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4 The eSpring Story questions



1

What can water
do for you?

① What can water do for you?

Water is essential

It does more than sustain life.
It can actually improve our

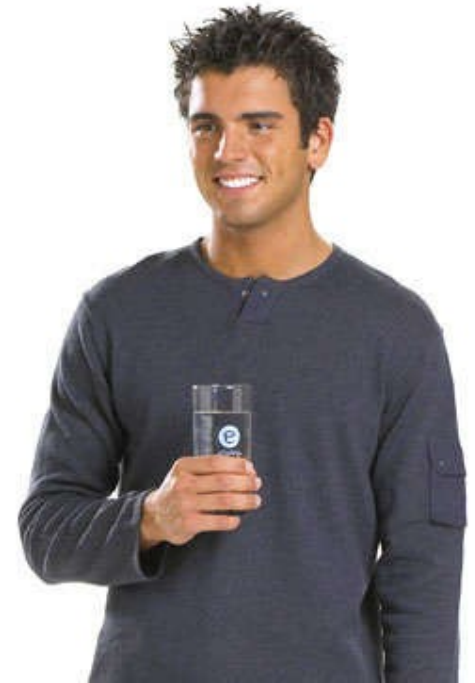
- Health
- Fitness
- Appearance



① What can water do for you?

When you're low on water

- 1% creates thirst
- 5% causes a slight fever.
- 8% causes glands to stop producing saliva, skin to turn blue.
- 10%, tongue swells, kidneys start to fail, muscles go into spasms. Walking becomes impossible.
- 20%, skin cracks, organs grind to a halt, death occurs.



① What can water do for you?

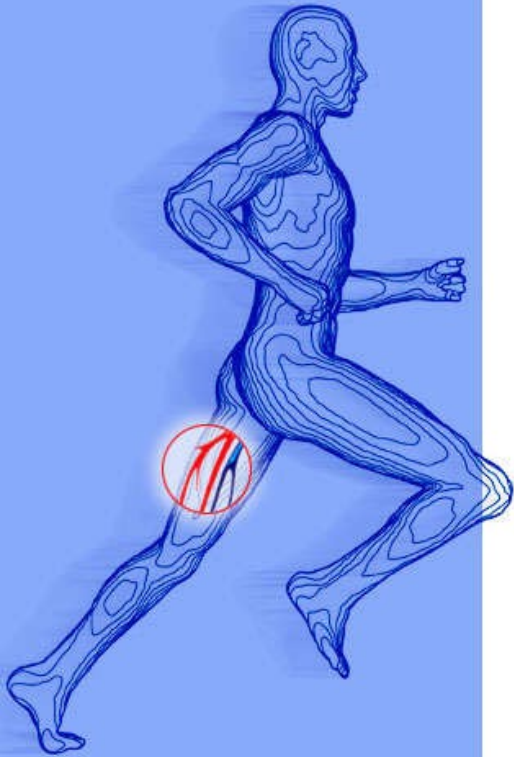
What water does in the body

- Transports vitamins and nutrients to cells, tissues, organs
- Moistens eyes, mouth, nasal passages
- Regulates the body's temperature
- Carries oxygen to the cells



① What can water do for you?

Not only that, but water also



- Acts as a shock absorber to cushion the organs
- Provides lubrication for joints
- Flushes kidneys of toxic substances
- Balances electrolytes helping to control blood pressure

① What can water do for you?

Even more...

- Maintains blood volume, which maintains your energy
- Proper hydration improves concentration and reaction time
- Increases the number of calories you burn
- Allows medicine to act faster, more effectively
- Reduces risk of everything from colds to cancer

① What can water do for you?

Water can help you lose weight and enhance your appearance

- Feel less hungry
- Gives you more energy during exercise, increases calorie burn during exercise
- May help reduce fat deposits
- Hydrates the skin, leaving it smoother, softer





2

What can water
do to you?

② What can water do to you?

Water is good for you,
if it's good water.



Is my water OK?



It looks clean.

It smells clean.

It tastes clean.

It must be clean.

② What can water do to you?

Is my water OK?

