

# Product Introduction

pHalance Series



**PHALANCE**

GEN21 MINERAL SOLUTION INC  
A company of GEN21 group

# Harmful Acidic Waste in the Human Body

## Stress

Psychological stress enhances the secretion of neurohormones, thereby boosting ROS production.

## Excessive Exercise

Intense physical activity increases metabolic rate and oxygen consumption, leading to higher ROS levels.

## Imbalanced Diet

Diets high in fats and calories accelerate oxidative reactions, contributing to ROS formation.

## Medication Use

Certain pharmaceuticals can lead to the generation of ROS during metabolic processes..

## Medication Use

Certain pharmaceuticals can lead to the generation of ROS during metabolic processes.



## Instant Food

Instant foods increase ROS due to unhealthy ingredients and processing methods

## Ultraviolet Exposure

Ultraviolet rays induce cellular damage, leading to the production of reactive oxygen species.

## Smoking

Chemicals in cigarette smoke promote oxidative reactions within the body, increasing ROS levels

## Alcohol Consumption

Excessive alcohol intake increases ROS production during hepatic metabolism.

## Environmental Pollution

Inhalation of pollutants triggers oxidative stress, resulting in elevated ROS generation.

# Solution

## Daily Consumption of Alkaline Water

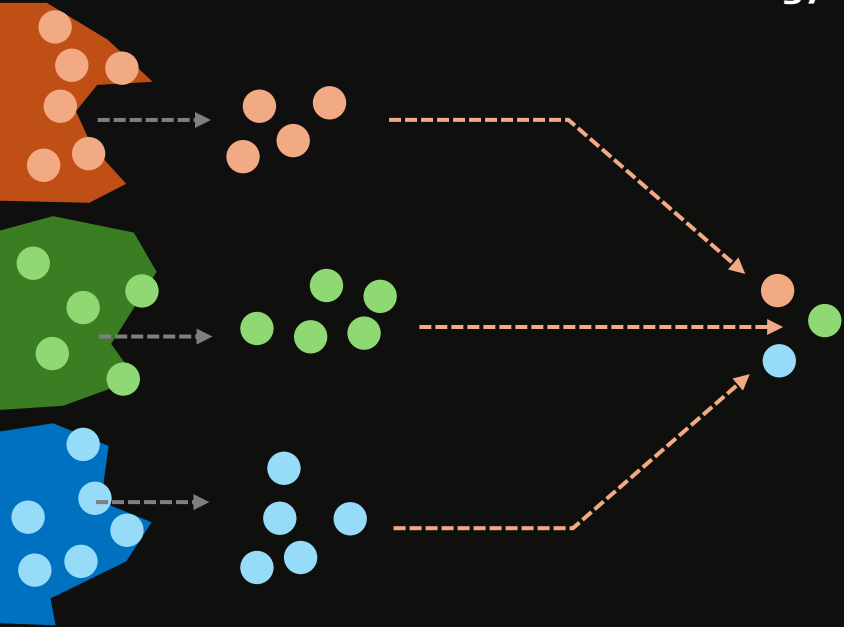
Neutralizes acidity, reducing oxidative stress and ROS production.

- Incorporate Antioxidant-Rich Diet
- Regular Physical Activity
- Stress Management Techniques
- Avoid Smoking and Limit Alcohol Consumption
- Use Sunscreen
- Adequate Sleep
- Balanced Diet with Our Product
- Hydration with Our Product-Enhanced Water
- Limit Processed Foods



# Technology

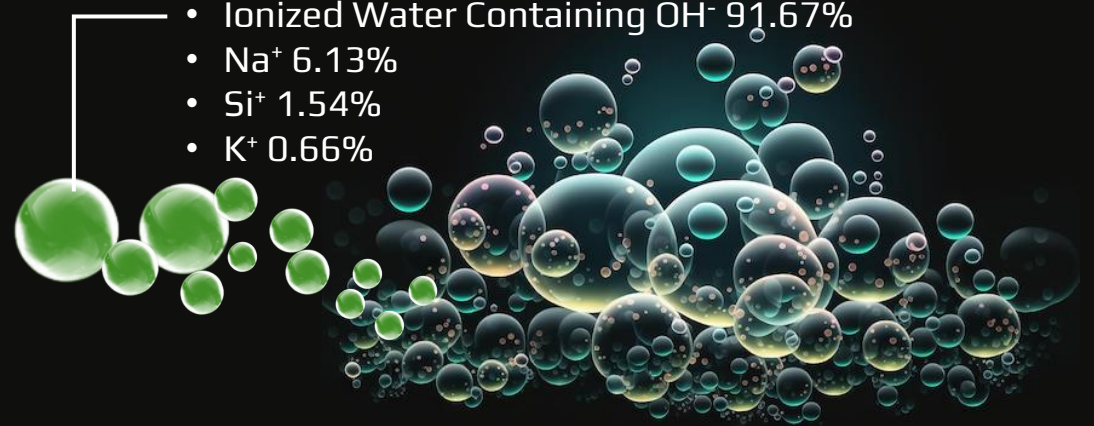
## • Natural Mineral Extraction Technology



