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SOFT WATER BRINGS RELIEF FOR ECZEMA SUFFERER

Kinetico recently assisted in trial research with the Queen's Medical Centre at the University of Nottingham to establish whether there is a causal relationship between hard water and eczema. The results from the trial research indicates that there is a belief that soft water could help eczema sufferers and it has been concluded that a larger, more in-depth trial, should take place and it is currently awaiting appropriate funding.

Childhood eczema is on the increase in this country, it now affects 15% of schoolchildren and because there is no cure, parents are constantly looking for alternative treatments.

Lucy Clark, age four, from Hedge End, Hampshire suffers from Eczema and is under constant Doctor supervision.

A Doctor had suggested that a water softener might help to relieve the symptoms of eczema and as a result Mr & Mrs Clark decided to visit this summer's Allergy Show in London to find out more.

Mr & Mrs Clark discovered that The Eczema Society cites two reasons why water softeners can help eczema sufferers,

- water softeners eliminate scummy soap curd and result in clean lather, which is kind to skin, reducing dryness and itching
- with softened water, the amount of soap used when washing clothes can be greatly reduced. In addition pure soap products can be used in preference to soap products

On approaching one water softener manufacturer present at The Allergy Show, Mr & Mrs Clark experienced an unpleasant 'hard sell' attitude and decided to seek out another water softener manufacturer at a later date. In July, Mr & Mrs Clark visited the Kinetico stand at The New Forest Show.

On visiting the Kinetico stand they were pleasantly surprised to find there was no hard sell and took advantage of the opportunity to enter a free prize draw to win a Kinetico 2020c compact water softener. Mr & Mrs Clark were in fact the lucky winners of the prize draw and within a few weeks a Kinetico 2020c compact water softener had been installed in their home. Mr & Mrs Clark liked the idea that the water softener could, if necessary, be installed in an outside position but, being impressed with the compact size of the unit, opted for installation in the kitchen where it fitted in neatly.

Since the installation of the water softener, not only has there been a noticeable improvement in their daughter's skin condition but also an improvement to the condition of their own skin and they have noticed other benefits too!

Says Mrs Clark, "there is no scum when taking a bath and we have cut back dramatically on the amount of soaps and detergents we use"

Mr Clark comments, "I wash the cars at the weekend and find they are easier to clean - there are no watermarks!"