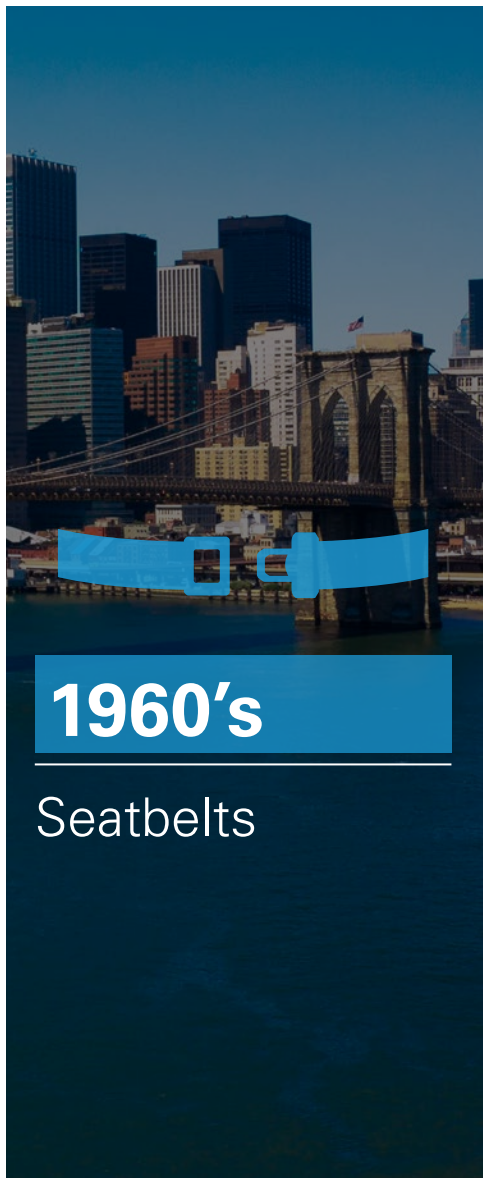




Because standards in safety change



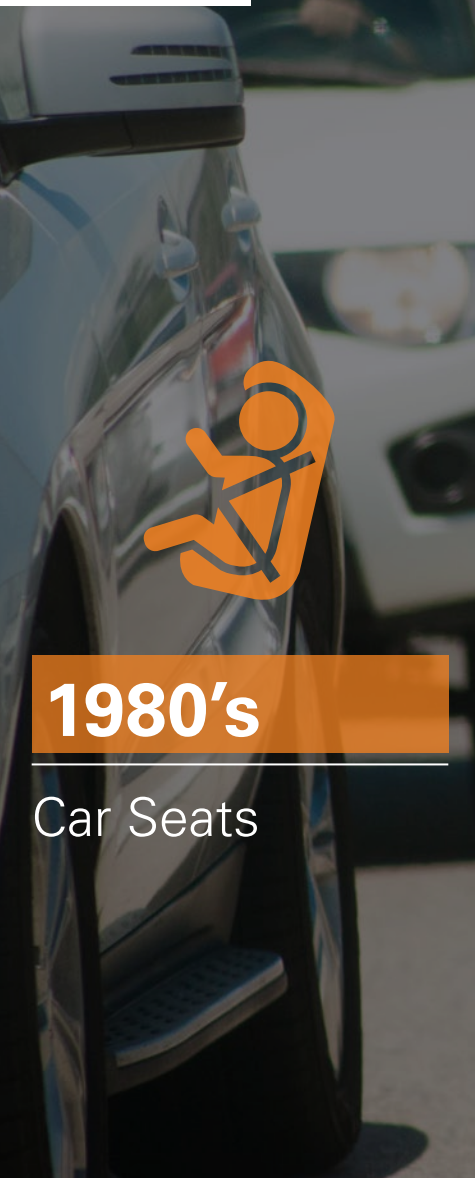
1960's

Seatbelts



1970's

Smoke Detectors



1980's

Car Seats



2000's

CO Detectors





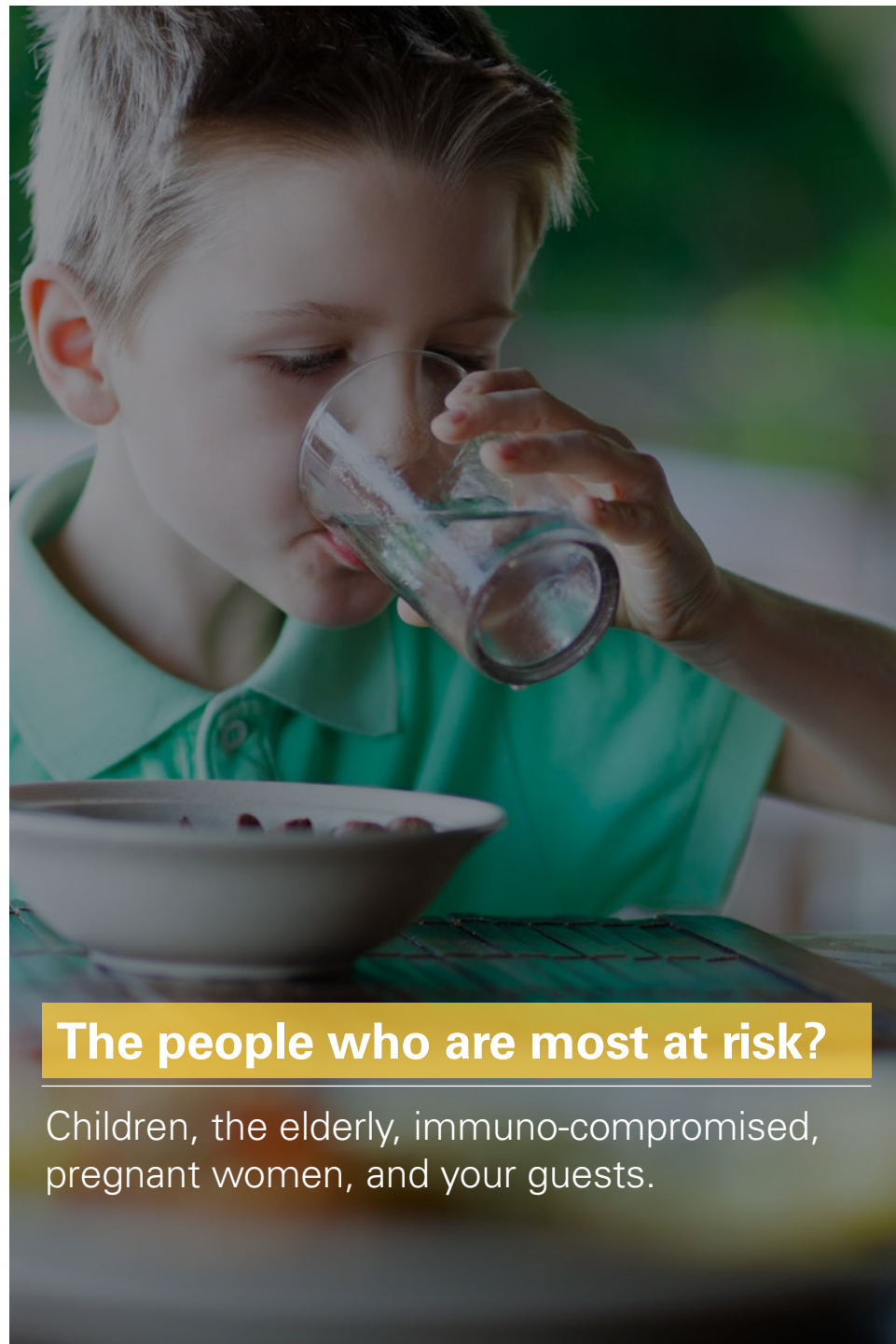
An estimated

19 million

Americans become ill

each year from
drinking water!

[Rev Environ Contam Toxicol, 2008]



The people who are most at risk?

Children, the elderly, immuno-compromised,
pregnant women, and your guests.

Water quality issues

		Can Occur In	Effect	Predictability	Easy to Fix
Aesthetics	Hardness	Municipal (GW) Well Water	Scaling Soap scum Wasted money	High	Yes
	Iron	Well Water	Fixture staining Iron bacteria	High	Usually
Health	Pathogens	Any	Illness	Low	Yes
Both	Chlorine	Municipal	Taste/odour Disinfection by-products	High	Yes

