

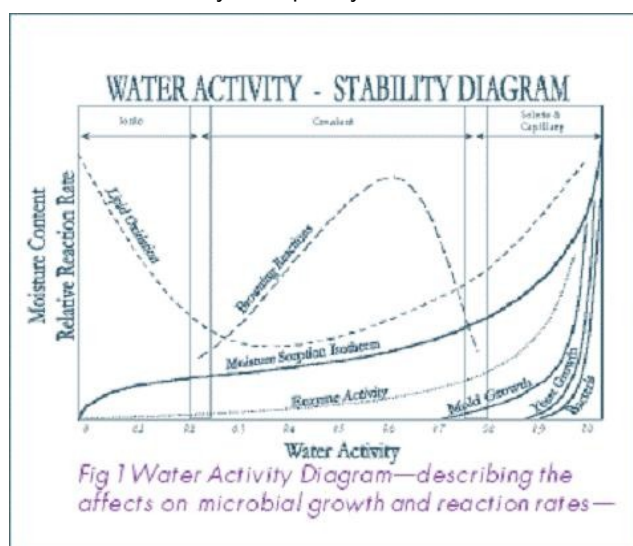
## Water Activity

We all know that water is a cheap ingredient but can cause a lot of expensive headaches. This naturally occurring component is a treasure to molds, yeasts, and bacteria. Hence, it is influencing the rules and regulations worldwide. An alternative method to control the shelf life, through water activity testing, can constitute an effective solution.

Water activity defines critical limits for microbial and chemical parameters which must be controlled to prevent product safety hazards.

Therefore the measurement of water activity level is the best way to have much stable product.

“Aw” is one of the most critical factors in determining quality and safety of the goods you consume every day. It affects the shelf life, safety, texture, flavor and smell of foods. It is also vital for the stability of pharmaceuticals and cosmetics. Because water activity is so important, it is just as important to be able to measure it accurately and quickly.



Among our new clients we have the pleasure to work with:

Kasr El Helou HALLAB 1881 – Oriental Sweets – North Lebanon

Clipp – cosmetics industry – North Lebanon

CCIA – chamber of commerce – South Lebanon

Kraft Food – Bahrain

They joined us since we are experts in water activity issues. We want them to be pleased they chose one of our Aqualab family units to measure water activity.

At MEFOSA, water activity is more than a number on the instrument display. We are always trying to help our clients to understand the science behind the measurement and the importance of water activity number to them and their product.

Maria El Deghel (Sales supervisor)

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