

AQUA

State of the Art
Purification



TRU[®]

The **first** and only **countertop**
reverse osmosis water purifier
that creates bottled quality water
from your tap... no plumbing required.



AquaTru® is the **first** and **only** counter top water purifier that makes bottled-water-quality water right from your tap without any plumbing or installation. **AquaTru's exclusive, patent pending TruPure™ technology** miniaturizes the same reverse osmosis technology used by all the major bottled brands and puts it into a compact countertop water purifier for the first time. AquaTru® **removes or substantially reduces** virtually all the regulated toxic chemicals in your tap water.



What's wrong with Tap Water?

- 💧 The EPA has not set a new drinking water standard since 2001.
- 💧 The Environmental Protection Agency (EPA) regulates about 100 contaminants in our tap water, but a study conducted by the Environmental Working Group (EWG) found over 300 harmful contaminants in tap water serving over 53.6 million Americans.
- 💧 Harmful contaminants in our unregulated drinking water include:
 - Disinfection byproducts
 - Perchlorate (rocket fuel)
 - MTBE (gasoline additive)
 - Prescription drug residue like anti-depressants & hormones from birth control.



- 💧 Disinfection byproducts are carcinogens which are produced when drinking-water-disinfectants like chlorine and chloramine react with naturally-occurring or decaying matter in the water to form by-products that pose serious health risks.
- 💧 Nitrogen and phosphorus from agricultural runoff contaminate our groundwater supply posing health risks.
- 💧 A study by the EWG found that over 43 million Americans in 42 states drink water that is polluted with chromium, much of it likely being in the carcinogenic form of Chromium-6.

What's wrong with typical fridge & pitcher filters?



They only provide limited filtration, not purification. Most pitcher and refrigerator filters are only designed to make your water taste better, but not necessarily safer, which is of primary importance. Filters remove simple chemicals like chlorine, but may leave behind a toxic chemical concoction for you to drink.

What's wrong with bottled water?

- ⚡ According to the Pacific Institute, it takes over 17 million barrels of oil to produce the plastic required for bottled waters consumed by Americans in a year, which is enough oil to fuel more than 1 million cars for an entire year.
- ⚡ The Pacific Institute estimates that it takes 3 liters of water to create 1 liter of bottled water.
- ⚡ Over 73 billion half-liter bottles of water are consumed in the US per year. Only 29% are recycled, meaning 50 billion bottles end up in landfills or polluting our waterways.
- ⚡ The recommended eight glasses of water a day (1460 pints). At \$.25 a pint (if you buy at Costco) that will cost you \$365 a year. At a \$1.00 a bottle at a convenience store that's \$1460.



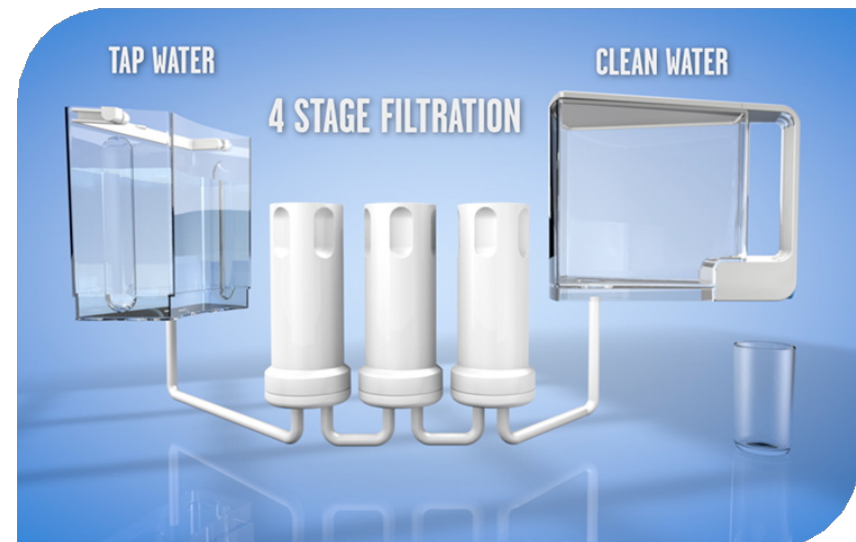
What's right about AquaTru®?

- 💧 AquaTru® goes beyond filtration. It's advanced purification.
- 💧 Affordable and easy to maintain
- 💧 No installation necessary
- 💧 Utilizes patent-pending TruPure™ reverse osmosis technology for nearly 4X the efficiency of regular RO systems.