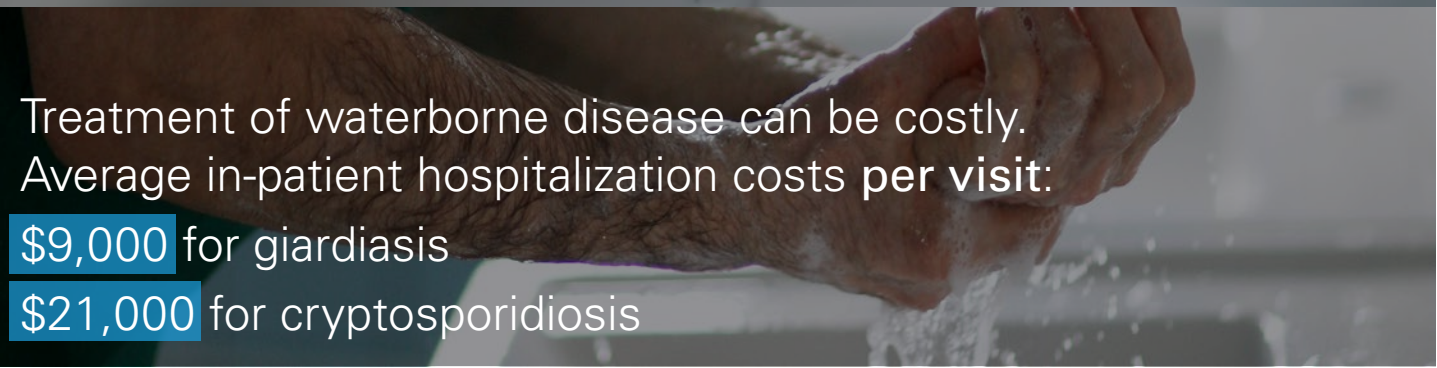
A photograph showing two workers in blue shirts and yellow safety gear standing next to a red and white striped water main break. A large, powerful spray of water is erupting from the ground, creating a misty cloud. In the background, a motorcycle and some street infrastructure are visible.

Most outbreaks of waterborne diseases are the result of broken water infrastructure. [CDC]

A close-up photograph of a silver faucet with a single drop of water falling from it.

Bacteria and viruses can enter through leaky pipes and travel to your tap.

There is a water main break approximately every 2 minutes. It costs billions to fix existing water infrastructure, and it won't happen quickly.

A photograph showing a pair of hands being washed under a stream of water from a faucet. The water is splashing around the hands.

Treatment of waterborne disease can be costly. Average in-patient hospitalization costs per visit:

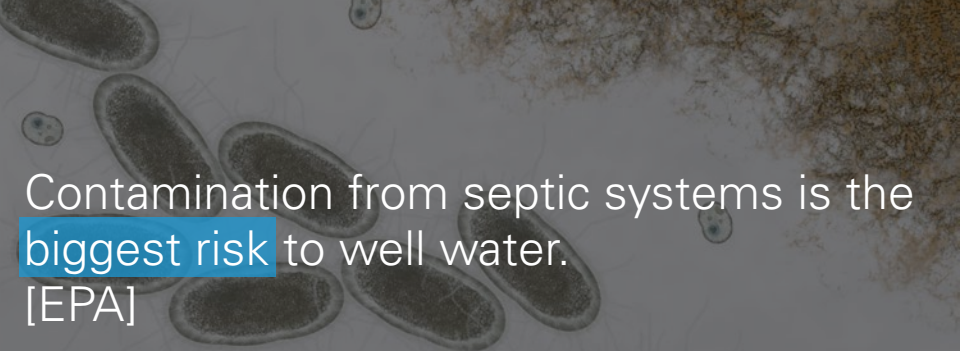
\$9,000 for giardiasis

\$21,000 for cryptosporidiosis




2/3 of illnesses from contaminated groundwater occur in private wells.
[CDC]

1 in 3 wells is contaminated with bacteria. [USGS]

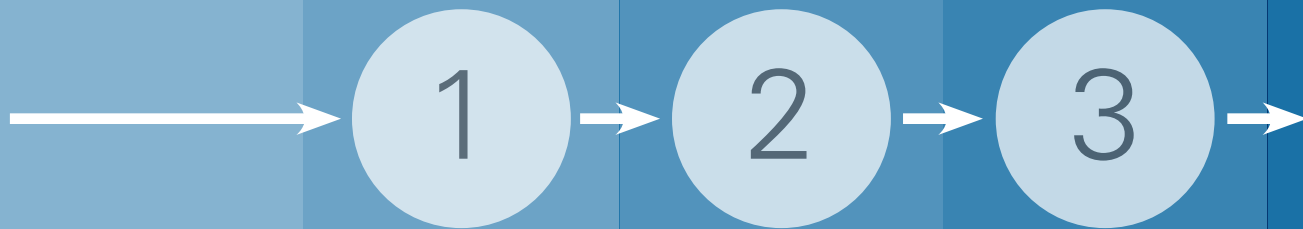


Contamination from septic systems is the biggest risk to well water.
[EPA]



The number of large-scale animal feeding operations is rising.
Manure from these farms is a threat to drinking water.

Shock chlorination alone is NOT a permanent solution.



Filter

Other

Softener

UV



All the
taps in
your
home.