



# REVEALING THE SECRETS ABOUT MINERAL POOLS

FREE POOL GUIDE





# WHERE DID THE IDEA OF MINERAL BATHING COME FROM?

The idea of mineral bathing is a centuries old phenomenon and conjures up the idea of a luxurious experience, rejuvenation, relaxation and enhanced water quality. Everybody has heard of the Dead Sea. The Dead Sea has attracted visitors from around the world for thousands of years because of its extraordinary salt and mineral cosmetic and healing properties.

Mineral pool sanitisation systems use varying mineral compositions (some of which are found in the Dead Sea) that have certain effects on the human body as well as the water quality itself.

Whilst consumers are spoilt with pool sanitation choices there is an emerging trend towards mineral based sanitisation.

Generally speaking, a mineral pool is a pool that contains, in addition to a sanitiser and other essential water balancing chemicals, naturally occurring minerals that enhance the bathing experience. Minerals such as: **Sodium Chloride (salt), Magnesium Chloride, Potassium Chloride and Borates.**

A combination of any or all of these offers several benefits to the swimming pool owner. It is important to understand what each of these minerals offer, so it is worth taking a closer look at each of them:

## SODIUM CHLORIDE

**Salt** is the precursor to making chlorine by electrolysis. Various levels of salt will be required in a pool depending on the chlorinator manufacturer's recommendations. The original chlorinators of the 1980's and 90's were based on salt levels of up to 7000ppm. The higher the salt level, the longer the salt cell would last. At least that was the theory. The disadvantage of these levels was that the water had a distinct salt taste, added salinity to the environment when water was backwashed and the swimmer needed to shower after swimming.

Today, some residential chlorinators use salt levels as low as 2500 – 3500ppm which is generally below the taste threshold and the water feels more like fresh water. To support this low salt level, the technology of making the salt cells has improved greatly, with warranties of 3 – 5 years now a common practice.





Australians building or renovating a swimming pool don't often invest enough time considering the most important element of their pool... the water!



# POTASSIUM CHLORIDE

The **benefits** of Potassium Chloride are less well documented and most references dwell on the medical benefits of oral consumption.



## MINERAL POOLS, A GROWING TREND

A Mineral Pool System, opens up the opportunity for Australian's to create a mineral bathing destination in their backyard. The luxurious water quality offers home owners a lifestyle that could traditionally only be sourced in spas, resorts and natural occurring springs.

The Wellness market is estimated to be worth over \$200 Billion dollars a year worldwide and is predicted to reach a Trillion dollars in the near future.

This obviously includes segments such as health foods, gymnasiums, corporate wellness programs and personal trainers. All of these however build the popularity and awareness of Health and Wellness.

Our recent research and market evaluation shows an enormous demand for mineral pool systems. Pool builders are responding to the availability of 'Mineral Pool system' much as they did when salt chlorinators were first available.

When a bather swims in a Mineral pool there is a noticeable improvement in the feel of the water when compared to a normal chlorinated pool. While not as noticeable as soaking in a Radox bath, the bather will experience the benefits such as feeling more relaxed and easing of sore muscles. Certainly the skin and hair will feel moisturised and if they have sensitive skin they will not experience the usual itch or tenderness.



# MAGNESIUM CHLORIDE

The health benefits of Magnesium have been well documented for centuries. The addition of Epsom Salts (Magnesium Sulfate) to baths and spas is a common therapeutic practice that I am sure many of us could relate to.

There have been a number of scientific studies around the use of Magnesium chloride that have recorded the effects this composition has on the human body.

Evidence suggests that when bathing in magnesium enriched water, magnesium will be absorbed through the skin (transdermal therapy) and offer the bather the following benefits:

- Soothe the skin, relieving those with sensitive skin to enjoy a swim

- Detoxify the skin and body, by way of relaxing the nervous system. Perfect for those facing anxiety and stress in their day to day lives
- Softens and smooths the water, enhancing the bathing experience

Magnesium also has several other advantages when used in swimming pools that aids the clarity of water. Magnesium Chloride flows through the cell and is converted by electrolysis to Magnesium Hydroxide which acts as a flocculent. This flocking capability will help filter out extremely fine material such as dust and dirt, providing a crystal clear swimming pool all year round. In addition to all of this, it will greatly assist in preventing the build-up of calcium scaling on cells, pool equipment and the pool surface.

## BORATES

Borates are one of the most effective water enhancers and in Australia we are yet to completely embrace this in our swimming pools. The benefits of borates in your swimming pool will:

- Enhance the bathers comfort level
- Introduce a luxurious feel to the water, providing a soft silky feeling as you wade through the water

Not only will the bather have a noticeable difference when they swim, but the water balance and clarity receive a huge amount of benefits:

- Prevents pH from rising
- Clarifies the water by removing ultra-fine particles
- Reduces your chlorine demand – the chemistry is not clear but it is thought that borates prevent algae from forming, therefore less chlorine demand (money saving!)
- Borates are compatible with all forms of sanitisers allowing you to use this composition in all types of pools.







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