Particulate

Silt

Sand

Pipe Scale

Chemical

Inorganic
Chemicals

Organic
Chemicals

Microbiological

Protozoa

- Giardia lamblia
cysts

- Cryptosporidium
oocyst

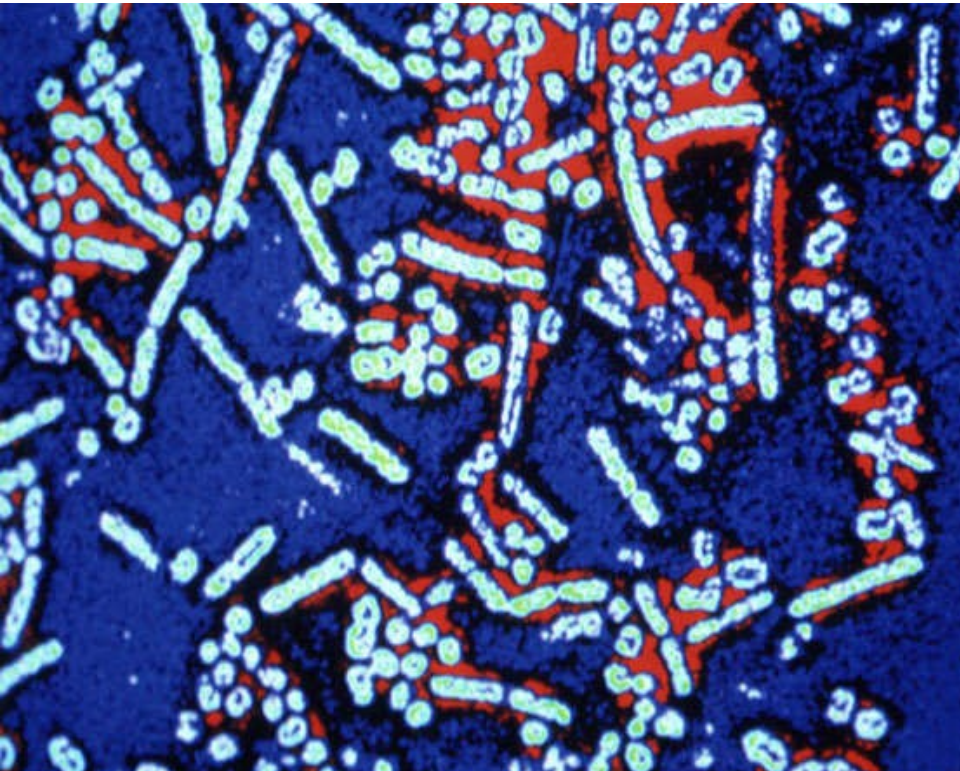
Viruses

Bacteria

② What can water do to you?

Microbiological Contamination

Microscopic Organisms

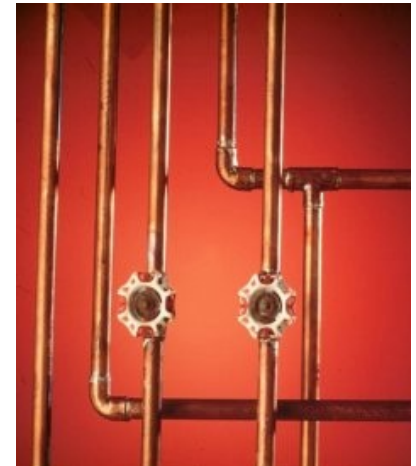


Bacteria and Viruses



How does good water go bad?

- Lead from soldered pipes
- Microbiological growth inside pipeline or tank
- Particulates from corrosion and rusting inside pipes or holding tanks
- Vinyl chloride from PVC pipes
- Leeching industrial runoff, pesticides



② What can water do to you?

Municipal Water Supplies



Chlorination process can form THMs
such as chloroform

② What can water do to you?

Health Effects

- Lead can result in anemia, low birth weight in children, increased blood pressure in adults
- Mercury may cause kidney damage
- Radon may increase the risk of stomach cancer
- EPA estimates 2%-10% of bladder cancer may be from contaminated drinking water



② What can water do to you?

Water is good for you,
if it's good water.





3

Where can you get
good water?



③ Where can you get good water?

