

The Water Freedom Revolution [WFR] is an international awareness movement dedicated towards promotion of importance of clean drinking water. This movement has been launched keeping into mind the current situation of drinking water in most of the countries. Caustically water treatment is no more taken as an economic good but as a 'cashable resource'. Except air, there are no other resources of life comparable to water on Earth. Thus, to have access to water 'is not a matter of choice, but rather everyone needs it'.

WFR works in regard to purification of water to bring it to the drinkable standards by adopting the water purification technology from Russia: "The Golden Formula". The Golden Formula has successfully implemented the HRCM (High Reactive Carbon Mixture) water purification technology in Russia in the name of 'Pure Water' program. The HRCM is based on a nanotechnology invented by the Russian scientist Prof Petrik. He has designed a unique formula to purify water of its substantial impurities; HRCM is not simply a new-generation sorbent, HRCM is a 21 century technology.

Water purified by means of HRCM not only preserves all its useful substances but also becomes enriched in such substances as iodine and potassium. This property inaccessible by any other sorbent yet is achieved by nano-coating of HRCM with special iodine and potassium compounds. HRCM sorbent is in demand throughout the world because, according to statistics, up to 80% of the population of the planet suffers from iodine deficiency.