

**From: Nancy Trent/Pam Wadler  
Trent & Company, Inc.  
594 Broadway, Suite 901  
New York, NY 10012  
(212) 966-0024  
info@trentandcompany.com**



**For: Wellness Enterprises, LLC**

**FOR IMMEDIATE RELEASE**

## **RESEARCH STUDY SAYS SHOWERS CAN BE HARMFUL TO HEALTH**

- Showering in chlorine and its by-products increases exposure to carcinogens and can cause serious health problems -

**GAINESVILLE, Fla.** – According to a study published by the *American Journal of Epidemiology*, exposure to high levels of chlorine and its by-products, as found in ordinary tap water, doubles the risk of certain types of cancer. Also, the Environmental Protection Agency has stated that levels of chloroform, a known carcinogen, increase up to 100 times during a ten-minute shower.

“Showers quickly open up pores and allow more chlorine and other volatile chemicals to be absorbed during one shower than if you drank the same unfiltered water all day,” said David Fowler, CEO of Wellness Enterprises, manufacturer of the Wellness Shower, a new water purification and enhancement system. “The common safeguard of drinking water filters is now being applied to water used for showering, and shower filters are quickly becoming a necessity for anyone looking to protect themselves and their family from the serious health risks of showering in tap.”

Installing a shower filter can help to ensure that dangerous contaminants and carcinogens are eliminated. For example, tap water running through the Wellness Shower is purified, eliminating 99% of contaminants. The Wellness Shower also improves the shower’s water with enhancement stages that increase solubility, hydration and absorption, and add antioxidant, antibacterial, antifungal, and medicinally healing properties to the shower’s water.

“Making the shower safe should be a priority for any filter manufacturer,” continues Mr. Fowler. “Actually improving the quality of the water is what sets Wellness Shower apart. It doesn’t just purify – although it has been certified to be the highest performing system on the market – it also enhances and improves water’s already vital role in our health and appearance.”

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## SHOWERS CAN BE HARMFUL TO HEALTH 2-2-2

Readers interested in learning more about water safety and the Wellness Shower should visit [www.WellnessShower.com](http://www.WellnessShower.com).

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### About Wellness Enterprises, LLC

Evoking the therapeutic effects of the world's best springs, Wellness Enterprises utilizes specialized minerals and water-enhancement properties to effectively reduce harmful contaminants in water up to 99% while introducing antioxidants and hydrating nutrients. Wellness Enterprises was created by Haru Naito, former coach of the Japanese Olympic swim team and consultant to the world's most famous athletes. Wellness Enterprises utilizes state-of-the-art filtering technology, a patented magnetic treatment and rare Japanese volcanic minerals to deliver the best water on earth. For more information, please visit [www.WellnessFilter.com](http://www.WellnessFilter.com) or [www.WellnessShower.com](http://www.WellnessShower.com).

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**EDITOR'S NOTE:** For industry interviews, story development, and/or more information about the Wellness Shower, please contact Pamela Wadler or Nancy Trent at (212) 966-0024.