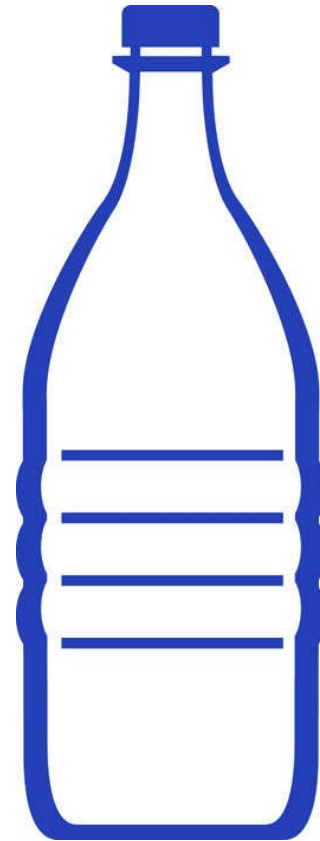
Bottled Water

Advantages

- May be of good quality

Disadvantages

- May not be of good quality
- Costly
- Inconvenient



3 Where can you get good water?

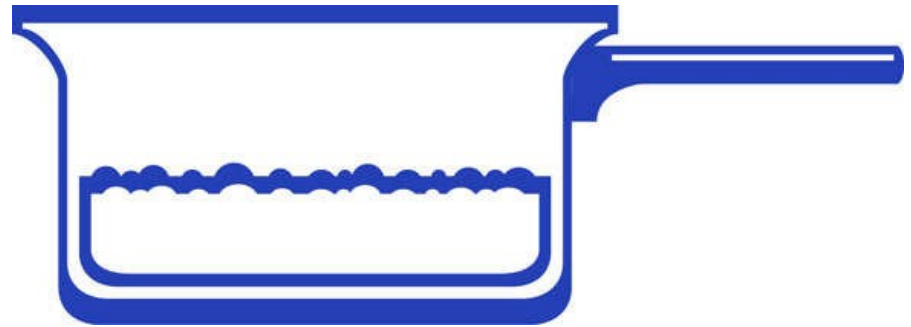
Boiled Water

Advantages

- Can inactivate bacteria and viruses

Disadvantages

- Inconvenient
- Ineffective against organic compounds
- Does not reduce particles



③ Where can you get good water?

Reverse Osmosis

Advantages

- Reduces particles
- Reduces many inorganic compounds
- Reduces parasitic cysts

Disadvantages

- Requires high water pressure
- Inefficient, wastes water
- Ineffective barrier against bacteria



③ Where can you get good water?

Granular Activated Carbon

Advantages

- Reduces chlorine
- Improves taste, odour, and colour
- Reduces parasitic cysts

Disadvantages

- Ineffective against many inorganic compounds
- Channeling reduces effectiveness
- Often no filter replacement indicator



3 Where can you get good water?

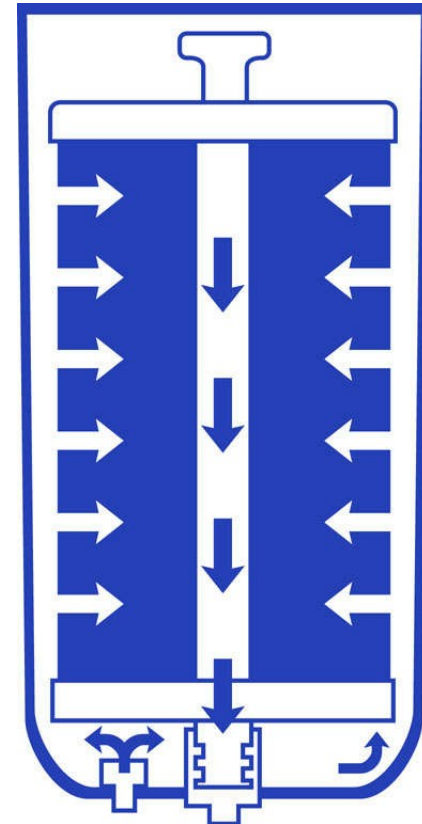
Pressed Activated Carbon Block

Advantages

- Effectively reduces chlorine, THMs, many organic compounds
- Very effective particulate filtering

Disadvantages

- Ineffective against many inorganic compounds
- Ineffective against bacteria, viruses



