



AMD

A Major Difference

Making a Difference in Your Health.™




ionCleanse®
Information



Why Detoxify?

We are living in the most polluted environment in Earth's known history. We are continually inhaling and assimilating residues from petrochemicals, plastics and pesticides that occupy cell receptor sites and block hormone utilization. Consider the following statistics*:

- 1,600% increase in birth defects since 1980
- 250% increase in breast cancer since 1980
- 59% decrease in male sperm count since 1940
- 500% increase in cancer mortality since 1900
- 400% increase in heart disease since 1900



All of the above statistics are directly related to the increased exposure to petrochemicals, heavy metals and other chemicals and toxins in the environment. While no process or modality can guarantee the prevention of these conditions, it is logical to assume that an ongoing detoxification program -the process of minimizing toxic accumulations in the body- will reduce the incidence of chronic degenerative disease and improve overall quality of life.

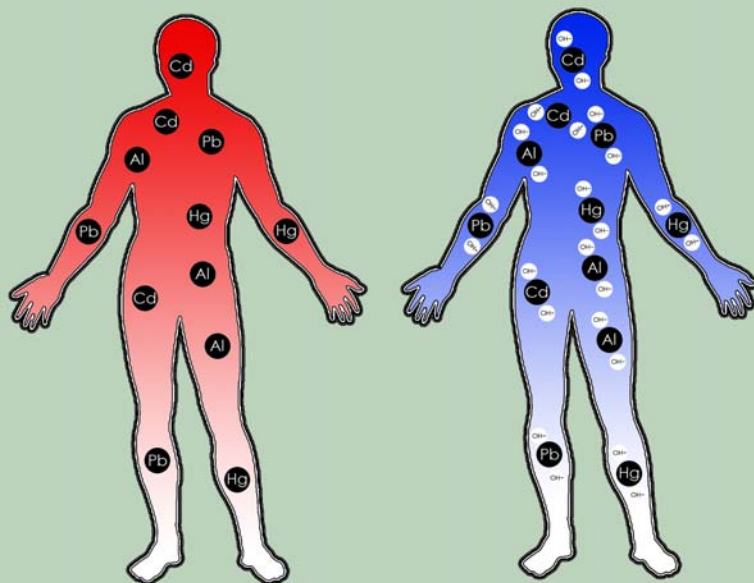


*National Center for Disease Control and Prevention -
Center for Health Solutions
(www.cdc.gov)

How the IonCleanse® Works

The IonCleanse® ionic foot bath provides a thorough and efficient way to cleanse and purify the body more effectively and faster than any herbal or fasting protocols, with little or no stress to the client.*

The array is placed in the water with the hands, feet, or other body parts. When turned on, the control unit delivers a small direct current into the array, which causes the array metals, in combination with the water and salt, to generate positively and negatively charged ions. These ions neutralize charged particles in the body. The neutralized particles are pulled out of the body through the skin via osmosis and diffusion. Osmosis and diffusion involve the movement of particles through a membrane, from a lower concentration to a higher concentration. In this case, the higher concentration is the ion field set up by the array in the water.



For the purpose of IonCleanse® discussions, positive and negative relate to electrical, rather than chemical phenomena. When the IonCleanse® is set on positive, the current flows to the positive pole in the array, which results in more negative ions being produced in the water: $4\text{H}_2\text{O} + 4\text{e}^- \rightarrow 2\text{H}_2 + 4\text{OH}^-$. In this polarity we have hydrogen gas “smoking” from the array, and we are left with an abundance of negatively charged ions in the water. Therefore, positive polarity generates a negative ion concentration.

When the IonCleanse® is set on negative, the current flows to the negative pole in the array, which results in more positive ions being produced in the water, $2\text{H}_2\text{O} \rightarrow \text{O}_2 + 4\text{H}^+ + 4\text{e}^-$. In this polarity we have oxygen gas coming from the water, and we are left with an abundance of positively charged ions in the water. Therefore, negative polarity generates a positive ion concentration. This process is known as the electrolysis of water.

Ionization is a familiar process. However, the concept of using ionization in a foot bath, such as the IonCleanse®, is a relatively new idea. In nature, ions are generated by the movement of water molecules. Think of how good you feel while walking along a beach or near a waterfall. We are creating the same reaction with the IonCleanse®, only magnified many times over.



* These statements have not been evaluated by the FDA. The IonCleanse® is not intended to treat, cure, prevent or diagnose any disease or ailment.

