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WATER AND YOUR HEALTH



Water is a vital nutrient, essential to every single chemical process that occurs in our bodies. Water makes up two-thirds of the human body, and 75 percent of the human brain is water. Staying adequately hydrated allows our bodies to function as best they can, yet nearly 75 percent of Americans are chronically dehydrated without ever knowing it.

Everyone understands the importance of drinking enough water during extreme heat and while exercising, but hydration should not only be a concern for athletes or those battling summer weather. It's proven that breathing dry air in the winter evaporates more water than in the summer, but on any given day we can lose more than half a gallon of our body's water through breathing, sweating and waste removal—and even more when we exercise.

A small drop in hydration, as low as two percent, can cloud short-term memory, cause difficulty with basic math and make it hard to focus on a computer screen or printed page. Lack of water is also the number one cause of daytime fatigue. The presence of enough water speeds chemical processes, which helps people stay energized throughout the day.

People who drink enough water not only avoid the pitfalls of dehydration, they accelerate their metabolisms and help prevent overeating. A scientific study found that people who drank 17 ounces of cold water saw up to a 30 percent increase in their metabolic rate for nearly an hour and a half. Our bodies expend more energy digesting cold foods and beverages. Drinking water helps people maintain a healthy weight because thirst is often mistaken for hunger. One study found that drinking one glass of water before bed squelched the midnight hunger pangs of 100 percent of its participants. Staying hydrated will also:

- Lower the risk of bladder cancer by half for those who drink six or more glasses per day
- Cut heart attack risk nearly in half for those who drink five or more glasses per day
- Reduce a woman's risk for breast cancer by up to 79 percent
- Decrease one's chance for colon cancer for those who drink four or more glasses per day

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To receive the maximum benefits from being hydrated, one must consume the highest quality water. Kinetico's filtration systems protect against microbiologic and inorganic contaminants that can be harmful to one's health. Some contaminants actually work against the benefits of being hydrated. Innovative features like the MACguard® Filter and the EverClean™ Rinse ensure users receive only top-quality water, so they can reap all of water's life-giving benefits. The Purefecta® water purifier provides users with higher quality water than any other in-home drinking water treatment. Because it produces bio-pure water, free from more than 99.99 percent of contaminants, this system is one of the few filters on the market that can claim status as a microbiological purifier according to stringent Environmental Protection Agency guidelines.

Staying hydrated is easy when water tastes great. Kinetico's water treatment and filtration systems remove unappetizing water additives that cause water to have a rotten egg or chlorine smell and a fishy or metallic taste. They also assist with turbidity, which can cause an unsightly, cloudy appearance in water.

Because water is such an important nutrient and accounts for such a large portion of the human body's vital functions, drinking the highest quality water is one of the easiest ways to help stay healthy. Kinetico's water treatment systems not only filter out microbiological contaminants that can lead to illness, they also reduce the additives in drinking water that can harm the body over time.

For more information contact Nathan Towne, Hiebing, 608.256.6357, ntowne@hiebing.com or visit www.kinetico.com.

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PEDIATRIC BENEFITS



Because children have more delicate immune systems than adults, water contaminants pose a more serious threat to the young. Drinking only the highest quality water is one way that parents can contribute to keeping their children healthy, even before they are born.

Pregnant women need to be especially careful of the water they drink. Certain levels of some water contaminants such as lead, nitrate and chlorination by-products pose a serious threat to the well-being of unborn babies even at low levels that aren't harmful to older children.

Parents with small children should also be conscious of microbiological contaminants like *Cryptosporidium* and *E. coli* that are more dangerous to this age group. Children who drink contaminated water can experience malnutrition, dehydration and episodes of diarrhea, all potentially life-threatening conditions for the very young.

The whole family can be harmed by *Cryptosporidium*, a waterborne microscopic parasite that can withstand temperature extremes and chlorination. Contaminated water poses significant health concerns and currently no antibiotics or other medical treatments effectively kill this protozoan. High levels of *Crypto* passed through filters and were not eliminated by water treatments in Milwaukee in 1993, resulting in the largest documented waterborne disease occurrence in U.S. history.