3 Where can you get good water?

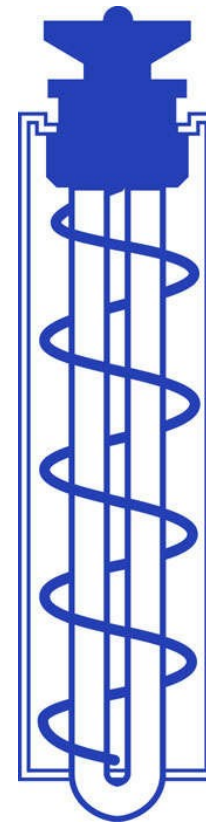
Ultraviolet Light

Advantages

- Inactivates bacteria and viruses

Disadvantages

- Ineffective against inorganic compounds
- No particulate removal



③ Where can you get good water?

no **one** technology
does it **all**.

however...





There is a **solution**

There is a **breakthrough**

in water purification

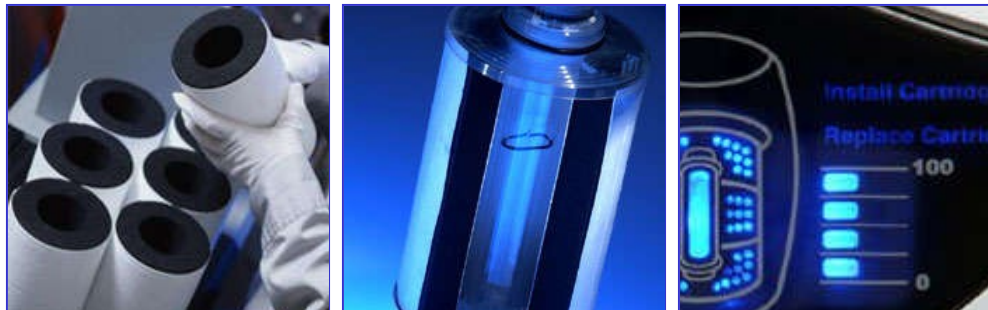


4 Why eSpring™ water?

④ Why eSpring water?

eSpring Combined Technology

- Carbon block filter
- UV light
- Electronic monitoring



④ Why eSpring water?

Carbon Block Filter

The only system to
**effectively remove
more than 140
health-effect
contaminants**



