

Novel purity, health and performance Pure Ionic Water promotes anti-oxidative properties to support performance of professional athletes

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Introduction:

Hydration is the state of having adequate quantity and quality of water in the body, which is essential for physiological functioning, health protection, and overall well-being. For professional athletes, adequate hydration is of paramount importance as it supports high intensity performance, long term muscle functioning, body thermoregulation, and long-term health maintenance, healing, recovery, which are all essential for attaining the expected high intensity sport performance throughout physically demanding sport seasons (Beck et al., 2025; Chodkowski, 2024). Thus, developing and implementing effective hydration and fluid balance strategies are crucial foundations for achieving the critical physiological and performance functions demanded by athletes who are involved in acute and prolonged high intensity physical activity. Moreover, effective hydration is a key for assisting and protecting the vitality of the neuro-muscular systems against extreme physical demands as well as cellular and tissue damage during and after exercise. However, post-exercise management of recovery and healing require more than just adequate rehydration and tissue healing and repair, it also essentially involves the management of oxidative stress caused by physical efforts exerted on body cells and tissues which result in detrimental cellular and tissue impacts (Chodkowi, 2024).

Oxidation Reduction Potential (ORP) is a key parameter for the assessment of the healing and recovery effectiveness of fluids. In brief, the ORP level of a fluid determines whether it acts as pro-oxidant (oxidising agent) fluid or better yet an anti-oxidant (reducing agent) fluid as it indicates the ability of a fluid to either donate or accept electrons to or from the surrounding cells and tissues. To further elucidate, a positive ORP reading detects oxidising properties, similar to the damaging effects of free radicals on cells. On the other hand, a negative ORP reading of a fluid suggests antioxidising capacity which can offset the damaging oxidative stress, mitigate inflammation, and aid cellular repair. Thus, antioxidant-rich fluids exhibiting negative ORP values can potentially support the healing and recovery processes, assist tissue repair, and alleviate inflammation (Lobo et al., 2010; Stagos et al., 2015; Maughan et al., 2016; Meng et al., 2025). Taken into consideration that oxidative stress is a critical and prevalent phenomenon among professional athletes as it is the subsequent by-product of intense physical exertion and therefore causes cellular and tissue damage, muscle fatigue and injury, and delayed recovery. Thus, methods or products that help modulate or lower oxidative stress could be significant aids for professional athletes and any professionals engaged in high intensity physical activities.

Bottled water is the main consumed fluid or drink for hydration and rehydration purposes among professional athletes. However, most of the commercially available bottled water products are deficient of the essential elements and electrolytes which are essential for rehydration. Furthermore, the majority of the water products do not contain dissolved hydrogen gas which could potentially cause the water drinks exhibit positive ORP levels, lacking antioxidative action (Tanaka et al., 2020). In contrast, electrolyte-rich fluids containing dissolved hydrogen gas could help combat oxidative stress and replace vital minerals lost through physical activity induced sweating (Kolonas et al., 2023). One such solution, Pure Ionic Water (PIW) is a hydrogen enriched and magnesium infused alkaline water (pH 9.5) formulated to provide an enhanced fluid balance in quantum filtered synthetic chemical-free water. PIW is designed to deliver high level purity, while supporting health and athletic performance. Given its formulation characteristics, PIW represents a potential candidate for evaluating oxidative-reduction properties as a possible approach for supporting health and performance.

The aim of this study is to compare the anti-oxidative potential of various hydration fluids commonly consumed by professional athletes by investigating the ORP values of commercial bottled water products and PIW. By examining the oxidative or reductive potentials of the fluids, we would be able to determine which fluid would most probably support healing, repair and recovery after exercise. Taken into account that hydration fluids with negative ORP levels would be most likely to support athletes' demanding rehydration, help mitigate oxidative stress damage, and aid post-exercise cellular and tissue repair.

Materials & Methods:

In this study, the anti-oxidative properties of commercially available bottled water and drink products, selected because they are commonly consumed by athletes during sports events, were investigated by measuring their ORP in laboratory setting. Also, part of this study, the ORP level of the Pure Ionic Water (PIW) was also measured in parallel with the aim of comparing it to the aforementioned water and drink products.

