

# Better Water...

## For The Environment And Your Health

Around the world, as people become more aware of the serious environmental problems affecting the population at large, numbers of ordinary people are turning to environmentally-friendly products in their everyday lives. They are making small but significant changes, considering not only cost and quality, but also how the use of these products impacts our world.

GMX International made that same commitment from conception in 1992. Founder Sharon Costanzo had a vision of building a company that made a positive difference in people's lives. She wanted an eco-friendly company that would cut energy and repair cost to consumers. Her thirty-year background in physical and health education, made her aware of the health detriments of excess sodium, as noted in Anne Louise Gittleman's book *Get Out The Salt*. Sharon was passionate about creating an alternative to sodium-based water softeners for health and environmental impact. She joined forces with Dr. Klaus Kronenburg, a professor at Cal Poly in Pomona. He shared her passion. A

world-renowned physicist who devoted most of his life to the science of magneto hydrodynamics, he passed away last year. Using what she learned from Dr. Kronenburg's valuable consultation, Ms. Costanzo founded GMX International in Chino, California, developing products that met their high environmental and ethical standards.

Most water softeners rely on sodium or salt to break down and remove calcium and magnesium from water by injecting ions into the mix. Unfortunately, current research shows that residue left by salt additives, is fast becoming harmful and toxic to the environment. The U.S. bureau of Standards has reported that just 3/8 inch of scale buildup uses 55 percent more energy.

A new California water softener ban, Assembly Bill 1366, is quickly moving through the state legislature, banning the use of future sodium based water softeners. Many counties are offering a rebate to homeowners who switch from sodium-based to magnetic water softeners.

Traditional water softeners remove calcium

and magnesium from water through a filtering process or with electricity or water pressure. When these minerals are removed, they are replaced by sodium ions. The sodium or salt cannot generally be detected in the water's taste. Magnetic water softeners do not remove any minerals from the hard water. They work by stopping the scale from forming in the water prior to being distributed throughout the pipes by conveying a charge through the hard water as it passes through a magnetic field. GMX International magnetic water softeners are cost effective and will alleviate maintenance, deterring hard minerals from forming on your pipes, water heaters, pools, etc.

While the science was Dr. Kronenburg's, the heart that's woven into the company's vision belongs to Sharon Costanzo, who continues with her aspiration today. There is no better time than now to make a commitment to make a difference. Not only will our world be a better place to live; you will be healthier.

*Information Submitted by GMX International*

## A Healthy Alternative To Water Softeners.

GMX is a  
**GREEN** product



**GMX International  
Magnetic Fluid Conditioners**

13771 Roswell Ave., Ste. A, Chino, CA 91710 | 909.627.5700 | [www.gmxinternational.com](http://www.gmxinternational.com)



GMX created magnetic fluid conditioning devices that put the full power of magneto hydrodynamics to work for you.

Progressive removal of existing and prevention of future scale and mineral build-up inside pipes.

Fresher, cleaner-feeling water than water conditioned with salt-based water softeners.

**A MORE COMPLETE  
AND EFFICIENT  
SOLUTION TO HARD  
WATER AND CALCIUM  
BUILD-UP!**