Concerned parents should also make sure their water is free of certain deposits that can be picked up after leaving the treatment center. Harmful contaminants like lead can infiltrate the clean water supply as it travels through aging pipes. Lead is often referred to as the No. 1 environmental health threat to children in the United States, and lead poisoning can have serious lifelong effects that include permanent brain damage.

The best way to ensure that water is safe is to have it tested. Kinetico's authorized dealers offer free water analyses and can tailor treatment systems to an individual's specific needs. Innovative features like the MACguard® Filter and EverClean™ Rinse ensure that users receive only top quality water to help keep families healthy and strong. Because it produces bio-pure water through reverse osmosis and ultra-filtration, Kinetico's Purefecta® water treatment system is one of the few certified multibarrier systems on the market that can claim status as a microbiological purifier according to stringent EPA guidelines. In addition to providing users with higher quality water than any other in-home drinking water treatment system, Purefecta® is more than 99.999 percent effective at removing protozoa and bacteria like *Cryptosporidium* and *E. coli* to ensure that water is free of contaminants that can make children sick.

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PEDIATRIC BENEFITS

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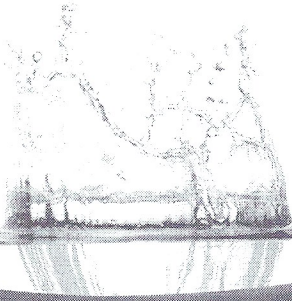
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WATER AND ANTIAGING



Staying hydrated is an important part of every skin care regimen. Because skin dries as it ages, drinking water not only maintains healthy, younger-looking skin but also helps skin detoxify itself, reducing the effects of sunlight and everyday pollutants from smoking and smog. Luckily, drinking enough water is easy when it tastes great, because the filtering process removes contaminants that make it less appetizing.

Treating the water that people wash with is equally as important as treating the water they consume. While traveling through pipes, water collects heavy metals and other elements. Older pipes, found in many cities and homes across the country, can leave metallic deposits in water. These deposits, along with other elements, make water hard and accelerate the aging process. Harmful to collagen, the protein that supports the skin's outer layer, these deposits create more fine lines and wrinkles by weakening skin and making it less elastic.

Deposits such as iron, copper, zinc, magnesium and lead thicken the skin's oil and make it waxy, which can block pores and lead to acne, blackheads, redness or irritation. Calcium and chlorine found in some water sources can also dry and dull skin and hair. In addition, the sulfate sometimes found in untreated tap water can actually attract calcium and chlorine onto the skin, exacerbating their harmful effects. Soaps and other cleaning agents work less effectively in hard water, making it necessary to buy more products to achieve the same results. Looking good is hard enough already: why make it harder with hard water?

A recent *New York Times Magazine* article quoted an expert New York dermatologist, stating that regular hard water exposure can lead to similar skin damage as that seen from sitting in the sun without adequate protection, though to a lesser degree.

Those concerned about the harmful effects of unfiltered water have a variety of water treatment systems to choose from. Whole-house systems help keep skin healthy and younger-looking not only by treating the water that users drink but also the water they use to bathe and clean. Kinetico's customized solutions help users maximize water's life-sustaining potential:

- Dechlorination systems remove additives to help skin stay moist.
- Water softeners counteract the damaging effects of hard water and other mineral deposits.

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WATER AND ANTIAGING

- Water purifiers provide the highest quality water possible by removing microbiological contaminants as well as common mineral deposits.
- Features like the MACguard® Filter and PureMometer® alert users when the filter needs to be changed, because water that has traveled through an overused filter can be dirtier than if it was unfiltered.

