

# Watertestscam



South African National Bottled Water Association

Water filter sales people are scaring the public into purchasing water purifiers by misrepresenting the results of a water test they perform. The companies that use these scare tactics are in most cases selling Reverse Osmosis Units.

## The Water Test Scam

These sales people, from various water purifier companies are making use of a so called "Precipitator" or Jam Jar Purity Test to supposedly prove that all water except for the water produced via their purification equipment, is impure and subsequently unsafe for human consumption.

The TDS Test is also being used by certain RO Sales People to test the water. This tester measures the amount of Total Dissolved Salts(TDS) in the water.

## The public is being misled - THE TRUTH IS:

- The Jam Jar test does not test the quality of the water.
- The real reasons for the test results are being misrepresented.
- TDS is not an indication of the safety of the water as it only tests the mineral content.

The public is being misled by these salesmen who are distorting truth and are given false information

## Details of The Scam

### The Jam Jar Test

The Jam Jar Test is basically a very crude electrochemical circuit. When used as a so-called "Precipitator" it electrochemically introduces salts into the water from the electrode. These salts appear as a brown "goo", which make the water look awfully dirty and it gives the customer the impression that the water is not safe to drink.

Conventional water including purified water contains minerals. When an electric current is passed through the water a chemical reaction takes place resulting in the precipitation of the brown "goo" or grey precipitate. This is perfectly normal and does not prove that the water is bad for you.

### The TDS Test

The salesman measures normal or purified water with a higher mineral count than RO water and then attempt to sell a RO unit stating that if the water has a high TDS content then it is impure and unhealthy. This is not true

as RO water has little or no minerals and thus a low TDS count.

### The SCAM

Sales people would then use reverse osmosis (RO), which removes all minerals from the water in order to "purify" the water. This water will thus not conduct an electric current and so the precipitate will not result. The truth however is that, if you take RO water and add a few granules salt, the same reaction will occur.

It is a marketing demonstration designed to scare the public into buying their water treatment devices.

### What They Tell The Public ...

Because there is no reaction with the RO water, they claim that the RO water is less contaminated and that other so-called purified waters, bottled waters or tap waters are dirty and contain unhealthy levels of impurities. You are then told that the water, which has turned brown as a result of the experiment, is not fit for human consumption. What you are not told is that there are naturally occurring minerals in purified or bottled water that are healthy and that this is what causes the reaction.

## To Summarise

### The RO water does not change colour:

1. Reverse Osmosis (RO) water contains very little to no minerals.
2. This water does not conduct electricity since to conduct electricity minerals need to be present in the water.
3. When electricity is not present then none of the chemical reactions can occur. Therefore no discoloration will be visible in the RO water.

### Relative to water that contains minerals:

1. The water they compare the RO water to contains minerals.
2. These minerals will allow electricity to flow as current through the water.
3. This subsequently allows the precipitation and an electrochemical reaction to take place, which discolours the water. The change in colour can show up as a grey precipitate or brown sludge.

## Accurate Information Allows Informed Decisions

For More Information Contact SANBWA:  
(011) 884 5916 • [www.sanbwa.org.za](http://www.sanbwa.org.za)  
[sanbwa\\_cg@worldonline.co.za](mailto:sanbwa_cg@worldonline.co.za)