

Pamela Barinoff is a Certified Nutritional Consultant and therapist, who has been running her clinical practice for over 40 years. She also lectured regularly for government, corporations, colleges, health conferences, and private interest groups, along with publishing articles for health magazines and lectured to the public.

She has also traveled extensively throughout South East Asia and India studying alternative health systems such as Ayurvedic medicine. Her focus has been the development of "healing products" with her husband.

It is their focus that the basis of good health is to balance out the pH of the body and keep the body well hydrated. To this end, Pamela and her team developed the first non-electrical "water ionizer" over 16 years ago- Cerra Water. Cerra water not only balances out the alkalinity of the body but is 3 times more hydrating and loaded with antioxidant and molecular hydrogen.