Innovative engineering and a completely hydropowered, non-electric design mean that the systems are not susceptible to electronic malfunctions or power outages. Users know that they will always have soft water, even when the system is cleaning itself, because of the twin tank design. During the regeneration process, users draw water from one tank while the other is being cleaned. Kinetico systems run on demand, use high-capacity resins to maximize efficiency and use 70 percent less salt and water than most other water treatment systems on the market. Kinetico's stress-free solutions make nourishing skin with great water easy.

For more information contact Nathan Towne, Hiebing, 608.256.6357, ntowne@hiebing.com or visit www.kinetico.com.

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UNDERSTANDING WATER



Nearly 326 million trillion gallons of water cover more than 70 percent of the Earth, making it the most common element on the planet. Water is the only resource found naturally as a solid, liquid and gas. The atmosphere carries 40 trillion gallons of water across the country and drops 40 percent of its moisture as precipitation every day. All of this water helps regulate the temperature and supports life on Earth.

The water that people drink today is essentially the same water that the dinosaurs drank 245 million years ago. New water does not exist naturally; it is recycled, not created. Our water supply today is affected by our ancestors' actions, just as our actions will affect the water of future generations, because it is all the same. There will never be more or less water on Earth than there is today.

Just 1 percent of the Earth's water is freshwater that is suitable for drinking; the other 99 percent is saltwater or inaccessible, frozen away in polar ice caps. More freshwater exists underground than in lakes and rivers on the planet's surface. In fact, just 0.036 percent of freshwater comes from surface water drinking sources.

In the United States, 38 billion gallons of water are processed by 54,000 public water systems every day. The United States and Canada have about one million miles of pipelines, enough to circle the Earth 40 times. Despite the extensive distribution system, nearly 80 million U.S. residents depend on unregulated water, such as water that comes from a well. Americans drill approximately 100 new water wells every hour, or 876,000 per year.

In 2000, Americans consumed 346,000 million gallons of freshwater per day. The nation's three most populated states, California, Texas and New York, consumed nearly one-third of the country's publicly supplied water; that's more than 42 trillion gallons a year.

Each day the average American uses more than 100 gallons of water, the equivalent of filling up a standard car's gas tank more than seven times. The most common use is flushing the toilet, followed by doing the laundry and showering. Overall, 74 percent of home water is used in the bathroom, 21 percent for laundry or cleaning, and 5 percent in the kitchen, including water that people drink and cook with.

Aside from its obvious domestic uses, water plays a vital role in the production of many goods that touch everyone's daily lives. Average domestic automobiles, tires and all, require 39,000 gallons to produce. Jeans require 1,800 gallons to produce and cotton shirts take about 400. Each Sunday paper requires about 150 gallons of water to make.

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UNDERSTANDING WATER

Many favorite foods require more water to produce than one might think. A dairy cow must drink four gallons of water for each gallon of milk she gives. One orange takes 13.8 gallons of water to produce; watermelons need 100 gallons. One loaf of bread requires 150 gallons, and two scrambled eggs take more than 240 gallons of water.

Although the National Academy of Engineers considers the water treatment process used to mass-produce drinking water the fourth greatest engineering achievement of the 20th century, many Americans are still concerned about the safety of their tap water. In fact, one in five U.S. residents report they will drink only bottled water—even though bottled water has not been proven to be any safer or better tasting than treated or untreated tap water. While that may sound extremist, as bottled water is less regulated than tap, the public's concerns are not unfounded. From 1991 to 2002, there was an annual average of 17 drinking water contaminant outbreaks every year, just six less than the yearly average from 1920 to 1930. Scientific debates on appropriate water standards, coupled with the knowledge that more populated environments promote a greater number of waterborne health concerns, have prompted many families to turn to home water treatment systems to ensure they consume the safest and highest quality water possible.

Kinetico's home water treatment systems provide customized solutions to combat the specific problems encountered by individual users. Whether homeowners seek filtered water, softened water or a combination of both, Kinetico's home water treatment systems provide logical solutions. Every system is non-electric and uses up to 70 percent less salt and water than other water treatment systems. To ensure drinking water safety, Kinetico offers reverse osmosis filtration systems, an EPA-recommended solution to most effectively remove a larger number of contaminants.

