



Exploring the Health Benefits of Alkaline Water (Special reference to Enagic Kangen Water)

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Abstract:

In today's rapidly changing Area, while developed nations are being built under the guise of new technologies, humanity has encroached upon natural resources. As a result, natural water sources have been destroyed on a large scale. Water sources that have been available through nature since time immemorial have been destroyed in the name of development. Consequently, humans are not getting access to living water/spring water/fresh water, which is adversely affecting human health. People living near rivers, in forests, and in mountainous regions, who consumed natural water sources, did not suffer from many diseases and had a longer lifespan. However, due to increasing urbanization, deforestation, and increased pollution of rivers, river water is being dammed to meet the water supply needs of cities. This has made the water acidic, and as a terrible consequence, even newborn babies are now being born with many kinds of diseases. Human life expectancy has decreased, and people are afflicted with deadly diseases like blood pressure, diabetes, thyroid problems, cancer, and heart attacks. Many studies show that these diseases are occurring because 70 % of the water in the human body is acidic. This research paper studies how consuming alkaline water can have a positive impact on the physical and mental health of humans, as a solution to their deteriorating health.

Key Words: Alkaline water,



Introduction to the Subject:

In countries like Japan, which are blessed with abundant natural resources, the government and citizens have utilized these resources effectively. As a result, Japan is the only country in the world where the number of people living beyond 100 years of age exceeds one lakh. Even centenarians are able to perform their own tasks and lead a good quality of life. In India, the average life expectancy is 67 years. Seven decades ago, India did not have enough food, but now, despite sufficient food and increased awareness through social media leading to widespread practice of yoga, pranayama, and exercise, the human body has become a breeding ground for many diseases. The main reason for this is that water constitutes 70 % of the human body, and in India, the pH level of water has decreased, and the ORP (Oxidation Reduction Potential) of the water is above (+) 250. Therefore, the heavy water consumed by humans is only 10 to 12 percent effective on human cells. Water with a pH of 1 to 6 is considered acidic. Water with a pH of 7 is neutral. Water with a pH greater than 7 up to 14 is alkaline. Generally, humans can consume alkaline water up to a pH of above 7 to 9.5. It has been observed that alkaline water is 90 to 95 % effective in the bodies of people who consume it. 50 years ago, Japan invented an ionizer that produces alkaline water. This ionizer produces alkaline water from the water used daily in households. This Japanese technology has brought about positive changes in the physical and mental health of many people. Alkaline water is produced by an alkaline water ionizer machine. This is a Japanese technology. The Kangen Water machine is manufactured by Enagic, a Japanese company that is a subsidiary of the famous Sony Corporation.

'Kangen' is a Japanese word that means "to return to the original state." Kangen water has been used in Japan for over 45 years to restore the body's original alkaline state. Today, we see that the average lifespan of Japanese people is higher than that of Indians. Kangen water is essentially ionized alkaline water; the Kangen water machine transforms ordinary tap water into healthy, fresh, and delicious alkaline drinking water. Kangen water is far superior to tap water and even purified RO water.

The Kangen water machine produces water in five different pH ranges. Water of different pH levels (from highly acidic to highly alkaline) can be used for various purposes



such as drinking, cooking, beauty care, cleaning, etc. Enagic, the company that manufactures the Kangen water machine, claims that bottled water, tap water, soft drinks, and even RO water are highly contaminated and dangerous to health. Drinking water with a pH level suitable for the human body should be a top priority for humans, as our bodies are composed of more than 70% water. Good water means good health. But if the water in the body is contaminated, then illness is inevitable! That is why many scientists and doctors today advocate ionized alkaline water.

Study Objectives:

1. To introduce the Japanese alkaline water ionizer to the community.
2. To raise awareness of the positive effects of regular consumption of alkaline water on human physical and mental health.
3. To highlight the problems caused by the acidic water that people regularly consume at home.

Research Hypotheses:

1. Regular consumption of alkaline water has improved the physical and mental health of individuals.
2. People are giving preference to purchasing alkaline water ionizers.

Sampling Method:

For this research, the researchers interviewed 50 customers who consume alkaline water and conducted a critical study of their experiences and the benefits they received from the water

The Importance of Alkaline Water:

1. Positive changes in human physical and mental health:

Because alkaline water has a pH greater than seven, its ORP (Oxidation Reduction Potential) is greater than (-) 250. This means that alkaline water is 250 times thinner than acidic water. Therefore, this water works on human cells at a microscopic level, resulting in significant benefits to a person's physical and mental health. Users of alkaline water have found relief from more than 100 diseases such as BP, sugar, thyroid problems, cancer, acidity, and asthma through regular consumption of this water. In some cases, doctors have reduced the



dosage of regular tablets. People consuming this water have experienced an increase in positive thoughts and are leading happier lives.

2. Alkaline water improves hydration:

Due to the negative ORP(Oxidation Retinal Potation) in alkaline water, small water molecules are formed which dissolve quickly in the body and help in hydrating the body.