What to Expect from a Session



Healthy individuals can expect to feel lighter and experience a greater sense of wellbeing from each IonCleanse® session. Others may notice significant increases in energy levels and improvements in sleep patterns.

A typical session will begin with clear water and end with colorful water containing particles. The water will change color even if there are no feet in the tub. This change is a result of the interaction between the toxins and particles already in the water, the added salt, and the array metals. The basic color produced by these reactions varies from one geographic area to another. As a general rule, regional toxins contribute 20-40% of the residues found in the water after a foot bath.

We have found that a person's purification session will override the geographical toxicity of the water. Based on EAV (Electro Acupuncture by Voll) testing, the following table shows what we believe the colors in the water to represent:

COLORS AND OBJECTS IN THE WATER

Color or Particle	Material or Area of the Body
Yellow-Green	Purifying the kidney, bladder, urinary tract, female/prostate area
Orange	Purifying the joints
Brown	Purifying the liver; tobacco, cellular debris
Black	Purifying the liver
Dark Green	Purifying the gallbladder
White Foam	Purifying from the lymphatic system
Black Flecks	Heavy metals
Red Flecks	Blood clot material

Contraindications

Anyone who falls into one or more of the categories listed below should not use the IonCleanse® system:

- A wearer of a pacemaker or any other battery operated or electrical implant
- Pregnant or nursing women
- Any person who is on heartbeat regulating medication
- Any person who is on blood thinners
- Any person who has had an organ transplant
- Any person who is taking a medication, the absence of which would mentally or physically incapacitate them, e.g., psychotic episodes, seizures, etc.

In addition, the following recommendations should be strongly considered:

- Many medications require that a blood level be maintained in order to be effective, such as blood pressure medication. You may be able to schedule an IonCleanse® session just before the administering of medication so that the client can maintain proper blood levels.
- Make sure that clients with low blood sugar have eaten before an IonCleanse® session. The IonCleanse® tends to lower blood sugar in diabetics and may do so with those who are hypoglycemic.
- As a general rule, you can use the IonCleanse® with clients who are on dialysis, take insulin, or who have congestive heart failure. Gentle purification will help the body eliminate toxins which the kidney and heart cannot eliminate on their own, but will not interfere with medications or deplete insulin levels.
- You can work with people who have had a metal joint implant, although some have found the exposure to an electromagnetic field to be too uncomfortable. If the client feels uncomfortable, stop the session immediately.



Research

As determined by Doctor's Data (February 2002), the chart below represents the average increase in toxic metals present in the water after nine separate IonCleanse® sessions. More research can be found on our website, www.amajordifference.com.

Metal	*Before (ppb)	*After (ppb)	Percentage Change
Antimony (Sb)	1.09	2.48	128%
Arsenic (As)	2.53	3.93	55%
Copper (Cu)	363.66	3656.11	905%
Lead (Pb)	2.45	8.16	233%
Uranium (U238)	3.08	5.58	81%
Barium (Ba)	60.2	74.3	23%
Cadmium (Cd)	5.55	12.15	119%
Chromium (Cr)	13958.44	22838.88	63%
Nickel (Ni)	411.48	672.52	63%
Aluminum (Al)	216.33	950.33	339%
Iron (Fe)	50645.66	138918.11	174%
Manganese (Mn)	218.77	524.44	140%
Zinc (Zn)	148.44	288.22	94%

*The "Before" column represents the water after a 30 minute IonCleanse® session without feet in the water. The "After" column represents the water after a 30 minute IonCleanse® session with feet in the water.

Beryllium, Mercury, Thallium and Selenium were tested and showed no significant changes after IonCleanse® sessions.

Safety Reports

As the IonCleanse® uses electricity and water to purify the body, safety has to be considered. As such, the IonCleanse® units are the only ionic foot baths available on the market to receive FCC and CE safety clearances. The detailed reports, approximately 150 pages in length for each unit include:

- Conducted Emissions Test Report
- EMC Immunity Test Report
- IonCleanse® Premier™ Safety Test Report
- IonCleanse® Solo™ Safety Test Report
- Radiated Emissions Test Report



The full reports are available at www.ioncleansedetoxfootbath.com. While other units on the market claim to have the same approvals, they cannot produce the same documentation. Ask to see the full safety reports before you make a decision.



