



# Feeling Rundown again...

Difficulty getting a good night's sleep,  
lose weight, or remain focused?  
Getting sick too often, and taking too  
long to get well?

## Join the club! What Club? Club Human!

Perhaps we can't add more years to our 'club membership', but we can add more life to our years! There's a growing number of researchers now saying that our oxygen optimisation right down to a cellular level has a direct effect on daily health and daily life experience.

We already understand that oxygen has a primary role in our health and well-being.

But our oxygen supply just isn't what it used to be. We are surrounded by oxygen, but today's lives are full of unknown factors impeding the O<sub>2</sub> from reaching our cells, where the real action of health and longevity happens. Our bodies are woefully under-oxygenated. We inevitably function sub-optimally - like a slow smoky fire rather than a roaring blaze. So, what if you could actually increase the amount of available oxygen in your body by taking a simple 'shot' of a liquid supplement? It's a scientifically formulated method of providing us with enhanced oxygen molecules and essential trace minerals to our cells, creating a level of health and vitality that challenges what we accepted as 'normal' before.

*Oxygen is a part of our heredity, our genetic blueprint of health.*

*A healthy body holds approximately three times the O<sub>2</sub> of air, in fact few of us realise that our body is largely composed of oxygen.*

*Every single function in our body is regulated by oxygen.*

*80% of all our metabolic energy production originates with oxygen.*

*Oxygen is vital for proper metabolic functions, blood circulation, assimilation of nutrients, digestion and elimination of cellular and metabolic wastes. Even thinking, feeling, and acting requires the manufacture of energy, using oxygen as the fuel of the process.*

## We call it 'I Love O<sub>2</sub>'

I Love O<sub>2</sub> is oxygen technology in liquid form. It has been shown to have a measurable impact on health and wellness, with hundreds of user reports on file. Some reviews are listed on our website.

## A shot a day keeps the doctor away

Try a shot a day to boost overall health and energy. We use it ourselves to support our immunity levels, to reduce the risks of illness and age-related conditions, and to improve performance in mental and physical activities. I Love O<sub>2</sub> supports the healing process during illness and disease.

I Love O<sub>2</sub> isn't any complex chemical mix. It's a unique patented process using common salt. So, it's completely natural, simple to take, proven safe in any amount and for people of all ages.

It's hardly worth repeating that having adequate oxygen is the bottom line of health management. It's as obvious as breathing! What some people say is that we have enough already, even though we know that O<sub>2</sub> levels have been reducing every decade.

Scientists have already determined that low levels of oxygen disrupt the body's ability to function correctly. Dr. Arthur C. Guyton, M.D. in The Textbook of Medical Physiology, said:

*"...all chronic pain, suffering and diseases are caused from a lack of oxygen at the cell level."*

As our oxygen levels drop, our cellular energy reduces. This is the moment disease organisms love because they find these conditions ideal for proliferation.

*"and yet... some people will insist that we have enough oxygen just by breathing. Why would they not think this? They have no other point of reference. They breathe, they are alive, so they think that's the end of the story."*

Pollution and CO<sub>2</sub> build up have changed everything. Today, we just don't get enough oxygen from breathing. And as unnatural toxins fill the air, they 'crowd out' oxygen molecules in the air. That's the external situation but the inner polluter - what's happening today inside our bodies - plays equally negative roles.

The inner polluters include stress (emotional or physical), lack of exercise, infections, medications, viruses, drugs and alcohol, processed foods, and polluted water all reducing bio-available oxygen in the blood stream.

Consider this: any sports scientist will tell you that the body's ability to process and utilise oxygen is a massive factor in physical performance. This ability peaks in our twenties then declines at the rate of 5-10% each decade, so we slow down, run out of breath faster, and become less active as we age. Recovery from exertion also takes longer. More and more people are using oxygen supplementation as an effective way to help combat this decline and get more out of life.

## Frequently Asked Questions

### What is 'I Love O<sub>2</sub>' and is it different to other similar products we see on the net?

I Love O<sub>2</sub> is our one-of-a-kind formula of bio-available oxygen molecules. There are very small amounts of trace minerals in the mix, coming from the salt used in the process.

Athletes, scientists, educators, and health professionals and practitioners have testified to its safety and efficacy repeatedly. It has been available now for years and is used by an amazing cross section of sportspeople, business people... anyone!

I Love O<sub>2</sub> is bio/eco-friendly, anti-fungal, anti-viral, and anti-bacterial. It contains no artificial colours, preservatives, stabilizers, or stimulants

### Everyday uses and benefits of 'I Love O<sub>2</sub>'

We make no therapeutic claims for I Love O<sub>2</sub>. It is supplied as a sports supplement and as such may not be advertised with therapeutic claims.