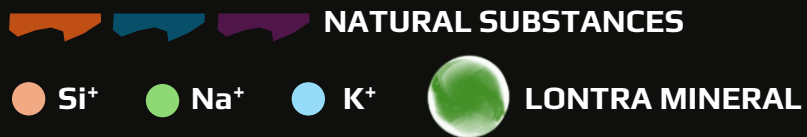
## • Mineral Synthesis Technology



## • Safety, stability, and sustainability technology



\*The above composition is an example of the blending ratio for one of the products in mineral solutions, and each product has a different blending ratio.



# Technology

## Accredited institutions have confirmed the powerful effectiveness and safety

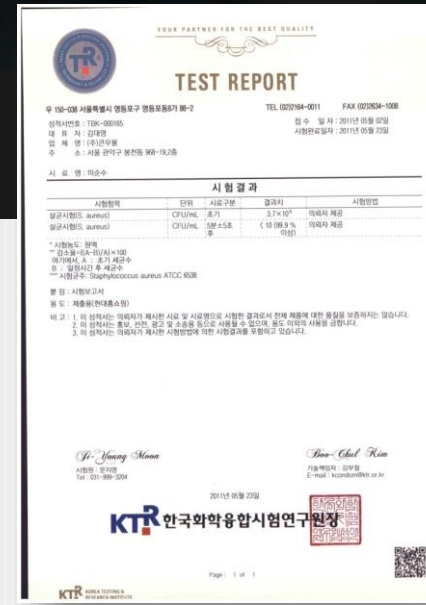
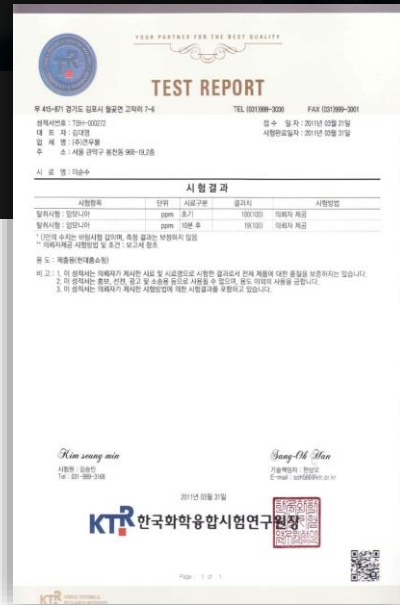
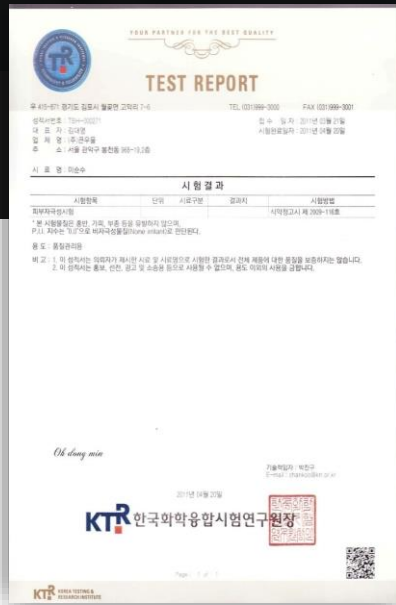
### Skin irritation test

### Ammonia deodorization

### E. coli sterilization

### Salmonella sterilization

### Top 10 harmful substances



- Test subject: Rabbit
- Results: No occurrence of erythema, alopecia, or edema.
- P.I.I. Index: 0.0 (Determined as non-irritating substance)

Ammonia: 81% removed after 10 minutes (from 100 to 19)

E. coli: 99.9% eradicated after 1 minute

Salmonella: 99.9% eradicated after 5 minutes

All 10 indicators of water pollution were undetectable

# Technology



100% chemical-free,  
harmless to both human  
health and the environment



Excellent safety with zero  
active alkaline  
concentration



Superior cleaning power,  
over 16% stronger than  
regular detergents



Promotes the growth of  
flora and fauna with  
natural minerals



Residue pesticide decomposition  
Pesticide and fertilizer  
alternatives



E. coli, Salmonella, etc.:  
99.9% sterilization power



Powerful deodorizing  
capability: 81% removal of  
ammonia within 10 minutes



**LONTRA**  
Keep It Pure



A safer alternative to harmful  
substances such as NaOH and  
bleach



Improvement of environmental  
pollution through negative ions  
and dissolved oxygen



