H2O--

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"I haven't seen any medical evidence to show drinking highly oxygenated water helps you in any way whatsoever," says Maharam, medical director of the New York City Marathon and president of the Greater New York Regional Chapter of the American College of Sports Medicine.

"At the same time, these waters have great testimonials, with athletes saying they feel better when they drink them," he says. "In the past, we've seen athletes give testimonials in support of creatine, followed by scientific research that showed it really did have beneficial effects. At this point, with oxygenated water, we've heard the testimonials but we haven't seen the scientific evidence."

(Editor's Note: Elaine Zablocki is a freelance writer who's been reporting on health and health care for more than a decade. Her work has appeared in Physician's Practice Digest, Medicine on the Net, and Health System Leader.)