For more information contact Nathan Towne, Hiebing, 608.256.6357, ntowne@hiebing.com or visit www.kinetico.com.

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WATER AND LIFESTYLE



Water touches nearly every aspect of people's lives. Only one percent of water that comes into a home is used for drinking. The other 99 percent is working water, proving that the benefits of high-quality water extend far beyond the kitchen faucet. When water quality is subpar, the effects reverberate throughout the home. The elements in hard water build up in pipes and appliances and cause increased wear on clothes and glassware because those elements are harder to clean.

Whole house water treatment systems offer whole body benefits. Bathing in softened water leaves hair and skin softer and more hydrated than hard water. Soft water also:

- Cuts down on cleaning time and costs
- Keeps clothes cleaner and brighter
- Helps keep dishes spot-free
- Helps prevent soap scum and hard water deposits on bathroom fixtures
- Helps protect against plumbing problems such as mineral scale build-up and pinhole leaks from acid water issues
- Contributes to longer appliance life—appliances using soft water can last 30 percent longer
- Saves on energy costs—water heaters function 30 percent more efficiently with soft water

The Water Quality Association reports laundry costs can double for people using hard water. Clothes become stiff and rough when hard water deposits react with the chemicals in laundry detergents, and because more detergent is needed, colors fade and fabrics wear up to 15 percent faster. Washing machines can wear out nearly 30 times faster when using hard water. In fact, any appliance that uses or processes water works less efficiently with hard water. From coffeemakers to hot water heaters, users will not experience the desired result without using soft water, made possible through treatment systems.

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Kinetico's hydropowered, non-electric systems employ innovative engineering to continually provide users with soft water with minimal upkeep. Operating a Kinetico softener requires only one step, 11 less than most softening systems.

- The twin tank design guarantees soft water, even when the system regenerates. It operates on demand to keep from wasting salt and water. High-capacity resins used in Kinetico's systems also maximize salt efficiency.
- The compact, convenient design of Kinetico's 2020c water softener is easy to load and can use block salt, eliminating the need for the large, cumbersome bags of pellet salt used in many systems.
- Users enjoy stronger, steadier streams of drinking water because of elements including the QuickFlo™ storage tank.
- In addition, the PureMometer® and the MACguard® Filter alert users when the filter has reached capacity to eliminate the guesswork involved in operating a water treatment system. The MACguard® Filter shuts down the system once the filter has expired, because overused filters can produce dirtier water than if no filter was used at all.
- Kinetico offers one of the world's smallest twin tank softeners, which comes in a variety of color options. Exclusive designer faucets are available in classic and contemporary colors, making Kinetico an easy match for any home.

Kinetico's whole house water treatment systems can benefit nearly every aspect of users' lives, from limiting time spent cleaning, to keeping skin and hair radiant, to lengthening appliance lives. Thanks to Kinetico, the highest quality water helps customers live the highest quality lives.

For more information contact Nathan Towne, Hiebing, 608.256.6357, ntowne@hiebing.com or visit www.kinetico.com.

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K5 DRINKING WATER STATION WITH VOC GUARD CAN REMOVE TRICHALOMETHANES (THMs) IN DRINKING WATER

New UK Study Links Trihalomethanes in Tap Water to Birth Defects

NEWBURY, Ohio, (June 9, 2008)—A recently published Birmingham University study* suggests that drinking tap water containing trihalomethane VOCs (volatile organic compounds) while pregnant may double the risk of serious health defects in the unborn child. Kinetico's K5 Drinking Water Station with the VOC Guard filter can remove trihalomethanes that might be present in tap water; therefore, expecting parents who are concerned about the effects of trihalomethanes in drinking water should be relieved to learn a treatment option is available.

