

For Immediate Release

## **Panasonic New Alkaline Ionizer Products**

**Kuala Lumpur, 1 October 2009** – Panasonic Malaysia is proud to announce another health related product, an Aqua technology innovation, the Alkaline Ionizer. Proper Health starts with the correct acid-alkaline balance in our body. As the body regulates its temperature in a rigid manner, it will manage to preserve a very narrow pH range - especially in the blood. A human body will go to such great lengths to maintain a well balance pH in blood that it will even create stress on other tissues, body systems and organs to do so. Chronic acidity will interrupt all cellular activities and functions - it interferes with life itself.

Panasonic Alkaline Ionizer work through the electrolysis - water will be break into alkaline (80%) and acid (20%). The alkaline water can be use for drinking and cooking whereby it has the unique penetrating abilities and the solubility and extraction capabilities whereas the acidic water can also be used as a beauty astringent to rinse the face.

Overall, it is convenience whereby it could produce water at a pH\* of customer choice instantly as soon as the taps are on.

Micro-Filtration removes bacteria using 4 different component and stages of filtration:

- a) Non-woven cloth filter
- b) Granular activated carbon
- c) Powdered activated carbon
- d) Hollow fibers.

Through the above filtration, we are able to remove red rust, turbidity, coloring, total trihalomethane, lead and mold smell and retain the mineral in the water.

The benefits of Alkaline ion water can simply be explained in 5 beneficiary effects that are endorsed by Pharmaceutical Affairs Law of Japan:

- a) Chronic diarrhea
- b) Abnormal fermentation in your stomach and intestines
- c) improve digestion
- d) Use as antacid
- e) Acid Indigestion

The Alkaline Ionizer PJ-A36 is available for RM1,999.

*\*Alkaline mode : p H 8 ~10/ Acidic mode : p H5~6.5*

**About Panasonic Malaysia Sdn Bhd**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Center at 03-5543 7600

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Media Contact: Azizah Wahid  
General Manager, Corporate Communications & Branding  
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730  
Email: [azizah.wahid@my.panasonic.com](mailto:azizah.wahid@my.panasonic.com)

Simone Pan  
Executive, Corporate Communications & Branding  
Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 694 5966  
Email: [simone.pan@my.panasonic.com](mailto:simone.pan@my.panasonic.com)

Product Contact: Ong Kim Eng  
Product Executive, HA Marketing Department  
Tel: 03-7809 7605 Fax: 03-7955 2848  
Email: [kimeng@my.panasonic.com](mailto:kimeng@my.panasonic.com)

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