1- Sample preparation:

In this study, we investigated the ORP levels of the following productions: Evian® bottled water (EV) [produced by Danone], SmartWater® bottled water (SW) [produced by Coca-Cola Company], Lucozade® Original (LZO) Lucozade® Sport (LZS) [both produced by [Suntory Beverage & Food Nigeria Limited], Prime® Strawberry Watermelon Hydration water (PWT) [produced by Prime® Hydration LLC], Aqua Vale® Still water (AV) [produced by Aldi Stores Ltd.], ACTIPH® (ACP) [produced by ACTIPH water limited], and Pure Ionic Water (PIW) [produced by WET Holdings Global Limited]. For each bottled water or drink product, 3 independent bottles were purchased from grocery shops and then measured for their ORP levels. For PIW water, the PIW unit was installed under the sink in a kitchen setting, according to manufacturer's instructions.

2- Sample measurements:

After installing the PIW unit under the kitchen sink, in accordance with manufacturer's instructions, the PIW was let to bleed by opening the water tap to produce at least 20 litres of water. After that, 3 samples of PIW water were collected from the unit's water tap by using sterile Pyrex glass laboratory beakers. Then, the ORP level of each sample was measured by Thermo Scientific Eutech Elite ORP handheld meter (Thermo Scientific). The aforementioned ORP meter was calibrated in accordance with manufacturer's instructions and by using Quinhydrone ORP calibration solutions, 250mV and 480 mV, accuracy ± 5 mV at 25°C (Thermo Scientific). On the other hand and at the same time, 3 independent bottles from each of the commercial water and products in this study (i.e. EV, SW, LZO, LZS, AV and PWT) were decanted and poured into 3 sterile Pyrex glass laboratory beakers, one beaker for each open bottle. The ORP levels were then measured by the aforementioned ORP handheld meter in parallel to the PIW samples and carried out at the same time as the PIW sample measurements as described previously. The ORP measurements were photographed and documented. Taken into consideration that the ORP handheld meter was washed in pure water in between the readings as per the manufacturer's instructions.

3- Measurements' statistical analysis:

To understand the ORP level readings and investigate any potential statistically significant difference in between the results, the documented ORP level measurements results data were processed by using statistical analysis software (Microsoft Excel) which was augmented with the Data Analysis ToolPak and

RealStats add-in. One-way Analysis of Variance (ANOVA test) tests were carried out to analyse and compare the differences between the mean values of the measured ORP levels among the tested fluid samples. In addition to that, the Shapiro-Wilk test was used to assess the normality of the data, while the Levene's test was used to test the homogeneity of variances of the data. Furthermore, Kruskal-Wallis test was performed to validate the robustness of the findings under non-parametric conditions. Taken into consideration that the null hypothesis in this study is set that there is no statistically significant difference in ORP values among the tested products. For post-hoc pair-wise analysis, Tukey HSD was performed. Statistical significance was set at $\alpha = 0.05$. For Tukey HSD, the adjusted p-values are reported and all pairwise comparisons between PIW and other products in this study were $p < 0.001$.

Results:

1- ORP measurement reading of the water and drink products in the study:

The ORP measurement reading results for PIW water and bottled water and drinks included in this study are presented in Table 1. It was evidence that the only water or drink product that exhibited high anti-oxidising properties (i.e. negative ORP levels) was Pure Ionic Water samples (PIW). On the other hand, the measurement readings of the other water and drink products demonstrated highly oxidising properties (i.e. positive ORP readings). Photographic pictures of the ORP readings of the samples are provided in the Appendix.

Table 1: The ORP measurements of the water and drink products in this study:

Product	ORP reading sample 1	ORP reading sample 2	ORP reading sample 3
PIW	-273	-211	-275
ACP	+149	+171	+136
EV	+134	+149	+161
SW	+155	+151	+155
LZO	+220	+212	+215
LZS	+192	+186	+183
AV	+156	+140	+113
PWT	+229	+226	+223

It is evident that the PIW water is the only product in this study that produced a fluid with negative ORP values, highlighting its high anti-oxidising properties and therefore its potential healing, repair, recovery and potentially effective hydration properties during and after physical exertion. On the other hand, all the other products in this study exhibited positive ORP values which indicate their oxidising effects which could adversely affect repair, recovery and healing.

2- Statistical analysis and comparison of ORP readings of water and drink products in this study:

As shown in Tables 2 and 3 as well as Figure 1, the mean, median and standard deviation of each study product were calculated. By employing one-way ANOVA, a significant effect of product type on ORP was found ($F_{7,16} = 224.6$, $p < 0.001$), indicating a highly significant effect of product type on ORP and the results illustrated that there was a statistically significant difference between PIW water and all other products in this study.

