



## Why Maintaining Proper pH is Important

Everyone in the natural products industry knows that having an alkaline environment in your body through optimal pH promotes a healthy body and immune system. Those who maintain a slightly alkaline pH in the body through diet, exercise, and supplementation will generally have superior health to those who do not. It seems that today's wellness gurus are speaking of nothing else.

Body alkalization is rapidly moving to the forefront of human consciousness. However, when it comes to pH, most people take better care of their swimming pools than they do their bodies. By educating people about the benefits of body alkalinity, we can help everyone discover better health.

As a consequence of your body having to work so hard for a balanced pH, other systems in your body are compromised. This includes your immune system, kidneys, liver and a host of other issues. Metabolic acidotic stress causes inflammation. Inflammation is the cause of chronic illness.

An acidic imbalance will: decrease the body's ability to absorb minerals and other nutrients, decrease the energy production in the cells, decrease its ability to repair damaged cells, decrease its ability to detoxify heavy metals, make tumor cells thrive, and make it more susceptible to fatigue and illness. On the other hand, a pH-balanced environment promotes normal body function necessary for the body to resist disease and to experience optimal health.