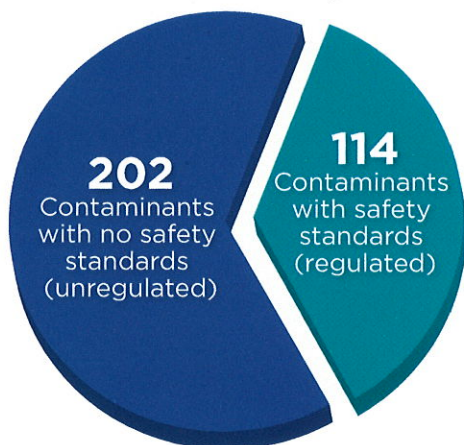


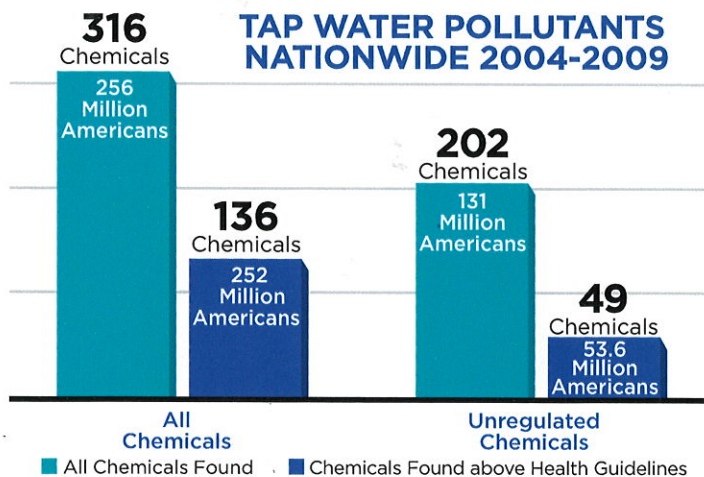
FACTS ON TAP

316 Contaminants found in nation's tap water, more than half have no safety standards.



Source: Environmental Working Group (EWG)

TAP WATER POLLUTANTS NATIONWIDE 2004-2009



Since 2004, at least 131 million Americans received tap water polluted with unregulated contaminants.

THE TRUTH ABOUT BOTTLED WATER

80%

of all plastic water bottles are not recycled.

60-70%

of all bottled water goes unregulated by the FDA.

700 YEARS

is the time it takes for a plastic bottle to decompose.

\$21 BILLION

Annual sales of bottled water in the U.S. In 2011.

Filtering home tap or well water can decrease exposure to numerous known or suspected carcinogens

— Presidents Cancer Panel Report, 2010

HEALTHY LIVING STARTS WITH HEALTHY WATER

97%

of chlorine is removed by aquasana high performance drinking water filters.



60+ number of contaminants removed from tap water by aquasana drinking water filters.

aquasana filters remove the bad and leave beneficial minerals in for optimum, healthy hydration.



aquasana filtered water is the environmentally responsible choice.



2¢ Cost of one serving of aquasana compared to over \$1.00 per plastic water bottle!

aquasana provides superior water filtration at the best value compared to other leading water filtration products.

While much tap water is indeed risky... we conclude there is no assurance that bottled water is any safer than tap water.

— National Resources Defense Council