

BENEFITS OF A COMPLETE SYSTEM FOR SOUTHSHORE CUSTOMERS

Below is information regarding water filtration for homeowners on a municipal water supply.

Since our systems include a cation exchange resin and activated carbon media, the water throughout your entire home is comparable to any bottle spring water on the market. The system offers many benefits that include aesthetics, health and economics.

Aesthetics:

- 1) No scum or film in tubs, basins, and sinks
- 2) Washables are whiter and brighter
- 3) Hair and skin are cleaner, soft and shiny
- 4) Glassware, dishware, and silverware dry spotless without toweling

Health Benefits:

- 1) Quality water for cooking and drinking
- 2) Heavy metals (radioactivity) are removed
- 3) Trihalomethanes (THM's) which are carcinogens formed as a by-product of the sanitization process performed by the municipality when water is chlorinated, are removed.
- 4) Toxic Baths (see enclosure) – A study performed by three (3) Toxicologists for the DEQ of Massachusetts and reprinted in the American Journal of Public Health proves that a person absorbs more carcinogens in a fifteen (15) minute bath than if he drank a half gallon of the same water.
- 5) Since chlorine is removed, no rashes or allergic reactions from chlorine

Economic Benefits:

- 1) 100% savings on bottle water costs
- 2) 75% savings on all cleaning products
 - a. For the laundry, all is needed is "1/4" of what was previously used
 - b. In the dishwasher, there are normally two (2) containers in the door that are usually filled. With quality water, only "1/2" teaspoon is needed to get a sparkling clean, spotless ware wash
- 3) 30% savings on energy cost to heat water. A study performed at the New Mexico State University proves that quality water can save 30% on gas energy and 22% on electric energy for water heating (see enclosure)
- 4) 25% on coffee and tea. When making these beverages with quality water versus city water, 25% less ingredient will produce a Better, Smoother and Stronger beverage
- 5) Quality water is like an insurance policy that plumbing fixtures and water using appliances will NEVER have to be replaced due to calcium scaling
- 6) Life span of all water using appliances is tripled, and, maintenance calls are practically eliminated.

This is a unique appliance that actually pays for itself as it is being used. Depending on the size of your family, a system can amortize itself within 2-4 years. I am enclosing a "Treated Water Savings Report" that shows the monthly economic benefits for an average family of 4.

The Point-of-Entry System (POE) includes a cation exchange resin media (softener) and an activated carbon media. The softener media acts like a magnet and pulls out metals and heavy metals (radioactivity) from the water. Heavy metals are known to cause mental dysfunction and mental retardation in children. This media will greatly contribute to the economic benefits that were mentioned above.

The activated carbon media removes organic pollutants. This media will contribute to the health benefit for your family. As a pharmacist, I highly recommend this media because of the "toxic bath" phenomena. A study (see enclosure) performed by three (3) toxicologists and reprinted in the American Journal of Public Health proves that your body absorbs more carcinogens in a 15 minute bath than if you drank a half-gallon of the same water.

For example, there are medications that are absorbed through the skin. There is a motion sickness patch that is placed behind the ears, there is nitroglycerin tape for heart patients which is placed on the chest, there are hormones for men and women that are placed on the stomach, now there is a birth-control patch for women, there is a nicotine patch for smokers, and how does Ben Gay work? All are absorbed through the skin.

I am sure you can appreciate how your skin can absorb the dissolved carcinogens in our water supply.

For Drinking Water:

Reverse Osmosis (R.O) is an unprecedented technique developed by the U.S. Department of the Interior for NASA. It is through this process that the waste water on NASA's space shuttle orbiters is filtered and recycled. It is the ultimate in water filtration technology and produces water that is BETTER than any bottled spring water on the market. In fact, Dasani (Coca Cola), Aquafina (Pepsi Cola), and Deja Blue (Dr. Pepper) incorporate this technology to purify their bottled waters.

Here is how it works. The force of the city water pressure forces the water through a semi-permeable membrane. The pure water molecule is forced through the membrane and is stored in a sanitized storage tank and the contaminants are flushed down the drain. This process filters water down to the sub-micron range. (See enclosure) In laymen's terms, the diameter of a strand of hair is 80 microns, and the human eye can see down to 40 microns. In the R.O. process, the pre-filter removes anything larger than 5 microns. You or I could not see this with the naked eye. The R.O. membrane then filters the water down to 0.0005 of a micron. That is five ten thousandths of a micron! Comparatively speaking, the smallest bacterium is 0.2 microns in size, and, the smallest virus is 0.02 microns in size. They cannot pass through the membrane, therefore providing the highest quality of water. A long list of organic pollutants (carcinogens), inorganics (metals and heavy metals), and micro-organisms (bacteria, viruses, pyrogens, and cysts), are removed by this process.

The systems will continually produce high quality water everyday, and, provides this water to a dedicated spigot, coffee maker(s), and/or icemaker(s). It is BETTER than any bottled spring water, conveniently at your fingertips and you never have to change bulky, heavy bottles.