“While this new study is certainly alarming, especially for expecting parents, the water treatment industry has known about trihalomethanes for some time, and Kinetico has a removal solution available for concerned consumers,” says [insert dealer name], [insert job title] of [insert dealership name]. “Kinetico developed the K5 Drinking Water Station exactly for this reason—to solve for evolving water treatment needs now and in the future. Kinetico is pleased to offer the VOC Guard filter as one of its auxiliary filters for Kinetico's K5 Drinking Water Station, the only customizable drinking water treatment system available on the market.” Kinetico's VOC Guard is certified by NSF International for the reduction of trihalomethanes, (a by-product of chlorine) benzene, (from gas or oil) and methylene chloride, (from industrial and household solvents) as well as other VOCs that could be found in water.

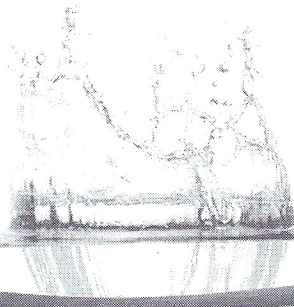
Consumers interested in learning more about the removal of trihalomethanes from water and the K5 Drinking Water Station with VOC Guard filter should contact [insert dealership name] in [insert city of dealership location], or visit www.kinetico.com to learn more about the system.

About Kinetico Incorporated

Headquartered in Newbury, Ohio, USA, Kinetico is a leading manufacturer of water treatment systems. An extensive network of Kinetico dealers serving residential and light commercial customers has helped more than a million people in nearly 100 countries experience the benefits of better water. Since 1970, Kinetico has prided itself on creating unique water treatment systems that serve customers in an expanding variety of residential, commercial, industrial and municipal applications. The company also has offices and facilities in the United Kingdom, Canada, France and Denmark. Further information is available at www.kinetico.com.

*“Study links disinfection byproducts to birth defects,” *WaterTech Online*, http://www.watertechonline.com/news.asp?N_ID=69967, retrieved June 4, 2008.

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Bottled Versus Tap Water



Where does bottled water come from?

Those beautiful mountain illustrations on water bottles are often very far from the true source of the water inside. Bottled water sources can be hard to track down, as bottled water manufacturers are not required to disclose where the water comes from or for that matter, what's in their water. In fact, the best indicator of what kind of water is in the bottle is from the terms used to describe it. Artesian, ground, spring or well water was taken from an underground aquifer and may or may not have been further treated. Purified water often means that the water is minimally treated tap water. Seltzer, tonic and sparkling waters, meanwhile, are considered soft drinks and not regulated as bottled water.

Is bottled water really safer than tap water?

The advantages of bottled water are consistent taste and implied safety over treated and untreated tap water. But bottled water is often no safer or better tasting than treated tap water—in fact, 25 percent of all bottled water is actually just repackaged tap water. And in one test of more than 1,000 bottles of water, 22 percent of the water tested contained man-made chemicals, bacteria and arsenic. Differences in regulation between bottled and untreated tap water tell the rest of the story. The Environmental Protection Agency regulates all municipally supplied water, devoting more than 350 employees to the task. Bottled water, on the other hand, is considered a food product and is regulated by the Food and Drug Administration—which estimates it only has the equivalent of less than one employee regulating and enforcing bottled water standards.

What are the costs of bottled water?

Bottled water sales are second only to soda in beverage sales in the United States. The average American drinks approximately 24 gallons of bottled water annually. Bottled water sales are \$10 billion in the United States and \$46 billion worldwide. The cost of the actual water sold in a bottle can be as little as a fraction of a cent. In fact, bottled water costs 250 to 1,000 times the cost of tap water—a high price for something that offers no added safety. The rest of the price to consumers goes toward bottling, shipping, marketing and other expenses—including a 25 to 30 percent profit for the manufacturer. In addition, the large amount of petroleum products consumed in the creation and transportation of bottled water by cars, trains, planes and boats has a growing adverse impact on global resources.