## 'I Love O<sub>2</sub>' Stabilized Oxygen: What is it?

The term "Stabilized Oxygen" refers to a solution intended to be used as a sporting performance supplement for human consumption that contains oxygen atoms as a key ingredient. "Stabilized Oxygen" implies the presence of a molecule containing diatomic oxygen (O<sub>2</sub>), typically bonded to other atoms forming a negative-electrically charged group of atoms.

Most of the stabilized oxygen solutions that were sold in the 1980s and 1990s contained chlorine dioxide (or "chlorite") molecules where two oxygen atoms were bonded to a single chlorine molecule (Cl<sub>2</sub>). This solution is extremely alkaline (pH 12 or more) and is very caustic. I Love O<sub>2</sub> is a cluster of four oxygen atoms in a stable grouping called polyatomic tetraoxygen.

The existence of polyatomic oxygen is a chemistry fact. Allotropes of oxygen differ in the structure (forms) of the oxygen atoms, (i.e. how the atoms are arranged), while isotopes of oxygen differ on the number of neutrons of the atoms (i.e. the composition of subatomic particles in an atom).

Naturally occurring stable isotopes of oxygen are <sup>16</sup>O, <sup>17</sup>O, and <sup>18</sup>O, with <sup>16</sup>O being the most abundant (99.762%). Allotropes of oxygen include:  
~ Dioxygen (O<sub>2</sub>) which is the form of oxygen that we breathe;  
~ Trioxygen (O<sub>3</sub>), usually known as ozone;  
~ Tetraoxygen (O<sub>4</sub>).

Existence of the metastable O<sub>4</sub> molecule was confirmed in 2006. Research indicates that this allotrope may be a much more powerful oxidizer than either O<sub>2</sub> or O<sub>3</sub>.

## Is 'I Love O<sub>2</sub>' stable?

Stability is the tendency of a material to resist change, decomposition due to internal reaction, or due to the action of air, heat, light, pressure, etc. Inert implies non-reactive. The naturally occurring Noble Gases (helium/He, neon/Ne, argon/Ar, krypton/Kr, xenon/Xe, and the

radioactive radon/Rn). These gasses are inert due to the fact that they have full outer shells, and therefore do not need to gain or lose electrons in order to reach a stable electronic configuration.

*I Love O<sub>2</sub> is stable but not inert.*

## What can destabilize 'I Love O<sub>2</sub>'?

The I Love O<sub>2</sub> molecules in I Love O<sub>2</sub> can become unstable if contacting metal (like a Stainless-Steel spoon) or when combined with organic matter (food). Use a plastic spoon when stirring. Take I Love O<sub>2</sub> 30 minutes before or two hours after eating. Take it 15 to 30 minutes before exercise, sport or other strenuous activity.

## How does the oxygen in 'I Love O<sub>2</sub>' assimilate in the body?

There appears to be ample supportive scientific evidence that dissolved oxygen in a liquid supplement form can be absorbed either sublingually into the blood stream or may pass directly through the stomach lining into the blood plasma. Dr. Arthur Guyton, M.D. reported that blood plasma contains approximately 3% dissolved oxygen. Red blood cells (haemoglobin) hold the remaining 97% in a completely well-oxygenated individual. Oxygen passes out of the red blood cells and into the plasma, thus transferring to the cells that need oxygen for metabolism. The same cells then pass CO<sub>2</sub> back into the plasma picked up by the red blood cells in the exchange.

Research conducted on activated oxygen by Suntory International (Japan) suggests that there is a direct and long-lasting correlation between the consumption of activated oxygen and an increased partial pressure of oxygen in arterial blood. Another study from Duke University completed in March of 1996, indicates, for the first time, the actual mechanisms by which oxygen is transported in the blood directly to the tissues and how oxygen is released and acquired by the blood through both the lungs and the plasma.

The combination of these two studies implies that activated oxygen, when taken orally, is absorbed into the blood stream where it is transported directly to the tissues.

### How does the oxygen in 'I Love O<sub>2</sub>' get into the bloodstream?

Further Independent research has established that the polyatomic oxygen molecules in activated oxygen are safely and easily absorbed into the blood stream through capillaries in the mouth (ultra-lingual and sublingual) as well as through the stomach lining.