IonCleanse® Premier™



Introduced in March of 2002, the IonCleanse® Premier™ continues to be the most effective total body purification system available on the market today. As the leader in the ionizing foot bath market, the Premier™ offers:

1. Five Different Session Programs

As with any cleansing modality, versatility is extremely important. With the IonCleanse® Premier™ the user is able to select from five session programs allowing almost anyone to use the equipment. Most of the other units on the market offer only a single-session program. Users of these “mono-polar” units may eventually complain of dizziness, nausea and light-headedness during the session. These effects are attributed to using the wrong polarity. Users of the IonCleanse® will almost never feel these sensations.

2. Dual Polarity

The IonCleanse® Premier™ has the ability to switch from a positive polarity (which produces a predominance of negative ions in the water) to a negative polarity (which produces a predominance of positive ions in the water) and visa versa. Our patented array configuration is the only one of its kind to produce both positive and negative ions in the water.

3. FCC & CE Approvals

The IonCleanse® Premier™ uses direct current to perform electrolysis on the water. The direct current originates from an alternating current from a wall outlet. The IonCleanse® Premier™ and the IonCleanse® Solo™ are the only foot baths to receive FCC & CE safety approvals, making them the safest ionic foot baths available in the marketplace.

IonCleanse® Premier™ cont.

4. Overnight Warranty Repair Service

Should you experience a problem with your IonCleanse® Premier™ that is due to a manufacturer's defect during the warranty period, AMD will overnight a temporary unit to you (available to US residents only) and provide you with a prepaid return service for your malfunctioning unit.

5. Lifetime Customer Service & Support

The use of ionization devices is far more complicated than simply putting someone's feet in the water and turning on the switch. The reason for AMD's popularity and success is the clinical support we provide to both practitioners and individuals on a continuing basis. We teach you how to use the unit safely and effectively; we are available during business hours to help guide you through your personal or practice challenges and we offer ongoing educational opportunities through seminars and professional training.

6. Made in the USA








The IonCleanse® ionic foot bath units are manufactured and assembled in the United States. Strict quality control standards, along with a team of engineers with over 100 years of combined experience, ensure that the IonCleanse® Premier™ product is the top-of-the-line ionic foot bath available on the market today. With a failure rate of less than 1% dating back to March of 2002, the IonCleanse® Premier™ has a proven track record that **no one else** can match.



IonCleanse® vs. the Competition

The IonCleanse® units are the only ionic foot baths on the market to have passed FCC (Federal Communications Commission) and CE (European Conformity) electrical safety standards. While several of our competitors claim to have the same approvals, our testing confirmed that none of the units passed all of the safety tests that the IonCleanse® units have.

A Major Difference, Inc. hired EMC Integrity Incorporated and Compliance Integrity Services to evaluate six ionic foot bath units. The units were tested for Radiated Emissions and evaluated based on IEC (International Electrotechnical Commission) Standard 60035-1. The summary of the results are outlined in the comparison chart below:

Ionic foot bath safety comparison chart							
	 IonCleanse®	 Spa Cleanse	 Cell Spa	 Aqua Chi	 IonSpa	 Aqua Detox [†]	 eSpa (B.E.S.T. Unit)
Product Safety Evaluation - IEC 60035-1	Pass	FAIL	FAIL	FAIL	FAIL	FAIL	FAIL
Radiated Emissions Test	Pass	FAIL	FAIL	Pass	Pass	Pass	Pass
Flammability Rated (UL94V-1)	Pass	FAIL	FAIL	FAIL	FAIL	Pass	Pass
Accessibility of Hazardous Voltage Test	Pass	Pass	FAIL	FAIL	Pass	FAIL	FAIL
Leakage Current Test	Pass	Pass	FAIL	FAIL	Pass	FAIL	FAIL
CE Cleared	YES	NO	NO	NO	NO	YES	NO
Place of manufacture	Colorado	China	China	Alabama	Texas/Louisiana	United Kingdom	Nevada

[†] The Aqua Detox unit received a CE rating from an agency in Europe. However, because this testing occurred in the United States, it failed several of the tests based on US standards.

AMD, the acknowledged leader in the ionization foot bath industry, is deeply concerned about these safety issues because they reflect badly on the industry as a whole. AMD is doing its best to educate the consumer and provide guidance in the marketplace for prospective customers. If you are a practitioner, you must be concerned about liability. Insurance companies may not cover damages from units out of regulatory compliance. As an individual user, you need to be concerned about the physical safety of you and your family.

† Aqua Detox® is a registered trademark of Aqua Detox USA, Inc.

† † IonSpa® is a registered trademark of BellaSpa LLC.