3. Alkaline nature:

Human health is created through proper balance. The human body is fundamentally alkaline. And most of the foods we consume nowadays are acidic. Even the water in our homes is becoming acidic. As a result, the body's balance is being disrupted. Various diseases occur due to this reason. The natural pH balance of 7.365 in our body, which is alkaline, must be maintained. The pH scale is used to determine whether food items are acidic or alkaline. This scale ranges from 1 pH to 14 pH. On this scale, 7 pH is neutral; substances with a pH less than 7 are considered acidic, while substances with a pH greater than 7 are considered alkaline.

4. Micro-clustering:

Due to water being stored for many months in places like dams, lakes, wells, borewells, and tanks, a complex cluster of 24 to 27 H₂O molecules forms in the water. Its absorption capacity at the cellular level in the body is very low, only 12% to 14%. In contrast, alkaline water is extremely fine. It contains a small cluster of only 4 to 7 H₂O molecules. This makes the water very light and fine. This water is easily absorbed by the human body up to 98%. The body needs such micro-clustered water. This water helps to flush out harmful acids, free radicals, and toxins accumulated in the body, which are responsible for many serious diseases.

Benefits of drinking Kangen Water:

1. It controls the acidity level in the body and strengthens the digestive system. This significantly reduces the chances of serious diseases like cancer, high cholesterol, etc.
2. New cells are created rapidly in the body, meaning the aging process slows down. Because of this, a person looks young even in old age.
3. Unlike RO water, the various minerals in Kangen water are not destroyed.
4. Kangen water is completely clean, fresh, and tastes excellent.
5. Kangen water tastes so good that it enhances the flavour of meals and dishes.



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6. Kangen water has been given importance for weight loss and weight management.
 7. Because this water is alkaline, antioxidant, and micro-clustered, it improves our immunity.
 8. This water enhances the beauty of the human face and hair.
 9. Kangen water contains sufficient amounts of various minerals like magnesium, calcium, and sodium. This water strengthens the bones in the human body.

Global Sales of Kangen Water Machines:

Millions of machines have been sold in Japan and over 250,000 in the US alone, indicating large, multi-million-dollar annual sales driven by a direct-selling model.

Key Figures and Indicators:

1. Japan: Over 400,000 units of Kangen Water machines have been sold.
2. United States: More than 250,000 households have a Kangen Water machine.
3. India: 244,000 Kangen Water machines have been sold to date.

According to a global market research report, over 1.6 million machines were sold by the end of 2025, with the North American market leading the way.

Growth:

The global Kangen Water machine market was valued at approximately \$3 billion in 2024 and is projected to grow.

The Kangen Water ionizer provides users with six different types of water. The consumption of these various types of alkaline, hydrogen, and calcium-rich water has provided users with relief from various ailments. Many users have also seen a reduction in their regular tablet intake.

Kangen ionized water has provided customers with solutions to the following problems:

From the users' perspective, Kangen ionized water is the best water in the world, and its various types. The following benefits have been observed by customers using this water.

1) 8.5, 9, and 9.5 pH water:

Beneficial results have been observed when using this water for conditions such as acidity, uric acid, diabetes, asthma, thyroid problems, heart disease, arthritis, digestive issues, cancer, obesity, kidney problems, blood pressure, migraines, liver problems, knee pain, bone problems, etc.



2) 7 pH water:

This water is used for purposes such as taking medication, feeding infants, and drinking with meals.

3) 6.5 pH water:

Suitable for hair loss, dandruff, silky hair, and bathing. Users have found this water helpful in addressing issues such as facial cleansing, skin toning, acne, blemishes, and anti-aging.

4) 11.50 pH water:

This water is used to remove pesticides from fruits, vegetables, and grains. When fruits and vegetables are soaked in this water for twenty minutes, the micro-clustered water penetrates them, removing pesticides, fungicides, and chemical fertilizers, thus making the fruits and vegetables organic.

5) 2.5 pH water:

This water is proving to be a lifesaver for users in treating conditions such as eczema, psoriasis, toothache, gout, ringworm, itching, as a mouthwash, for other wounds, skin diseases, boils, and head lice.

Conclusion

Regular consumption of alkaline, hydrogen-rich, micro-clustered water obtained through Kangen Water has enabled users to overcome more than a hundred diseases. Users are expressing satisfaction as the water helps in eliminating toxins from the body, thus combating diseases like cancer, high blood pressure, diabetes, thyroid problems, and acidity. The fact that consumers are properly and timely consuming the 70 % of water required by the human body has created a joyful atmosphere in the lives of Kangen Water ionizer users. Many families are experiencing happiness due to the alleviation of illnesses, and users have expressed the expectation that other members of society should also consider purchasing a Kangen Water ionizer. In today's fast-paced world, everyone is constantly rushing for work and business, leading to exhaustion throughout the day. This hectic lifestyle increases stress and illness, but users have expressed optimism that these problems can definitely be overcome. A positive change in mindset is expected for individuals to overcome any illness.



In cases of chronic illnesses, doctors often advise patients that they will have to take medication for life, but many users have been able to stop their medication through Kangen ionized water. After new users start drinking ionized water, based on the experiences of others in the community, a positive change automatically occurs in their mindset regarding overcoming their illness. As a result, they are seen to easily overcome their diseases.

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