

Response from Joanna Webber:

- 1. According to LinkedIn, you're the media relations person for Phi'on which sells Robert Gourlay's structured water devices. Why wasn't this conflict of interest made clear?**

Yes, I do look after media relations for Phi'on part time, but I didn't see this story as a conflict of interest, as I was not promoting the company or directing readers to the Phi'on website. I considered this to be a balanced story about structured water - does it exist and could it be better for our health than tap water as some, but not all, scientists assert?

- 2. Also, why didn't you let readers know that Robert Gourlay runs a business selling devices that claim to make structured water?**

Robert Gourlay holds a Master of Applied Sciences and is Managing Director of a number of companies. He has extensive experience in biological research, and is an acknowledged expert in natural resource assessment and management, soil and water management. He is a world leader in the development and application of techniques in the use of airborne radiometric data for mapping salinity, minerals and other soil properties. In 2000, he pioneered and developed a world-leading technology for the conditioning of water structure, including treatment of waste water. I considered him an expert on this topic, along with Professor Gerald Pollack, from whose book I also quoted.

- 3. Did you make it clear to Sunday Life/Nine newspapers that you do PR for Phi'on?**

No, but at no time did I intend to mislead them. As I pitched the story genuinely believing it was of interest to readers and not as a promotional piece, I did not consider it relevant. The story was about the claimed benefits, or otherwise, of structured water as a phenomenon in general. I've written several articles for SL over the years. I wrote the story in my own time and did not charge Phi'on for it. But obviously in hindsight, I should have made it clear.

- 4. What's your response to criticism of your article about structured water, on the basis that it's not legitimate science?**

I have attached a long list of books on this topic, written by various experts. I stated in the story that not all scientists are on board regarding the existence of structured water, and mentioned the results of two separate studies. My intention was not to trick readers, but to raise legitimate questions about the possible health benefits of structured water.