**pHalance**

Mineral Additive for  
drinking water

# pHalance Lineup



**AlkaReBalance**

Mineral Additive for Food



**B.Y.B**

Hangover Preventer



**AntioXia**

Sports Drink

PH BALANCE WATER  
**PHALANCE**

PERFECT ALKALINE BALANACE  
FROM NATURE





# Effortless Health Restoration Awaits You

**Product Name:** LONTRA pHalance

## **Product Description:**

Replenishes essential minerals, removes acidic waste, and maintains the body's pH balance.

## **Ingredients:**

Potassium, Sodium, Ionic Minerals, OH<sup>-</sup> (Anion) Concentrate

## **Usage Instructions:**

Dilute 3 drops in 300ml of water and drink 2 liters of water daily.

**Volume:** 45ml

**Price:** \$29



## **Efficacy and Benefits:**

- **pH Balance Maintenance:** Neutralizes acidic waste, reduces body acidity, and helps prevent chronic diseases.
- **Antioxidant Action:** Eliminates free radicals, prevents aging, and enhances the function of enzymes and antioxidants in the body.
- **Detox Effect:** Eliminates accumulated toxins, promoting overall health.
- **Hangover Relief:** Helps break down alcohol absorbed by the body, reducing hangover symptoms when mixed with 200ml of strong alcoholic beverages.

## **Caution:**

- Do not consume undiluted concentrate.
- Avoid contact with eyes or broken skin. Rinse thoroughly with water if contact occurs.
- Consult a physician if you are undergoing kidney dialysis before use.
- Keep out of reach of children.

# Functions and Mechanism

## Detoxification

Facilitates the elimination of toxic substances from the body, promoting overall health.

## Health Maintenance

Maintains pH balance, fostering overall health and well-being

## Body Acidity Control

Neutralizes acidic waste, thereby lowering the body's acidity levels

## Antioxidant Properties

Eliminates reactive oxygen species, preventing cellular damage and enhancing the function of antioxidant enzymes

## Immune System Enhancement

Strengthens the immune system, aiding in the prevention of various diseases



# Competition



Feature	LONTRA pHalance	ALKALIFE	ALKAZONE GLOBAL	Kangen Water Additive
Ingredients	Potassium, Sodium, Ionized Minerals, OH- (Anion) Concentrate	pH Booster	pH Booster	Calcium, Magnesium, Potassium, Sodium
Physical Properties	Colorless, Odorless Liquid	Liquid	Liquid	Liquid
pH Level	<b>14.0 (Concentrated)</b>	9.5	9.5	9.5-10.0
Oxidation-Reduction Potential	High Negative ORP	Moderate Negative ORP	Moderate Negative ORP	High Negative ORP
Antioxidant Properties	<b>Ultra Strong</b>	Moderate	Moderate	Strong
Usage	1-3 drops in 150-200ml water, 4-6 glasses daily	Few drops in water	Few drops in water	Few drops in water
Packaging	45ml Bottle	37ml Bottle	37ml Bottle	50ml Bottle
Price	\$23.7 Per unit	\$19.95 per unit	\$25 per unit	\$35 per unit
Distribution	Direct Sales, Open Market	Direct Sales	Multi-level Marketing	Direct Sales, Online
Main Benefits	pH Balance, Detoxification, Antioxidant, Immune Support, Health Maintenance	pH Balance, Basic Antioxidant	pH Balance, Basic Antioxidant	pH Balance, Strong Antioxidant
Main Drawbacks	None	Limited Antioxidant Properties	Limited Antioxidant Properties	Higher

# Advantages of pHalance

## Superior Ingredients

pHalance contains a potent blend of essential ionized minerals such as Potassium and Sodium, combined with OH<sup>-</sup> (Anion) concentrate, offering a comprehensive health boost beyond mere pH balancing.

## Exceptional ORP

pHalance boasts a high negative ORP, designed to effectively neutralize oxygen free radicals, offering superior antioxidant properties compared to the moderate ORP levels of ALKALIFE and ALKAZONE GLOBAL.



## Highest pH Level

With a concentrated pH level of 14.0 and a diluted pH level of approximately 11.0, Mineral Lapa provides the strongest alkalinity, significantly surpassing the competition's pH levels of 9.5 to 10.0.

