

## CONTACT WATERCO

Waterco's head office is situated in Sydney, Australia with international offices, manufacturing plants and warehouses located in Australia, New Zealand, Malaysia, Indonesia, Singapore, China, the US, Canada, France and the UK.

### OFFICES - AUSTRALIA

NSW - SYDNEY (HEAD OFFICE)  
Tel: +61 2 9898 8600

QLD - BRISBANE  
Tel: +61 7 3299 9900

VIC/TAS - MELBOURNE  
Tel: +61 3 9764 1211

WA - PERTH  
Tel: +61 8 9273 1900

SA/NT - ADELAIDE  
Tel: +61 8 8244 6000

ACT DISTRIBUTION  
Tel: +61 2 6280 6476

### OFFICES - OVERSEAS

WATERCO (EUROPE) LIMITED  
Sittingbourne, Kent, UK  
Tel: +44 (0) 1795 521 733

WATERCO FRANCE  
Saint Priest, France  
Tel: +33 4 72 79 33 30

WATERCO (USA) INC  
Augusta, Georgia, USA  
Tel: +1 706 793 7291

WATERCO CANADA  
Longueuil, Quebec, Canada  
Tel: +1 450 748 1421

WATERCO (NZ) LIMITED  
Auckland, New Zealand  
Tel: +64 9 525 7570

WATERCO (C) LIMITED  
Guangzhou, China  
Tel: +86 20 3222 2180

WATERCO (FAR EAST) SDN BHD  
Selangor, Malaysia  
Tel: +60 3 6145 6000

PT WATERCO INDONESIA  
Jakarta, Indonesia  
Tel: +62 21 4585 1481

WATERCO SINGAPORE INTL PTE LTD  
Nehsons Building, Singapore  
Tel: +65 6344 2378



# Mineral Crystals

high purity magnesium salt



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water, the liquid of life

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## Waterco's Mineral Crystals

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# A swimming experience that is more than skin deep

The effectiveness of bathing in magnesium has been documented in the health and wellness industry for decades – and exemplified by the Dead Sea – and now swimmers can experience the same skin soothing properties with Waterco's new Mineral Crystals.

Working alongside existing water balancing chemicals, this high quality, fast dissolving product not only improves pool water with a blend of naturally occurring minerals but also moisturises your skin as you swim.



### **Waterco's Mineral Crystals:**

- A fast dissolving formula that leaves skin feeling soft and smooth
- Soothes common skin ailments such as dermatitis, eczema and psoriasis
- Transforms your swimming pool into a therapeutic oasis
- Gentle formulation that has little to no taste
- Can be used in any type of pool (not necessarily requiring a salt water chlorinator)

### **The benefits of bathing in magnesium enriched water**

Magnesium has been recognised by medical professionals and consumers all over the world for its ability to alleviate a variety of ailments relating to the skin, muscles and nervous system.

A large body of mainly anecdotal evidence has shown that magnesium salts, the main mineral in the Dead Sea and naturally occurring in the human body, markedly improves skin hydration, soothes common skin conditions such as dermatitis, eczema and psoriasis, and provides temporary relief from muscular inflammation and fatigue.





Research undertaken by a number of medical establishments, including Germany's University of Kiel's Department of Dermatology<sup>1</sup>, attributes the Dead Sea's skin soothing and strengthening properties to its high magnesium salt content:

*Skin roughness and redness of the skin as a marker for inflammation were significantly reduced after bathing in the salt solution. This demonstrates that bathing in the salt solution was well tolerated, improved skin barrier function, enhanced stratum corneum hydration, and reduced skin roughness and inflammation.*

*We suggest that the favorable effects of bathing in the Dead Sea salt solution are most likely related to the high magnesium content. Magnesium salts are known to bind water, influence epidermal proliferation and differentiation, and enhance permeability barrier repair.*



<sup>1</sup>Ehrhardt Proksch MD, PhD, Hans-Peter Nissen, PhD, Markus Bremgartner, MD, and Colin Urquhart, PhD. Bathing in a magnesium-rich Dead Sea salt solution improves skin barrier function, enhances skin hydration, and reduces inflammation in atopic dry skin. *International Journal of Dermatology*, 2005; 151-157.

Adding Waterco's Mineral Crystals to pool water enables you to experience the well-documented health benefits of Magnesium every time you swim.

**Transform your pool into a therapeutic oasis**

Silky smooth water that leaves skin soft and the pool surface clean – this is what it's like swimming with Waterco's Mineral Crystals. In fact the common effects associated with swimming in a chlorinated pool, including red eyes and dry skin, are significantly relieved with Mineral Crystals.

Absorbing Magnesium, directly through your skin as you swim, provides a range of lifestyle benefits, including:

- Reduced muscle aches, pains, cramping and spasms
- Healthy skin and reduced outbreaks of eczema and psoriasis





### **Improved water clarity**

This miracle mineral is also known for its mild flocking abilities, which helps to filter out particularly fine material such as dust and dirt. This reduces the need for additional chemicals like clarifiers and algaecides, delivering pool owners further cost savings.