💧 **4 step reverse osmosis filtration process**

- 1. Mechanical Pre-Filter:** Removes sediments and cloudiness (turbidity) from water
- 2. Reverse Osmosis Pre-Filter:** Removes more than 99% of chlorine and chloramine which can damage the RO filter
- 3. High Efficiency US-Made Reverse Osmosis Membrane:** Takes out metallic ions, salts, viruses, pollutants, drugs, etc.
- 4. Activated Coconut Shell Carbon Filter:** "Polishes" the water and removes any remaining volatile organic compounds (toxic gases)


- 💧 A compact footprint; sits easily on your counter or under any standard kitchen cabinet.
- 💧 Easy-to-use dispensing button makes filling up your glass or water bottle fast & convenient
- 💧 Removable dispensing tank can be stored in the fridge for cold drinking water
- 💧 Digital display tells you when it's time to change filters. *Filters last two years or more.*
- 💧 Completely portable, so you can take it with you if you move



Why AquaTru®?

We all need to drink water – a lot of it. What are you doing to make sure it's safe, pure and healthy? Make sure you get the full story before choosing what goes into your body, what comes out of your pocketbook and what's best for the world around you!

Clean Water Comparison

Product	Type	Retail Price	Lowest Filter Price	Filter Life	Contaminants Certified To Remove	6 yr. Total Cost 600 gallons per yr. 3600 total gallons
Bottled Water	Arrowhead Spring Water	Bulk Price 3.99 per 24 Case Pack 16.9 oz.	N/A	N/A	Meets FDA Standard	\$4531 ⁰⁰
Home Delivery	Sparkletts Home Delivery	\$6.49 Per 5 Gallon Bottle	N/A	N/A	Meets FDA Standard	\$4672 ⁰⁰
Brita, EveryDay¹	Pitcher	\$25.99	\$7.99	The lesser of 2 months or 40 gallons	7	\$737 ⁰⁰
Zero Water²	10-Cup Pitcher	\$30.99	\$13.47	The lesser of 2 months or 15 gallons	8	\$3250 ⁰⁰
	Countertop	\$350	2Yr Combo Pk \$149	Pre-Filter/The lesser of 6 months or 600 gallons RO Filter/The lesser of 2 yrs or 1200 gallons VOC Filter/The lesser of 1 yr or 600 gallons	84	\$728 ⁰⁰

¹ Model #10060258362050 10-Cup EveryDay Brita® pitcher listed on Amazon® as of October 2016.

² Model #ZP-010 listed on Bed, Bath & Beyond® as of October 2016.

AquaTru® goes beyond filtration...it's advanced purification

4 Stage TruPure™ Purification Process

Stage 1&2

Stage 3

Stage 4



Stage 1- Mechanical Pre-Filter

Removes sediments and cloudiness (turbidity) from water.

Stage 2 - Reverse Osmosis Pre-Filter

Removes more than 99% of chlorine and chloramines which can damage the RO filter.

Stage 3 - High Efficient US-Made Reverse Osmosis Membrane

Takes out metal ions, salts, viruses, pollutants, drugs, etc.

Stage 4 - Activated Coconut Shell Carbon Filter

"Polishes" the water and removes any remaining volatile organic compounds (toxic gases).

Fold Down Handle
for Easy Carrying

Fits Under any
Standard Cabinet

Easy to Replace Filters
that last for two years or more

Digital Display
Tells you when to change the filter



Removable
Dispensary Tank
You can store in the
refrigerator for cold water

Convenient Handle
for Easy Pouring

Dispense

Portable Design -
No Installation
Required
Moves when you move.



AquaTru® Creator, Peter Spiegel

The idea for AquaTru® arose from the desire for pure drinking water without the high cost or harm to the environment. For over 20 years, AquaTru® creator, Peter Spiegel, used a traditional undersink Reverse Osmosis (RO) system to provide pure drinking water in his home and office. He recognized that these popular systems are not only costly to install but complicated to maintain properly.

Peter came up with a better idea. He conceived of an affordable, user-friendly countertop RO drinking water appliance that was ready-to-go right of the box. After countless prototypes and over 5 years of working with a talented team of engineers and designers, the AquaTru® countertop RO drinking water appliance is now a reality and serving the health of tens of thousands of satisfied customers.





The Father of RO Water Systems, Robert Slovak



When Robert Slovak was first shown the AquaTru RO drinking water appliance he recognized it's remarkable features and ease of setting up. With no connections to any plumbing, the user can start producing pure water in just minutes and easily locate the appliance to any convenient countertop – including mobile homes and RV's.

What struck Robert most was that AquaTru solved a decades-old problem common to all traditional RO systems with sealed storage tanks. Such tanks promote the growth of very high levels of bacteria which can pose a risk to health compromised individuals, especially children and the elderly. The AquaTru design eliminates this problem and it takes only minutes to sanitize.

In Robert's 45 years of water technology experience he has finally found a pure drinking water appliance that's ready for the global consumer. Get ready to see AquaTru in your area, wherever it may be!



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