## Comprehensive Health Benefits

Beyond pH balancing, Mineral Lapa offers detoxification, robust antioxidant support, immune system enhancement, and overall health maintenance. Competing products primarily focus on basic pH balance and limited antioxidant benefits.

## Value and Convenience

pHalance's highly concentrated formula means only a few drops are needed per serving, providing greater value and longer usage from each bottle. Its convenient 35ml packaging ensures easy integration into daily routines.

To ensure that the food I eat  
does not acidify my body



**PHALANCE**  
**ALKAREBALANCE**

A single spray that makes food healthy

# Foods that harm our health



The impact of these foods on human health

- Bone Health
- Kidney Strain
- Digestive Issues
- Metabolic Imbalance
- Inflammation
- Immune System Impact

## Foods that acidify the body

- Sugary Foods
- Processed Foods
- Red Meat
- Fried Foods
- Soda and Soft Drinks
- Coffee
- Alcohol
- White Bread and Refined Grains
- Certain Dairy Products
- High-Sodium Foods



# An amazing spray to apply on food

Transforms acidic foods into healthy alkalizing ones before they acidify the body

## Making instant foods healthier

Spray when consuming instant foods that acidify the body.

## Can be used in cooking

Adding a certain amount when cooking will enhance the health benefits of the dish.

## Add to grilled or fried foods

Making grilled or fried foods that increase cancer risk healthier

## Eliminates food odors

Excellent for removing odors from fish, lamb, pork, and other smelly meats

# Market Needs



## Prevention of Adult Diseases

Acidifying foods can cause adult diseases. Making each meal less harmful is key to prevention



## Shift in Perception Towards Healthy Foods

Changing the perception that healthy ingredients promote good health can strengthen the commitment to consuming non-harmful foods



## Pursuit of Convenience

There is a growing trend towards convenient health maintenance methods



# Transform into Healthy Food with a Single Spray

Product Name	pHalance AlkaReBalance
Volume	150ml / Portable 50ml
Flavors	Colorless and odorless
Price	\$45.50 / 150ml (Portable Container: \$15.00/50ml)
Ingredients	Ionic potassium, sodium, anion concentrate
Features	<ul style="list-style-type: none"><li>• Convert acidic foods into healthy alkalizing options</li><li>• Eliminate odors from meat and fish</li></ul>
Target Audience	<ul style="list-style-type: none"><li>• People who enjoy instant foods</li><li>• People who dine out frequently</li><li>• People who want to consume healthy foods</li></ul>
Usage	Spray it on cooked food or during food preparation




Prevent hangovers for a more  
enjoyable drinking experience

**B.Y.B** (Before You Binge)

A single drop that prevents hang-over



# Effects of Hangovers on the Body

- 
- A woman with long, wavy hair is sitting up in bed, covered with white sheets. She has her hands pressed against her eyes, suggesting she is in pain or discomfort. In the foreground, two wine glasses are visible on a surface, one containing a dark liquid and the other a lighter liquid. The background is a wooden headboard.
- Dehydration
  - Electrolyte Imbalance
  - Gastrointestinal Distress
  - Headaches
  - Fatigue
  - Cognitive Impairment
  - Mood Disturbances
  - Muscle Aches

# A single drop that prevents hang-over

“Quickly breaks down harmful alcohol byproducts”

## Convert into alkaline alcohol

Transforms acidic alcohol into a healthy alkaline state, reducing damage to your body.

## Prevention of alcohol-induced dehydration

Helps with fluid absorption to quickly recover from dehydration caused by alcohol.

## Smooth alcohol taste

Neutralizes the strong, distinctive aroma and taste of alcohol, making it smoother.

## Alcohol breakdown

Rich in minerals, it facilitates metabolism and helps break down alcohol quickly.



# Transform into Healthy Food with a Single Spray

Product Name	pHalance B.Y.B(Before You Binge)
Volume	45ml
Flavors	Colorless and odorless
Price	\$36.30 / 45ml
Ingredients	Ionic potassium, sodium, anion concentrate
Features	<ul style="list-style-type: none"><li>• Quickly eliminates alcohol byproducts to prevent hangovers.</li><li>• Makes the taste of alcohol smoother</li></ul>
Target Audience	<ul style="list-style-type: none"><li>• When unexpected overconsumption occurs</li><li>• For those who are sensitive to alcohol</li><li>• When worried about a hangover the next day</li></ul>
Usage	Drop 2-3 drops into your drink and mix well before drinking, or dissolve it in water and drink it before you start drinking.



The ultimate pH balance for recovery,  
hydration, and natural vitality

# PHALANCE Series



**PHALANCE**

GEN21 MINERAL SOLUTION INC  
A company of GEN21 group