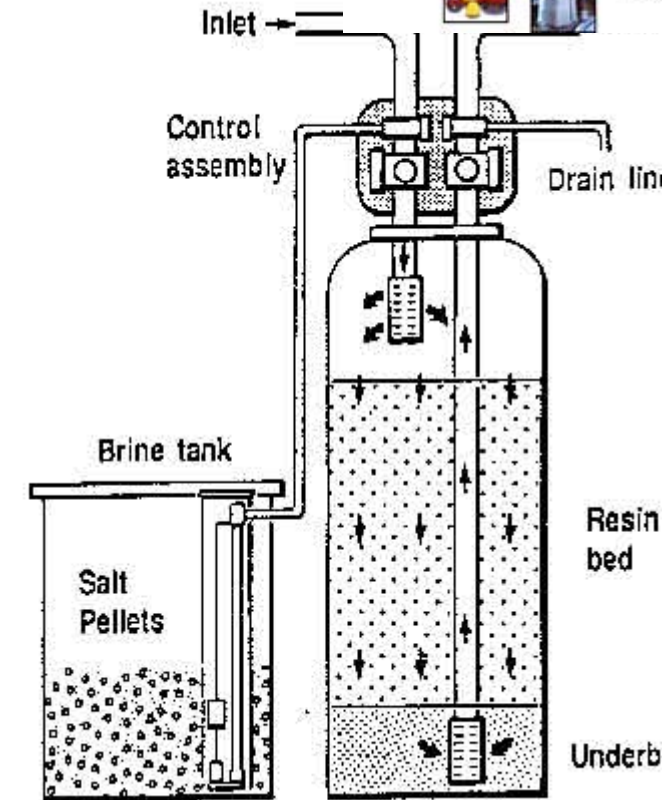
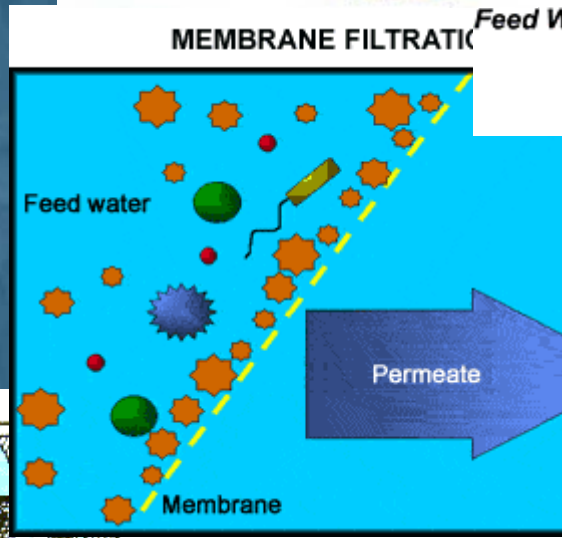
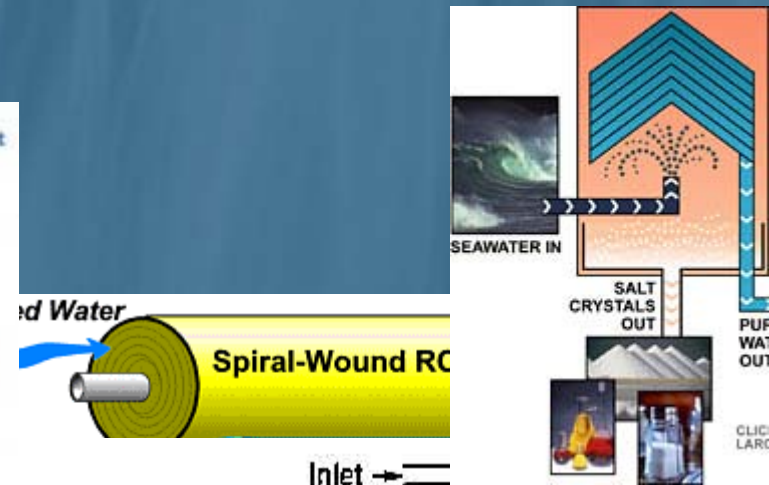
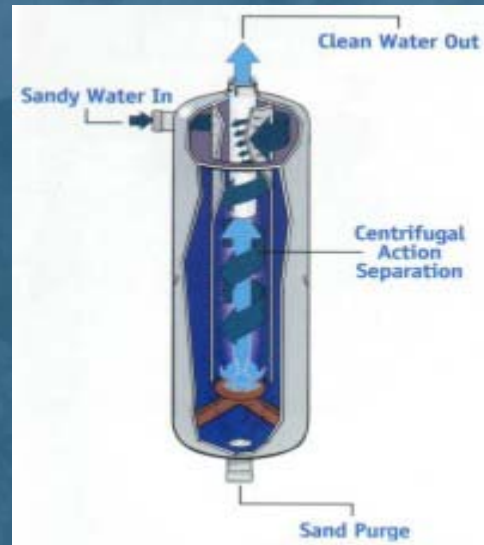
- *The Consumer Fraud Watch Network*
<http://www.consumersgroup.com/crimewatch/>
- *Net Scams Online Protection*
<http://www.netscams.com/scams.jsp>
- *National Fraud Information Center*
<http://www.fraud.org/>
- *Legal information on scams and fraud*
<http://cobrands.public.findlaw.com>



Not everything is a scam

- Some valid water treatment methods

- Water softeners
 - Reverse osmosis
 - Electro-dialysis
- Membrane systems
 - Particulate
 - Adsorption
- Distillation
- Desalination
- Centrifugal units





DRINKING WATER AND WATER TREATMENT SCAMS

Questions?
Recommendations?
War Stories?