

Alkaline water enables the body to absorb important nutrients for its effective functioning.



Luxury IN EVERY SIP

Alkaline water isn't just about opulence. It hydrates you more and builds up immunity. Read on to know what this health trend is all about. By Smitha Verma



WHEN AV Organics launched Evocus in June last year, the aim was to provide a wellness product that was an everyday necessity. But it is no ordinary water. "Evocus is India's first natural black alkaline water infused with 70+ minerals with high pH level," says Aakash Vaghela, founder and managing director, AV Organics. The company claims that their product provides optimum hydration and detoxification. Drinking water should not be a complicated task. But when the options range from mineral water to sparkling, purified distilled to vitamin-enriched water and now alkaline water, then consumers can be spoilt for choice. So what is alkaline water? And why is it becoming a trend to boast about?

THE HEALTH BENEFITS

All liquids including water can be classified into two categories depending on the pH scale. The pH ranges from 1 to 14, where 7 is neutral, which is the pH level for almost all regular bottled water. "Anything less than 7pH is considered acidic and anything above 7 is alkaline. Ours is proudly alkaline with a pH level of 8.5+," adds Vaghela.

The most important benefit of alkaline water is that it neutralises the acidity by lowering unnecessary acidic content in the stomach and gastro-intestinal tract in our body. "In fact, if you use alkaline water with a pH of over 10.5 for washing fruits and vegetables, it can also remove pesticides and chemicals sprayed over

them in an effective manner," says Shashank Srivastav, vice president, Havells India Limited. The company launched its range of alkaline water purifiers in November 2018 and the price ranges between ₹17,499 and ₹26,499.

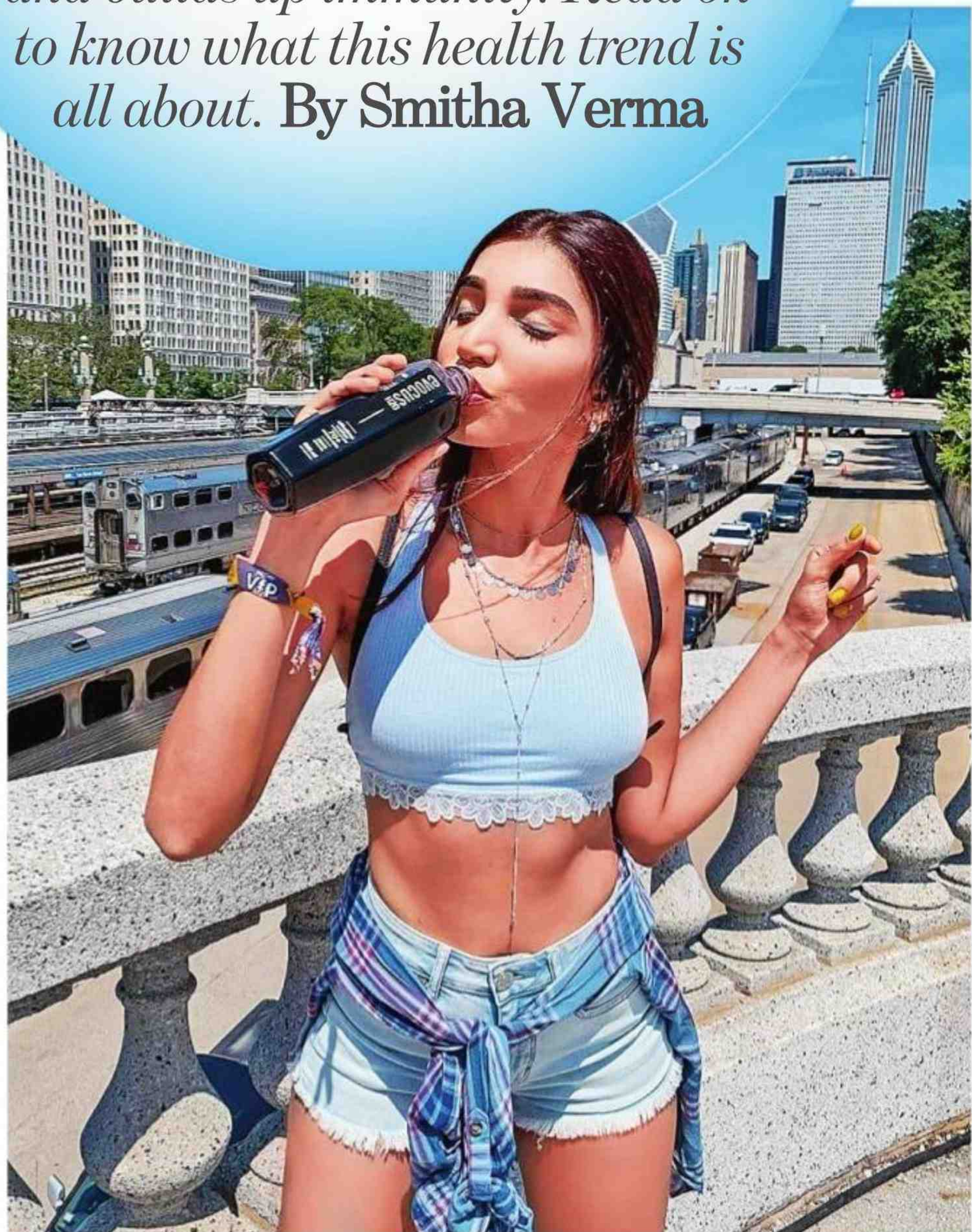
Unlike normal water, alkaline water has super-hydrating properties as its molecules are smaller in size and get readily absorbed by the body. Thus, it hydrates our body quickly. Since alkaline water helps to restore the pH balance in a way it boosts our immune system. "Alkaline water deactivates PEPSIN, the main enzyme that causes increased stomach acidity, which in turn is responsible for acid reflux," adds Vaghela.

Experts maintain that alkaline water also removes mucus build-up on colon walls. Thus, it enables the body to absorb important nutrients for its effective functioning. "In addition to other advantages, alkaline water helps to flush out waste and toxins that get accumulated in the body over time," says Srivastav.

MAKING A MARK

You can even convert your water into alkaline, on the go. PH PLUS is a company engaged in converting acidic water to alkaline water for drinking. "PH PLUS has an alkaline water ionizer and also bottles where we convert water either through the electrolysis process or by adding minerals to water through special mineral cartridge," says Shruvan Mishra, managing director, PH PLUS. The company, which launched its products last January, has their bottles and ionisers available both online and offline modes.

Evocus is available in packs of six and 24 bottles online and you can also order through the company's online store. PH PLUS has three different sizes of bottles and the price point starts at ₹3,800. Their Alkaline water ionizers start at ₹1 lakh. And in case you think of having alkaline water for consumption at home, opt for the range offered by Havells India Limited. The company launched a range of alkaline water purifiers in November 2018 and the price ranges between ₹17,499 and ₹26,499.



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