Assumptions of normality (Shapiro-Wilk test) and homogeneity of variances were assessed and the tests indicated that no deviation from normality (Shapiro-Wilk test, $p > 0.05$ for all groups) was reported. Also, Levene's test indicated that equal variance was confirmed ($p = 0.62$). To confirm the robustness of the findings under non-parametric conditions, a Kruskal-Wallis test was also conducted and showed consistent results ($H = 20.28$, $p = 0.005$). Thus, the null hypothesis was rejected and therefore the ORP properties of PIW are statistically significant different from the other products and exhibited high anti-oxidising effects.

Table 2: Descriptive statistics and comparison results of ORP values among tested fluids by one-way ANOVA:

Product	ORP reading sample 1	ORP reading sample 2	ORP reading sample 3	Mean	Median	Standard Deviation
PIW	-273	-211	-275	-253.0	-273.0	36.38
ACP	+149	+171	+136	+152.00	+149.00	17.69
EV	+134	+149	+161	+148.00	+149.00	13.52
SW	+155	+151	+155	+153.66	+155.00	2.31
LZO	+220	+212	+215	+215.66	+215.00	4.04
LZS	+192	+186	+183	+187.00	+186.00	4.58
AV	+156	+140	+113	+136.33	+140.00	21.73
PWT	+229	+226	+223	+226.00	+226.00	3.00

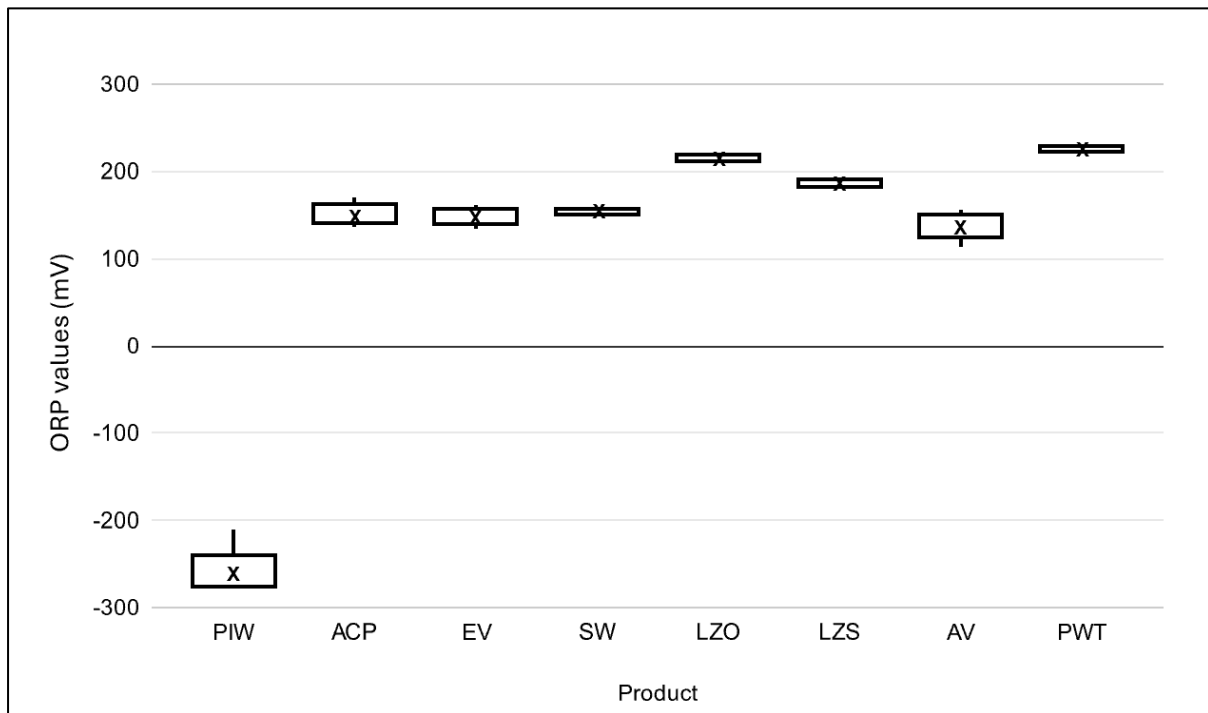
****p-value $p < 0.001$ (very small)**

In Table 3, Tukey HSD of the measured ORP levels of the products in this study confirms that PIW has significantly different ORP level compared to all other brands (all pairwise comparisons between PIW and other comparator products were highly significant, taken into consideration that Tukey HSD $p < 0.001$).