Income Potential

The IonCleanse® Premier™ provides a thorough and efficient way to cleanse and purify the body. However, the IonCleanse® also provides a generous income stream for the practitioner. The average charge for an IonCleanse® session is \$40. As the chart below demonstrates, the IonCleanse® will typically pay for itself within the first two months of use. In fact, 70% of practitioners who purchase the IonCleanse® Premier™ purchase a second unit within 90 days.

# of Sessions Per Week	Price Per Session					
	\$25	\$30	\$35	(National Average) \$40	\$45	\$50
5	\$125	\$150	\$175	\$200	\$225	\$250
10	\$250	\$300	\$350	\$400	\$450	\$500
15	\$375	\$450	\$525	\$600	\$675	\$750
20	\$500	\$600	\$700	\$800	\$900	\$1,000
25	\$625	\$750	\$875	\$1,000	\$1,125	\$1,250
30	\$750	\$900	\$1,050	\$1,200	\$1,350	\$1,500
35	\$875	\$1,050	\$1,225	\$1,400	\$1,575	\$1,750
40	\$1,000	\$1,200	\$1,400	\$1,600	\$1,800	\$2,000
Weekly Gross						



AMD recommends giving free sessions to clients after the initial equipment purchase. Once the clients realize the benefits from using the IonCleanse®, packages of six to ten sessions can be sold to them at a 10% discount. At \$40 per session, it would take less than eight people to sign up for a package of ten to completely pay for the unit.

Pricing


ionCleanse® Premier™
\$2,895.00

or
\$2,495 each when you buy
two or more

Five-year warranty
60-Day, 100% Money-Back
Guarantee



Package includes:

- One array
- One extra set of plates
- One extra array cord
- 100 Client Brochures
- The IonCleanse® Marketing Package
- IonCleanse® Foot Tub
- Foot Tub Liners

- Liquid Sparkle Cleaner
- RealSalt
- Protective carrying case
- Instructional DVD & Booklet
- CD-ROM with additional files
- Lifetime service and support



IonCleanse® Solo™



The IonCleanse® Solo™ is the latest ionic foot bath created by A Major Difference, Inc. Now available for home use, the Solo™ allows individuals and families the opportunity to experience the IonCleanse® process without the heavy initial investment. The IonCleanse® Solo™ features:

1. A Single-Program Session

The single program on the IonCleanse® Solo™ is a 70/30 mix of positive ions to negative ions. This program accommodates most users and is ideal for the lay person.

2. Dual Polarity

As with the Premier™, the Solo™ has the ability to create positive and negative ions in the water. Due largely in part to the patented array configuration, the dual polarity feature provides a much more comprehensive purification session than other ionic foot bath units on the market.

3. FCC & CE Safety Approvals

The IonCleanse® Solo™ uses direct current to perform electrolysis on the water. The direct current originates from an alternating current from a wall outlet. The IonCleanse® Premier™ and the IonCleanse® Solo are the only foot baths to receive FCC & CE safety approvals, making them the safest ionic foot baths available on the market.

4. Lifetime Customer Service and Support

The use of ionization devices is far more complicated than simply putting someone's feet in the water and turning on the switch. The reason for AMD's popularity and success is the support it provides to both practitioners and individuals on a continuing basis. We teach safe and effective use of the unit.

5. Made in the USA

The IonCleanse® ionic foot bath units are manufactured and assembled in the United States. Strict quality control standards along with a team of engineers with over 100 years of combined experience ensure that the IonCleanse® Solo™ product is the top-of-the line ionic foot bath available for the individual.

Pricing




ionCleanse® Solo™

\$1,995.00

*Three-year warranty
60-Day, 100% Money-
Back Guarantee*

Package includes:

- One array
- IonCleanse® Foot Tub
- Foot Tub Liners
- Liquid Sparkle Cleaner
- Real Salt
- Protective carrying case
- Instructional DVD & Booklet
- CD-ROM with additional files
- Lifetime service and support

About AMD

A Major Difference, Inc. was founded in Denver, Colorado in January 2002 by Dr. Bob Moroney. Since then AMD has sold over 10,000 ionic foot bath units. Its continued success makes the IonCleanse® total body purification system #1 in the marketplace.

All of our products, including the IonCleanse®, are manufactured in the United States. Our engineers have over 100 years of combined experience. Likewise, each IonCleanse® unit is assembled by hand and sent through rigorous quality control measures to ensure customer satisfaction.

Since all of our operations are located in Colorado, our customers experience the convenience of:

- Same-day shipping on product orders
- Overnight repair service on most equipment
- Customer service available from 8 am – 6 pm MST

