

This startup is crafting your tap water into a functional health drink

Zoss Water



Mumbai, Maharashtra Feb 23, 2022 ([Issuewire.com](https://www.issuewire.com)) - Zoss water products, with their wide variety of alkaline ionized water appliances, are creating a whole new category of alkaline water in the water purification industry which primarily was comprised of UV, Gravity, and RO purifiers.

Eighty years ago, Dr. Otto Warburg was awarded the Nobel Prize for his thesis on illness management, which demonstrated that cancer is caused by oxygen deficiency and sugar fermentation. Cancer cells, he discovered, could not survive in an alkaline environment. This was such an intriguing and in-depth thesis that he was awarded the Nobel Prize. Almost 80 years later, drinking 9.5 ionized alkaline water with antioxidants has been found to help fight over 150 other known diseases. Over 100 white papers on the benefits of drinking pH 9.5 ionized alkaline water are available on Pubmed and other reliable sources.

The following are some of the health benefits of drinking ionized alkaline water:

- 1) Hydration: Because the water molecules in alkaline drinks are smaller, they are more easily absorbed by your cells and are more hydrating than regular water. It aids in the contraction of muscles, the lubrication of joints, and the proper functioning of the kidneys.
- 2) Reduce acidity: Drinking alkaline water can also help to reduce acidity and balance the pH of the body. It aids in the neutralisation of excess acid produced by the organs.
- 3) Boosts immunity: Alkaline water is beneficial to our digestive health and aids in the absorption of nutrients from the food we eat. This boosts immune health and lowers the likelihood of getting sick.
- 4) Boosts metabolism: When your digestive system is in good working order, your metabolism improves as well. This allows you to burn more calories and stay active throughout the day.
- 5) Anti-aging properties: The alkaline drink, which is high in antioxidants and minerals, is thought to reduce free radicals in the body. This can eventually slow down the ageing process while also improving

the quality of your skin and hair.

The people behind the DPIIT-accredited startup "Zoss Water Products" have been studying this topic for many years and are educating people about this water and how it can improve overall wellness and make lives even healthier." Today's consumers are health-conscious and have a greater preference towards advanced water technologies, they just don't want purified water, they want a functional energy drink" said Puneet Swaroop, founder, and CEO of Zoss Water Products.

We are excited to introduce our Ionized Alkaline water appliances "Zoss Water", which crafts your tap water into an energising functional drink within 3 seconds". Our Robust machines provide six different types of water for a variety of applications such as cleaning fruits and vegetables, making tea and coffee, and many more.

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