



THE REAL DIRT ON CLEAN WATER

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FACT An Environmental Working Group study found a total of more than 300 agricultural and industrial pollutants in the tap water of 45 states; more than half of those pollutants have no drinking-water safety standards*

FACT Up to 20% of lead exposure comes from drinking water**

FACT According to EPA, public water utilities have violated the Safe Drinking Water Act more than 700,000 times in the past seven years***

WHAT'S IN YOUR WATER?



Disinfection By-products: Long-term exposure may cause increased risk of cancer, as well as liver, kidney, or central nervous system problems*

Heavy Metals: Even at low levels, long-term exposure may cause behavioral problems and learning disabilities*

Agricultural Pollutants: Long-term exposure may cause increased risk of cancer, as well as eye, liver, kidney, spleen, blood, and nervous system problems*

Industrial Pollutants: Long-term exposure may cause increased risk of cancer, as well as blood, nervous system, kidney, and liver problems*

DISINFECTION BY-PRODUCTS



Public drinking-water disinfection by water utilities is crucial for controlling waterborne disease, but the chemicals used can form by-products in our treated water that increase the risk of cancer.*

Disinfection by-products detected in tap water include:

- trihalomethanes
- chloroform
- bromodichloromethane
- dibromochloromethane
- bromoform

Long-term exposure may cause liver, kidney, or central nervous system problems and can increase cancer risk*

HEAVY METALS



Lead:

In infants and children, long-term lead exposure may cause reduced IQ, learning disabilities, and impaired growth*

In adults, long-term lead exposure may cause kidney problems, nerve disorders, and high blood pressure*

Lead exposure:
Up to **20%** comes from drinking water

AGRICULTURAL POLLUTANTS



Atrazine:

- Outlawed in Europe
- 70 million pounds applied in the U.S. per year*
- Long term-exposure may cause cardiovascular and reproductive problems**

One of the most frequently detected **pesticides** in ground water, surface water, and **drinking water***

INDUSTRIAL POLLUTANTS



Benzene:

Long-term exposure may cause anemia, decreased blood platelets, and increased risk of cancer**

Up to 6 million pounds of benzene released into the U.S. every year*

BOTTLED WATER ISN'T THE ANSWER



Bad Choice for Your Wallet

- Bottled water is 100s to 1,000s X more expensive than tap water

Bad Choice for the Environment

- **1.5 million barrels of oil** are used in the production of bottled water each year**—enough to fuel 50,000 cars for one year
- **1,640,000 tons** of packaging waste come from bottled water***
- Only **34%** of water bottles are recycled***

Bottled water may not be contaminant free.
the Environmental Working Group found
10 popular brands had a total of 38 contaminants*

WHAT CAN YOU DO?



GET EDUCATED

1. Learn what's in your water at: epa.gov/safewater/ccr
2. Research how your water gets from your municipality to your tap



TAKE ACTION

Look for water filtration systems that are independently certified to reduce contaminants in your water that are hazardous to your health

TIME TO GET CLEAN® Water



GET CLEAN® Safe for you, your home, and your planet.®

INTRODUCING GET CLEAN® Water



New multipatented water-filtration system

Beats Leading Brands!



- Certified to **reduce lead** (Brita® and PUR® pitchers are not!¹)
- Certified to filter **80 gallons**— **2X** Brita and PUR²
- **1st** pitcher with refillable **carbon-block** filter system

The Smart Choice

- Costs only **pennies** a gallon
- **1st** automatic pitcher meter that shows gallons filtered

GET CLEAN® Safe for you, your home, and your planet.®

¹This comparison of current WQA and NSF certified reduction claims was conducted on June 16, 2010, on the Brita OB-36 and the PUR CR-6000C pitchers and is valid only for the named products marketed at that time. Product claims obtained from respective manufacturers' Web sites. All trademarks are the property of their respective owners. ²Compared to Brita and PUR pitcher filters at 40 gallons.

SAFE CLEAN



NOT CERTIFIED¹

to reduce LEAD



BRITA®



PUR®
WATER FILTRATION SYSTEM



CERTIFIED

to reduce up to **99%** of LEAD

GET CLEAN®
Water



GET CLEAN® Safe for you, your home, and your planet.®

1 This comparison of current WQA and NSF certified reduction claims was conducted on June 16, 2010, on the Brita OB-36 and the PUR CR-6000C pitchers and is valid only for the named products marketed at that time. Product claims obtained from respective manufacturers' Web sites. All trademarks are the property of their respective owners. 2 Compared to Brita® and PUR® pitcher filters at 40 gallons. "Leading brands" is defined as Brita and PUR.

POWERFUL CLEAN

GET CLEAN WATER REDUCES CONTAMINANTS THAT CAN AFFECT YOUR HEALTH

Outperforms Leading Brands!¹



Substances reduced may not be in all users' water.

GET CLEAN[®] Safe for you, your home, and your planet.[®]

¹This comparison of current WQA and NSF certified reduction claims was conducted on June 16, 2010, on the Brita[®] OB-36 and the PUR[®] CR-6000C pitchers and is valid only for the named products marketed at that time. Chart comparison includes contaminants that have Safe Drinking Water Act Maximum Contaminant or Action levels. Models compared also are certified to reduce chlorine (taste and odor), nominal particulates, plus the following: Brita OB-36: zinc; PUR CR-6000C: cysts, MTBE, and zinc. Product claims obtained from the respective manufacturers' Web sites. "Leading brands" is defined as Brita and PUR.

POWERFUL CLEAN



1st refillable carbon-block pitcher filter

Same advanced carbon-block technology as more expensive sink-installed units

Filters **2X*** more water than Brita® or PUR®*

80-gallon capacity

Certified to reduce **5X** more contaminants than Brita**

GET CLEAN® Safe for you, your home, and your planet.®

*Compared to Brita OB-36 and the PUR CR-6000C pitchers at 40 gallon capacity. All trademarks are the property of their respective owners. **This comparison of current WQA and NSF certified reduction claims was conducted June 16, 2010, on the Brita OB-36 pitcher and is valid only for the named product marketed at the time. Product claims obtained from respective manufacturers' Web sites.

GREEN CLEAN



1st refillable carbon-block pitcher filter

Less plastic to throw away

1st coconut shell carbon-block pitcher filter using a zero-emissions process

Sustainable and certified zero-emissions process

GET CLEAN[®] Safe for you, your home, and your planet.[®]

SMART CLEAN



FOR JUST PENNIES A GALLON

One **Get Clean[®] Water** filter
replaces more than 600
16.9 fl. oz. bottles of water*

GET CLEAN[®] Safe for you, your home, and your planet.[®]

*One Get Clean Water filter has an 80-gallon capacity and filters the amount of water contained in more than 600 16.9 fl. oz. bottles of water.

SMART CLEAN

DOESN'T WASTE SPACE
SLIM PROFILE DESIGN

TELLS YOU WHEN TO CHANGE FILTERS
1st AUTOMATIC PITCHER METER

FOOD-SAFE PITCHER
BPA-FREE PLASTIC

**80 GALLONS OF CLEANER,
HEALTHIER WATER**
**CERTIFIED BY WATER
QUALITY ASSOCIATION**

**LOTS OF CLEANER,
HEALTHIER WATER**
10-CUP CAPACITY



GET CLEAN[®] Safe for you, your home, and your planet.[®]

GET CLEAN[®] Water

Cleaner, healthier
water guaranteed!
Get started today!



GET CLEAN[®] Safe for you, your home, and your planet.[®]