### Does the oxygen in 'I Love O<sub>2</sub>' cause free radical damage?

Scientific literature clearly indicates that most free radicals are formed as a natural part of the body's normal metabolic activity in producing the energy the body needs to "exist" and sustain itself. Breathing is the major source (contributor) of free radicals, yet without breathing, the body dies. Almost all free radicals produced during the energy-production cycle are reduced to water. Some are used to fight against invading bacteria and viruses. Some, created as a result of contaminants like smoke, pollution, alcohol, ozone, radiation and acidic or processed foods, are very damaging to the body.

Natural nutrient antioxidants (vitamins, amino acids and minerals) occurring in the foods we eat are designed to control the production of these deleterious free radicals.

Research shows that an abundant supply of oxygen helps reduce free radical activity, not increase it!

### Is 'I Love O<sub>2</sub>' FDA approved?

According to the Dietary Supplement Health and Education Act (DSHEA) of 1994, dietary supplements may not make health claims unless supported by evidence and only when approved by the FDA. However dietary supplement manufacturers may make claims that their supplements affect the structure or the function of

the body. I Love O<sub>2</sub>, as a "dietary" or sports supplement, is exempt from FDA approval.

### Is 'I Love O<sub>2</sub>' a natural product?

Food or supplements labelled "natural" may not contain any artificial ingredients, colouring ingredients, or chemical preservatives. I Love O<sub>2</sub> is a "natural" dietary food supplement.

### What are the ingredients in 'I Love O<sub>2</sub>'?

1. Distilled water,
2. Sea salt and
3. Polyatomic oxygen.

I Love O<sub>2</sub> does not contain any artificial colours, preservatives, stabilizers, or dangerous stimulants.

### Does 'I Love O<sub>2</sub>' contain hydrogen peroxide?

No.

### Does 'I Love O<sub>2</sub>' contain chlorine dioxide?

No.

### 'I Love O<sub>2</sub>' smells like "pool water". Does that mean it contains chlorine?

No. 'I Love O<sub>2</sub>' does not contain chlorine and is chlorine free. Testing using a pool chlorine test kit and a positive result does not mean it contains chlorine. The standard method for testing for free chlorine uses DPD test tablets that react with various forms of natural oxidizing agents as well as any free chlorine in water. Oxidizers include: ozone, chlorite, chlorate, hypochlorous acid, hypochloric acid, bromine and iodine. Any of these compounds in water will react with the DPD test tablets or other free chlorine test solution kits and will indicate an incorrect reading of the free chlorine levels. Consequently, tests using the above method will indicate levels of free chlorine that are inaccurate.

I Love O<sub>2</sub> contains sodium chloride (NaCl). During the manufacturing process these atoms are separated into Na<sup>+</sup> and Cl<sup>-</sup> ions. We are more sensitive to the "smell" of Cl just as we are more

sensitive to the "taste" of Na<sup>+</sup>. Chlorine gas (CO<sub>2</sub>) is not a by-product of stabilized oxygen reacting in the blood stream, digestive system or on the skin.

This does not mean you will not identify the smell as Cl<sup>-</sup> (chloride ions) as the Cl<sup>-</sup> ions evaporate. This is what gives I Love O<sub>2</sub> its distinctive "smell".

### Is 'I Love O<sub>2</sub>' an ionic solution?

Yes. An ionic solution exists when one substance is dissolved into another (the solute dissolved into the solvent). All atoms and molecules (substances) comprise of one or more electrons spinning around a central nucleus. If one or more of those electrons are removed that substance becomes an ion. An ionic solution contains both positively charged anions and negatively charged cations. To illustrate an ionic solution, imagine putting some table salt (NaCl or "sodium chloride") in water and watching it dissolve. Chemically, the ionic bond between the sodium atom and the chlorine atom is broken in the solution. The result is the formation of a positively charged sodium ion (Na<sup>+</sup>) and a negatively charged chloride ion (Cl<sup>-</sup>) which remain in suspended in the water. Because I Love O<sub>2</sub> contains salt, it is an ionic solution.

### Can I take too much 'I Love O<sub>2</sub>'?

I Love O<sub>2</sub> is completely safe to use in any amount. Occasionally new users who are sensitive to dietary changes or have a high toxic load may initially experience a slight headache or 'detox effect'. In this event reduce the amount and gradually rebuild to the desired amount.

### Must I dilute 'I Love O<sub>2</sub>' to use it?

I Love O<sub>2</sub> may be taken full strength or diluted in water. It is effective when taken either way.

### Can I mix 'I Love O<sub>2</sub>' with juices or other drinks?

I Love O<sub>2</sub> may be mixed with water or milk. It may be mixed with other non-aerated (non-fizzy) drinks provided that it is consumed promptly after mixing.

