

## Planet Pleaser Digital Screen Cleaner FAQs

Q. What are the ingredients in Planet Pleaser Digital Screen Cleaner?

A. Ultrapure Reagent grade Aqua (Reagent water) and pure nylon "Energizing Spheres." Nothing more.

Q. What is Aqua?

A. Since ancient times the purification of water for drinking and cleaning by removing inorganic and organic contamination has been known around the world. The pioneering French scientist Antoine Lavoisier gave us the first chemical understanding of water by resolving pure water (Aqua) into its constituent elements of hydrogen and oxygen. The chemical name for water, Aqua, is used by science to denote water of ultra purity composed of the two elements hydrogen and oxygen that Lavoisier discovered and is free of chemical ions and organic molecules.

Q. Why is Aqua a good solvent?

A. When water is ultra pure and hydrogen and oxygen combined as H<sub>2</sub>O, they form a polar solvent, which is extremely hungry to attach to contamination by forming what chemists call polar bonds. Contrary to popular belief it is the purity of Aqua that makes it such a strong solvent not material in the water or added to it.

Q. What is the difference between tap water and Aqua?

A. Any elements in the water that bond to it like magnesium, chlorine, arsenic, silica and sodium or numerous other pollutants, reduce the solvent power of water because they are already bonded to the water molecules. Ordinary tap water contains these and thousands of other contaminants. The result of using tap water for cleaning is smearing on the surface of the screen and as a consequence of low purity, the tap water becomes too acidic or too alkaline and can actually etch the chemical coatings the manufacturer uses to protect the plastic and glass.

Q. What is the electrical conductivity of Aqua?

A. Pure Aqua has a very low electrical conductivity and is essentially an insulator. Tap or bottled water is much more electrically conductive. This is the reason ultra pure Aqua is preferred around electronics, jewelry and on coated lenses.

Q. Is Aqua cheaper to make than a chemical cleanser?

A. No. Purifying water by osmosis and filtration in a two or three step process is much more expensive than adding cheap chemicals to contaminated water. When tap water is purified by these means thousands of pollutants are removed and they must be discarded and the filters replaced. Pure Aqua is expensive, and this is the reason it is not usually used in household chemicals but required in pharmaceuticals and cosmetics,

Q. Why not Steam Clean?

A. The popularity of steam cleaning in recent years is due in part to the fact that the distilled water produced while not as pure as Aqua is a relatively good solvent. Don't steam clean your screen because the heat will destroy the coatings and distort the film.

Q. What do Energizing spheres do?

A. Normally Aqua must be shipped in glass to avoid leaching of molecules into the water. For the consumer glass can break and is heavy and Aqua is shipped in PET bottles. The Nylon balls act like little osmotic filters, continually pumping water through the spheres, where contamination adheres to their high surface area and stays out of the Aqua. In addition as water tends to go flat by the absorption of CO<sub>2</sub> and dust pollutants from the air as the contents are depleted, the continual recirculation process tends to keep the water 'active' and prevents the flat, stale quality of old water, keeping Aqua in an energized high solvency state.

Q. Can I test this myself?

A. If you spray your screen with tap water it drips down the screen and leaves smears caused by contamination. Aqua because of its low conductivity, will settle on the screen as a dissolving mist and leave no residue.

A. What is laboratory certification?

A. Just as you see on bottled water, the source such as the pure mountain spring, you must be ever cautious that Aqua is pure and contains no chemicals. Thus Aqua is sent to a laboratory for analysis and the original water that Aqua is made from is also checked. Normally there are thousands of contaminants in tap water and in Aqua only a few parts per million.

Q. Why should I care?

A. You and your electronic devices are sensitive apparatus. Both you and these electronics need to be 'clear'. Any electronic device should be restored to factory freshness to work properly, and you should keep chemicals from your skin, eyes and respiratory system. Many customers have noted that after using Planet Pleaser Digital Screen Cleaner made from pure Aqua they think more clearly, see more clearly and their electronic devices don't seem to 'act up' as much.

Q. Can I drink Aqua?

A. You can but it is not recommended for internal consumption as it will act as a solvent and deplete nutrients from your body. It may however be used as a refreshing and cleansing spray on the hands and face.

Q. Is there any benefit to using Aqua instead of any old water?

A. Besides all the benefits listed above, if you care about the environment, your health and sensitive apparatus AND DESIRE A GREAT RESULT you should care enough to buy the best.

Q. Where can I find more information about the cleansing power of Aqua?

A. The Internet has many articles on the history, science and efficacy of AQUA and above all you should read your devices' instructions and pay attention to what electronic service technicians and clean room engineers have known for decades. Pure Aqua is the correct solution for cleaning, appearance and maintenance.

Q. What is the Planet Pleaser Mission?

A. To provide the best result, at the lowest cost, under the sun! Pure and nothing more.

References: <http://www.worldofmolecules.com/solvents/water.htm>

Masuru Emoto, "The True Power of Water

Attached Sample analysis