



HEALTHY WATER SOLUTIONS



**Your Solution to Fresher,  
Cleaner, Healthier Water in Your Home**

### What about showering and bathing – is your water good for you?

Chlorine has been added to our water supply since the early 1900's, and for the most part, it really hasn't changed much over the last 100 years. If you've ever been swimming in a chlorinated pool, you know how harsh it can be to your eyes, skin, and even your lungs, but did you know that chlorine actually causes your skin to age faster? The chlorine in the water might make it safe to drink but in the process, it is making you look old. Chlorine is classified as an oxidative agent that is designed to attack any living organic matter. That's why bacteria in water are killed. However, it's also why your skin is so vulnerable to damage; after all it, too, is organic matter.



### How important is cleaner, fresher, healthier water to you?

#### Why you want and need water treatment.

We could get all technical here and go through the chemistry of water and how water treatment systems scientifically work, but the bottom line is: What's in it for you?

Simply stated, there are three concerns that relate to the water in your home.

**Your Body:** Clean, drinkable water that tastes good and is odor free. Comfortable showering and bathing water that makes you feel fresh, clean and revitalized.



**Their Home:** Water that doesn't cause damage to your plumbing fixtures, appliances and drain systems.



**Our Earth:** If given a choice, most homeowners would reduce or eliminate the cost of buying bottled water that causes challenges for both our earth's land and air environment.



## Healthy Earth

US Consumers spend \$35 billion on bottled water every year. Most people buy bottled water because it is healthier, tastes better and is convenient. Although this may be true, did you know that it takes **17 million barrels of oil annually** to produce the plastic bottles for bottled water in the US alone? And it is **over 100 million barrels of oil globally**. This statistic does not take into account the hundreds of millions of gallons of gas required to transport the bottles.



Due to marketing, packaging, manufacturing and transportation, bottled water costs 1,000 times more than tap water.



**Bottled water produces 1.5 million tons of plastic waste each year.** 80% of plastic bottles are simply thrown away and not recycled. **Plastic bottles do not degrade, they will be here forever!!!**

## Bottled Water: Melting the Myth of Purity

In a study by the Natural Resources Defense Council, 47% of respondents said they drank bottled water because of what they saw as health and safety problems with tap water. **But the idea that all bottled water is pure is a marketing myth.**



- The Food and Drug Administration (FDA) regulates only the **30 or 40 per cent** of bottled water sold across state lines.
- According to a Natural Resources Defense Council study of 103 bottled water brands, about one-quarter of the brands tested contained bacterial or chemical contamination in some samples at levels that violated “enforceable state standards or warning levels.”
- The same study found **one-fifth of the tested brands “exceeded state bottled water microbial guidelines in at least some samples.”**