Table 3: Post-hoc Tukey HSD pairwise comparisons of mean ORP between Pure Ionic Water (PIW) and other tested fluids :

Group 1	Group 2	mV Mean difference (PIW-other brand)	p-adjusted	95% CI Lower	95% CI Upper	Significant? (p < 0.001)
PIW	ACP	-405.0	<0.001	-453.38	-356.61	Significant (p < 0.001)
PIW	AV	-389.3333	<0.001	-437.7209	-340.9457	Significant (p < 0.001)
PIW	EV	-401.0	<0.001	-449.3876	-352.6124	Significant (p < 0.001)
PIW	LZO	-468.6667	<0.001	-517.0543	-420.2791	Significant (p < 0.001)
PIW	LZS	-440.0	<0.001	-488.3876	-391.6124	Significant (p < 0.001)
PIW	PWT	-479.0	<0.001	-527.3876	-430.6124	Significant (p < 0.001)
PIW	SW	-406.6667	<0.001	-455.0543	-358.2791	Significant (p < 0.001)

Figure 1: Box-Plot illustration of ORP values of the tested fluids:



Discussion:

Optimising effective hydration and fluid balance strategies is crucial for professional athletes and anyone who is required to perform high intensity physical exercise and for prolonged periods of times (e.g. army soldiers, police officers, fire-fighters, etc). The high intensity physical performance, during a professional competitive sport event, can propel fluid balance and hydration status to a state of severe and acute dehydration and subsequent detrimental oxidative stress. For instance, studies show that football (soccer) exerts one of the greatest dehydration risks, with players losing between 1.4-2.5% of body mass on average (or equivalent to 1.3-2.5kg of fluid) over 90 minute match (Safari & Shirreffs, 2014; Nuccio et al., 2017; Maughan et al., 2007; Shirreffs et al., 2005). In another study, American football players were found to display higher sweat rates per hour (up to 1.51 ± 0.70 l/h) when compared to football (soccer) players (0.94 ± 0.38 l/h) (Barnes et al., 2019). Needless to say, this substantial loss of fluid significantly impacts performance, particularly if not comprehensively replaced (Fowkes-Godek et al., 2008). This highlights the importance of consuming fluids with negative levels of ORP as they may influence cellular and tissue repair and recovery, muscle function, and inflammatory response beside restring fluid balance during and after exercise (Powers & Jackson, 2008; Lee et al., 2022). Despite the evidence-backed reports of the positive effects of reducing fluids on cells and tissues, oxidative potential of fluids is an often over-looked factor in athletic performance and physiological and mental resilience and focus (Stagos et al., 2015; Tanaka et al., 2020). In this context, this study evaluated the ORP of commercially available water and drink products that are commonly consumed by professional athletes in an attempt to assess their potential recovery and fluid replacement actions.

In this study, we report that Pure Ionic Water (PIW) was the only drinking product that exhibit reducing effect properties as illustrated by its measured negative value ORP (mean value -253 mV), in contrast to all other water and drink products that often selected by athletes, which demonstrated pro-oxidative positive

ORP levels properties (mean +113 to +229 mV. The ANOVA statistical analysis of the measured ORP value data in this study revealed a significant effect ($F_{7,16} = 224.6, p < 1 \times 10^{-14}$) and that post-hoc Tukey tests showed that all pairwise comparisons between PIW and comparator products were significant ($p < 0.001$). This difference is significant because negative ORP suggests an electron-donating reducing capacity that is linked to anti-oxidation promoting effect that help neutralise reactive oxygen species (ROS) which are characterised as major driver of muscle damage and delayed recovery (Lee et al., 2022; LeBaron et al., 2022).

