



## **Kishu Charcoal Media Kit: WHAT IT IS AND HOW IT WORKS**

Kishu is a finely crafted form of activated charcoal sometimes called activated carbon. By heating wood to an extremely high temperature in an oven or kiln and slowly depriving it of oxygen, the wood becomes carbonized.

Activated charcoal naturally bonds with toxins, particularly metals like lead or mercury. This is why it is used, in some form, in almost every water filtration system in the world. In municipal water systems, various additives (chlorine, for example) are also included in the treatment of water. And some municipal systems are not as rigorous as conscientious consumers would prefer. It is because of this that consumers are wary of their water source and want to add another layer of filtration - and many want their filters to be plastic-free.

### **Drop, Drink, Enjoy!**

Kishu Charcoal is ready to use upon opening the package. Simply place in any pitcher or water bottle and add tap water. Kishu begins absorbing impurities immediately while also imparting healthy minerals like calcium and magnesium. These give your water a delicious, clean taste.

### **Our Process**

Once we receive Kishu Charcoal from our artisans in Japan, we set about preparing it for our customers. First, we clean it in large tubs of water to remove its protective ash. After drying, we individually hand cut each piece into one of three sizes: REGULAR for pitchers, TO GO for water bottles, X-LARGE for 3-5 gallon jugs. Then we boil each Kishu stick in a large pot of water, dry it for 24 hours and heat-seal it in its compostable sleeve. Now Kishu is ready for shipment to our customers and our retail affiliates.

### **Maintenance**

Kishu Charcoal should be boiled once per month to keep its pores open. Simply place in a shallow pan of water and bring to a boil for 10 minutes. Allow to dry for 30 minutes before reusing. While a small amount of flaking may occur, the stick will stay completely intact; Kishu will NEVER deteriorate. After four months, Kishu should be replaced. Please use the handy boiling schedule, located inside the package label, to keep track of your Kishu stick's life.

**Second Life**

Kishu Charcoal has great secondary uses: absorbing odors in the refrigerator (better than baking soda!) or mixed into your garden soil where it will help improve water absorption.

Contact:

Judith Bershof

[info@kishucharcoal.com](mailto:info@kishucharcoal.com)

303.810.8206