

The Taste of ASEA

Much insight can be gained by considering the taste of ASEA. We are consuming the world's first and only, native **redox** molecular supplement. Not surprisingly therefore, it has many special properties, some of which are reflected in its taste.

Although most people find ASEA to be mild or refreshing, others may report the taste of something like "pool water," or chlorine. These and other tastes are sensed predominantly through olfactory lobes and not by the tongue. Taste buds on the tongue respond to just four flavors: salty, sour, bitter and sweet. Much of what we commonly think of as taste is actually smell. Redox molecules in ASEA trigger olfactory sensation to the extent that our internal chemistry is deficient in redox molecules. Some people can detect the presence of hydrogen peroxide, for example, one of sixteen redox molecules in ASEA. This "taste" is actually a *smell* via olfactory sensation, and may simply indicate an imbalance in our own body chemistry.

As we continue to consume ASEA, our experience with it evolves. The perceived flavor shifts toward a more bland water-like quality, as we gradually lose the ability to distinguish the presence of redox molecules. This happens when redox molecules are replenished within our olfactory lobes and other tissues. Our own body chemistry begins to approximate an optimal equilibrium of eight reductant redox molecules paired with eight oxidants. On a cellular level, this is the balance of health and youth that ASEA helps us to regain.

How ASEA is Made: ASEA is made in Utah from municipal water that is highly purified using both reverse osmosis and distillation. The pure water is then combined with pure salt and allowed to cure, before undergoing a patented process that oxidizes and reduces the saline solution into the final product. During processing most of the chloride ions are integrated into redox molecules. Sodium ions are not effected and help to maintain electrical neutrality. Hydrogen and oxygen also contribute to the formation of redox molecules, but most of the water forms a matrix of clusters around the active redox molecules and ions. This micro-clustering further contributes to the stability and electrical neutrality of the product. The final product is no longer a saline solution. It is not salt and water. It is a balanced buffet of redox molecules. *The raw materials have been transformed into a new product.*

Ingredients: Some people ask why redox Molecules are not listed as an ingredient on each bottle of ASEA. By comparison, when we look at the ingredients on a loaf of bread, we find flour, water, eggs, sugar, oil, yeast, etc. Nowhere on the list does it say "bread". The raw ingredients have been blended and heated and forever transformed. You can no longer locate the eggs or oil that we know went into the process. It's the same with ASEA. The beginning ingredients are salt and water. The finished product is something very different.

Sodium Content: Typically, adults consume 4,000 mg of sodium daily. Restricted diets may be set to 1,500 mg. One *piece* of whole wheat bread contains 210 mg of sodium. ASEA contains 123 mg of sodium in 4 ounces, the standard daily allotment.

Safety & Assimilation: ASEA is transparent to pharmaceuticals and nutraceuticals. It does not interact, interfere or conflict with anything else you are eating or taking. ASEA is not metabolized by our internal organs but is assimilated, like water, through simple diffusion. The redox molecules in ASEA, as in our cells, are composed of just four tiny atoms, or fewer, and are essentially the size of H₂O.