Published research have demonstrated that exercise-induced oxidative stress can impair muscular force production and recovery, and disrupt other critical physiological repair mechanisms (Reid, 2001). Furthermore, fluids exhibiting negative ORP levels have been reported to suppress Reactive Oxygen Species (ROS) in vitro (Lee et al., 2022; LaBaron et al., 2022; Shirahata et al., 1997). Also, consumption of water that exhibit reduction capacity has been associated with decreased blood lactate, oxidative biomarkers (e.g. malondialdehyde [MDA]), and creatine kinase levels in athletes (Aoki et al., 2012; Lee et al., 2022; Sládečková et al., 2024). The findings reported in this study place PIW within this functional range, while commonly consumed water and drink products remain pro-oxidative. In this context, ORP negative fluids, such as PIW, may potentially enhance performance and post-exercise recovery and health via redox modulation.

The ability of PIW to consistently exhibit anti-oxidising properties in three independent samples, whereas other product did not, suggests a proprietary capacity and strong evidence to validate future human trials. This unique reducing ORP property of PIW could be explained by its innovative method of production and chemical and physical properties. As reports suggest, PIW is a pure, hydrogen enriched, magnesium infused, ionic and electrolyte rich, anti-oxidising and quantum filtered alkaline water that aims to support health and performance. It is produced by a multi-stage water treatment whereby source water is first quantum filtered through novel 0.002 μ m activated membrane filter which removes wide range of microbial, chemical and physical contaminants including, but not limited to, PFAS, hormones, microplastics, pharmaceutical residues, Chlorine, pesticides, microbes (i.e. bacteria, molds, viruses including COVID-19 virus), and other contaminants. This ensures high purity water. Then, the quantum filtered water undergoes enrichment by passing by an enhancement vessel where the water is enhanced by magnesium infusion and enrichment by hydrogen, ionic electrolytes, and other minerals and elements with the aim of producing water that supports health and performance. The hydrogen gas and ionic electrolyte enrichment, in PIW production process, are viewed as the potential drivers for its unique anti-oxidising properties as manifested by its negative ORP levels (LeBaron et al., 2020; Tanaka et al., 2020). If the in-vitro anti-oxidising potential observed in this study is retained following oral absorption by saliva and digestive system, such fluid could potentially offer effective boost to health and performance by mitigating exercise induced oxidative stress and dehydration without the need for pharmacological interventions. The latter could be ground-breaking in high-performance contexts whereby acute spikes of oxidative stress compromise excitation contraction coupling and impair repeated effort capacity (Nieman et al., 2018; Powers et al., 2011).

In summary, the significantly negative ORP of PIW is statistically distinguishable from other tested commercially available water and drink products commonly consumed by professional athletes. The evidence presented in this study suggests a potential for antioxidant enhance hydration by PIW. However, these findings need to be further investigated in human trial to verify whether PIW's unique redox profile translates into measurable performance and therapeutic effects.

Conclusion:

This study highlights the potential significance of redox potential in hydration strategies for recovery for athletes post-exercise. While hydration has long been viewed against the background of fluid and electrolyte replacement, the findings of this study suggest that oxidative or reductive nature of hydration fluids may influence post-exercise recovery as well. The uniquely negative ORP of PIW product, in contrast to the pro-oxidative profiles of other commonly consumed water and drink products, is aligned with growing evidence that electron donating fluids may help mitigate exercise induced oxidative stress. These findings warrant further human trial investigation to assess whether or not redox active hydration translates into meaningful health, physiological and performance benefits in athletic settings (Sládečková et al., 2024; Zhou et al., 2024).

Take home messages:

→ Professional athletes are at high risk of dehydration, footballers (soccer players) often lose approximately 2% of their body mass per 90 minute matches.

→ Hydration fluids differ not only in mineral and electrolytes content but also in oxidation-reduction potential, which can affect recovery capacity.

→ Negative ORP values indicate antioxidant capacity of fluids that may help mitigate exercise induced oxidative stress.

→ Pure Ionic Water (PIW) is a product formulated to exhibit high purity and support health and performance. It showed a consistently reducing (negative) ORP levels, while all other products in this study exhibited pro-oxidative properties which may cause detrimental effects to cells and tissues.

→ Water products with reducing negative ORP levels and anti-oxidising hydration effects may represent a potential novel, non-pharmacological strategy for enhancing recovery post-exercise.

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Appendix:

PRODUCT	ORP 1	ORP 2	ORP 3
PIW			
ACTIPH (ACP)			
EVIAN (EV)			

**SMART
WATER
(SW)**



**LUCOZADE
ENERGY
ORANGE
(LZO)**



**LUCOZADE
SPORT
(LZS)**



AV



**PRIME
Water
(PWT)**