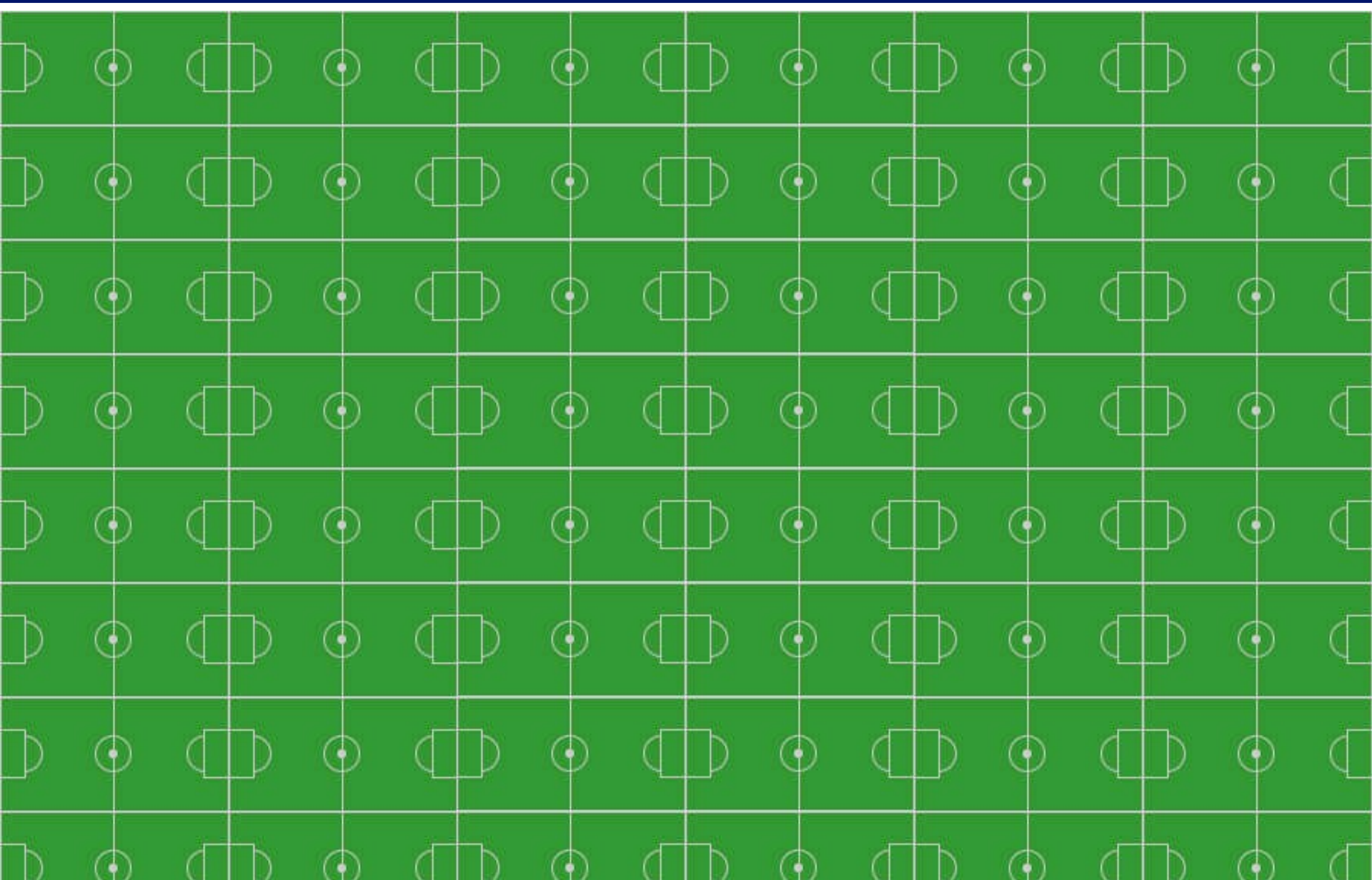
Carbon Block Filter

Patented multi-stage carbon filter

- traps particulates 300 times smaller than a human hair
- reduces organic chemicals
- reduces lead and mercury
- contains carbon surface area of 446,000 square meters (4,800,000 ft²)



4 Why eSpring water?



④ Why eSpring water?

Ultra Violet Light Technology

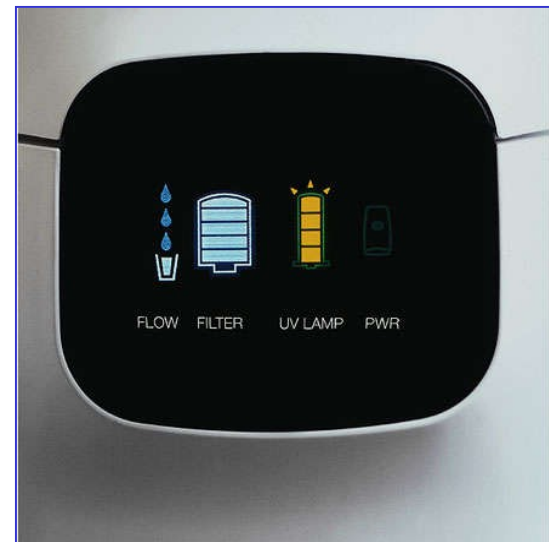
- 80 millijoules of “zap power”
- Destroys 99.99% of waterborne disease-causing bacteria and viruses
- UV lamp is on only when water is on
 - water flows cold
 - energy efficient



④ Why eSpring water?

Electronic Monitoring

- “Smart Chip” Technology
- Alerts you of a problem
- Tells you to change the filter



④ Why eSpring water?