### Can I take 'I Love O<sub>2</sub>' with food?

No. Food may be oxidized and so may reduce the effectiveness of I Love O<sub>2</sub>. It is best taken on an empty stomach.

### Can I take 'I Love O<sub>2</sub>' with other nutritional or medications?

No. I Love O<sub>2</sub> should NOT be taken with other dietary supplements or prescription medications because ingredients in these formulations may destabilize the O<sub>2</sub>. However, I Love O<sub>2</sub> may be taken in addition to these formulations if taken 30 minutes before or an hour after them.

### Will 'I Love O<sub>2</sub>' affect my reduced sodium diet?

One 5ml dose of I Love O<sub>2</sub> would contain less than 10mg of sodium - an insignificant amount. One bowl of a popular rice cereal contains over 300mg of sodium.

### Can you give 'I Love O<sub>2</sub>' to children?

Yes. Absolutely. We recommend half the adult dose. I Love O<sub>2</sub> can also be given to infants, pregnant women, and nursing mothers without any concern of toxicity.

### Is 'I Love O<sub>2</sub>' safe for animals?

Yes. Determine by weight. Use "rule of thumb" of two drops of I Love O<sub>2</sub> for every kg of weight. Activated oxygen used in the I Love O<sub>2</sub> formula has been used for many years by professional trainers and large animal vets in the horse breeding and racing industry.

### Can 'I Love O<sub>2</sub>' kill microbes?

Yes. Merriam-Webster defines "antimicrobial" as "destroying or inhibiting the growth of micro-organisms and especially pathogenic micro-organisms. Even when diluted as much as seven times, it kills test organisms on contact.

### How does 'I Love O<sub>2</sub>' kill microorganisms?

The outer cytoplasmic membranes of unicellular pathogens are composed of lipids, proteins, and lipoproteins. These membranes act as a diffusion

barrier for water, ions and nutrients. The membranes are actually a lipid matrix containing randomly distributed globular proteins that penetrate through the lipid bilayer. It is this high lipid content of the cell walls of these pathogenic bacteria that may explain their sensitivity, and eventual destruction, when exposed to oxygen molecules. Oxygen molecules penetrate these cellular envelopes and affect the integrity of these pathogenic organisms. O<sub>2</sub> also disrupts the metabolic activity of these disease-causing cells. The oxygen in I Love O<sub>2</sub> disrupts the integrity of the bacterial cell envelope through the oxidation of the phospholipids and lipoproteins. In fungi, I Love O<sub>2</sub> oxygen inhibits cell growth at certain stages. With viruses, the I Love O<sub>2</sub> oxygen damages the viral capsid and disrupts the reproductive cycle by disrupting the virus-to-cell contact with peroxidation. The weak enzyme coatings on cells that make them vulnerable to invasion by viruses make them susceptible to oxidation and elimination from the body, which then replaces them with healthy cells.

### Is 'I Love O<sub>2</sub>' better than (35%) hydrogen peroxide?

35% hydrogen peroxide is not intended for internal use. Hydrogen peroxide is labelled "Food Grade" meaning it is approved use to clean food-handling equipment. Ingesting hydrogen peroxide can cause serious side effects and hydrogen peroxide is listed as a hazardous material.

### Does the oxygen in 'I Love O<sub>2</sub>' promote skin health and healing?

Yes. Oxygen is perhaps the key ingredient in helping to repair damaged skin. It is essential in creating elastin and collagen, which are important molecules in maintaining skin texture and elasticity. Oxygen is also biocidal and can help reduce inflammation and redness that may be caused by harmful bacteria. I Love O<sub>2</sub> can be sprayed liberally and regularly on the skin. It is safe to use on the face and neck.

### Does 'I Love O<sub>2</sub>' relieve sunburn and other burn pain?

Yes. I Love O<sub>2</sub> has a soothing and calming effect on the skin. It may help reduce redness and swelling and bring almost instant relief to sunburn or any other first-degree burn.

### Can 'I Love O<sub>2</sub>' be used to help preserve the quality of water stored for emergency purposes?

Yes. Add 2mls of I Love O<sub>2</sub> for every litre of stored water. Every 60-90 days, add an additional 2mls per litre to help control microorganisms and algae build-up. If the water is being stored where it is being heated by sunlight (UV rays) and where the temperature of the water averages 27°C or more, then we recommend that additional I Love O<sub>2</sub> be added every 30 days.

### Is 'I Love O<sub>2</sub>' the same as 'Rocket Fuel'?

Yes. AlkaWay has rebranded the product Rocket Fuel to I Love O<sub>2</sub> to better describe the product.