

CAN TV
FRY YOUR
TOT?

THE TOXIC LAKE
UNDER BROOKLYN

PUTTING YOUR
DOG ON A
DIET

THE COMPLETE
PROFIT PRIMER
(FOR GOLDMAN SACHS, A METH DEALER, H&M...)

JUNE 11, 2007

NEW YORK

EDELSTEIN ON
CLOONEY'S
RAT PACK

H₂O 2.0

HOW DO YOU IMPROVE ON WATER? PRICEY NEW MAGIC POTIONS ON TAP. By Beth Landman

IF YOU FIND the color-coded special qualities of VitaminWater a bit dubious ("Focus"? "Rescue"?), enough people do believe in it that Coca-Cola just bought the company for \$4.1 billion. The water boom is just starting, with a bunch of new luxury H₂O's flooding the summer thirst market, each with fantastic supposed properties. But is it really possible to improve water? Dr. Wahida Karmally, director of nutrition at New York-Presbyterian Hospital/Columbia

University Medical Center, finds the claims hard to swallow. "Just because some people with doctorates or Ph.D.'s will say that they have given these waters to people and they are cure-alls, I haven't found any real scientific studies to back them up. Certainly there are sulfites, nitrates, and other impurities which can be eliminated by converting water into a gas and reconvert it. These impurities may give people headaches if they have allergies to them."



SMALLER
MOLECULES!

Advanced Hydration Technology

\$29.88 for twelve one-liter bottles

What's special about it:

A process that supposedly reduces the size of molecule clusters in the water by about half; its makers say this allows cells to absorb the water more quickly, improving digestion and metabolic function.



84
MINERALS!

OZ Water

\$28 for twelve 16.9-ounce bottles

What's special about it:

It's infused with Himalayan crystal salt, which contains minerals covering the entire spectrum of every element found in the human body's 84 ionic minerals. Three times the electrolytes of other energy drinks.



TASTE-
FREE!

Tasmanian Rain

\$59 for twelve 24-ounce bottles

What's special about it:

Bottled rainwater that fell on pristine Tasmania, Australia, it's apparently completely taste-free, because of its purity. "Water that sits in the ground has gone stale," explains company owner Mark Andrich.



USES
MAGNETS!

Watt-ahh

\$5 for a gallon

What's special about it:

A magnetic field is introduced into the water, which is then vaporized, run through electrical fields, and bottled as a liquid. It completely removes soap from laundry and possibly battles migraines.



FROM
JAPAN!

Care Water

\$40 for a 10.14-ounce bottle

What's special about it:

Ionized water from Japan. It says it has "one hundred times better absorption into skin." It's alleged to do all sorts of things, from removing body odors to helping plant growth, aiding sleep, and healing cuts. Great for rinsing hair, too.