Expertise Behind the Technology

- More than 50 scientists and technical staff
- More than 400 patents, granted or pending
- Over 12 laboratories
- Over 7500 square meters of manufacturing area



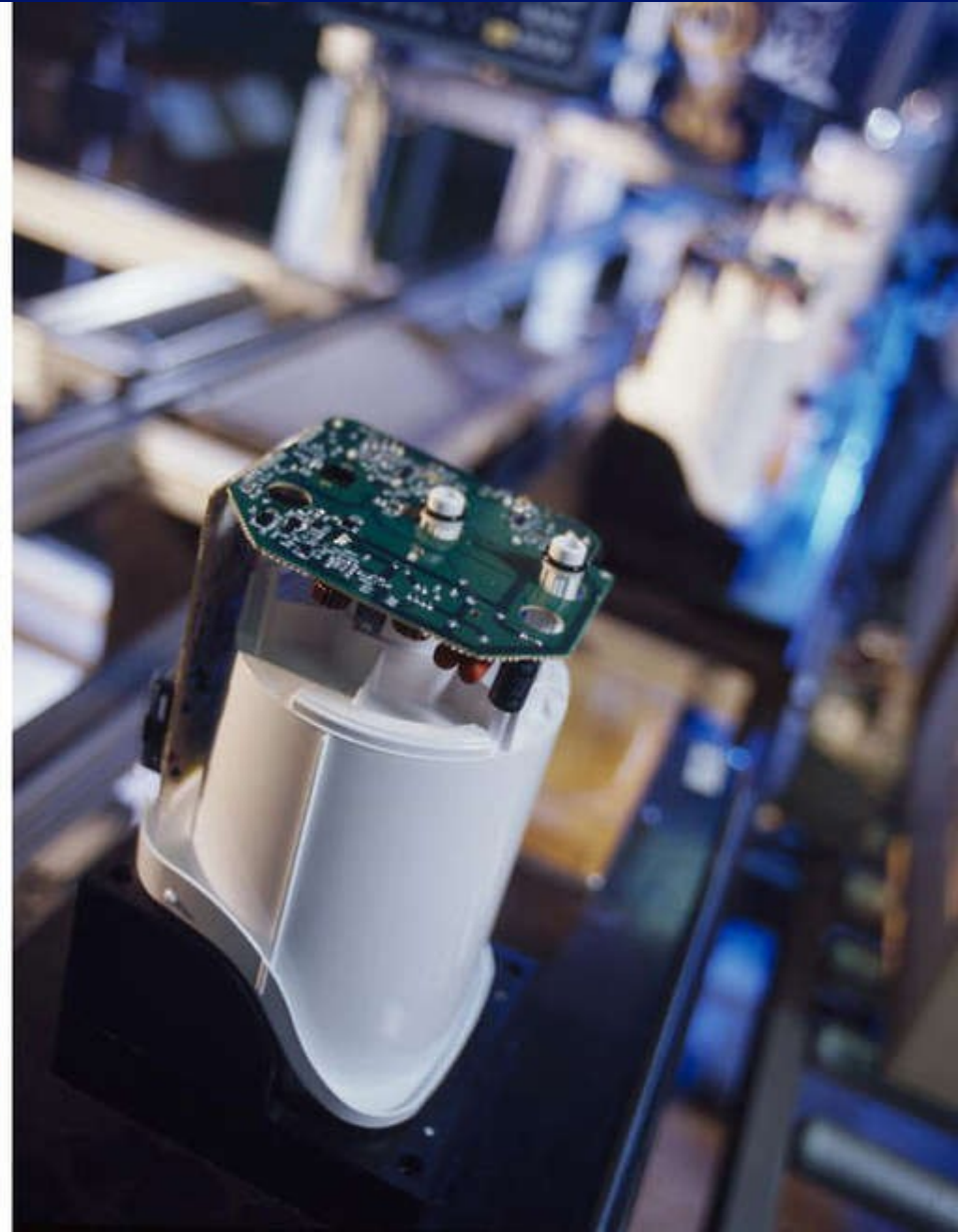
④ Why eSpring water?

eSpring facilities



④ Why eSpring water?

eSpring facilities



④ Why eSpring water?

eSpring facilities



④ Why eSpring water?

eSpring facilities



④ Why eSpring water?

Third-Party Experts



NSF International
The Public Health and Safety Company



Water Quality Association
Gold Seal Certification Program





eSpring is NSF Certified

2 facts to remember

1. First in-home, point-of-use system certified to meet three major quality standards 42,53,55
2. Certified to reduce more health effect contaminants than any other carbon-based system in the world

The eSpring Story in 4 Questions

- 1 **What** Can Water Do **For** You?
- 2 **What** Can Water Do **To** You?
- 3 **Where** Can You Get **Good** Water?
- 4 **Why** eSpring Water?