

Questions to Ask Before Purchasing a Water Treatment System

Question	Multi-Pure	Other Systems
Is this System certified by NSF to reduce contaminants?	Yes	
According to Standard 42 - Aesthetic Effects?	Yes	
Chlorine and Chloramines?	Yes	
Particulate Matter?	Yes	
According to Standard 53 - Health Effects?	Yes	
Arsenic V?	Yes*	
PCBs?	Yes	
Certain Pesticides (Chlordane/Toxaphene)?	Yes	
Cysts (Cryptosporidium & Giardia)?	Yes	
Lead?	Yes	
Disinfection By-products (THMs)?	Yes	
MTBE?	Yes	
VOCs (51 chemicals, herbicides, and pesticides)?	Yes	
Is the system certified or registered by the states of California, Iowa and Massachusetts, and Wisconsin?	Yes, Yes, Yes	
Is there a warranty on the housing?	Yes**	
Is there a 90-day money-back guarantee?	Yes	
Is there a replacement filter? If so, is it easy to change?	Yes	
How often should it be changed?	Once a year or 600 -1200 gals***	
What is the cost of a replacement filter?	\$59.95 - \$109.95	
How long has the company been in business?	Since 1970	
Does the system remove the natural, healthful trace minerals such as calcium, magnesium, and potassium?***	No	
Does it use electricity or waste water?	No	
Is the system easy to use?	Yes	
Is there a delay time to treat the water?	No	
Is water storage required?	No	
Do you want a system that can reduce a wide range of contaminants?	Yes!	
* The MP880 Series is certified to reduce Arsenic V.		
** Lifetime Warranty (provided that the filter be replaced at least once a year)		
***Depending upon which unit is being used. The MP750 Series, MPCT, and MPAD have a 750 gallon capacity; MP1200EL has a 1200 gallon capacity. The MP880 Series has a 600 gallon capacity; MP8800EL has a 960 gallon		
****According to Hamilton and Whitney's Nutrition, "Soft water (water with the minerals removed) appears to contribute to a higher incidence of hypertension and heart disease in areas where it is used. Hard water (that retains its beneficial, naturally-occurring minerals) may oppose these conditions."		

How Different Technologies Work

Multi-Pure's Solid Carbon Block

The most technologically advanced water filters available, Multi-Pure's solid carbon block filters provide the most efficient contaminant removal possible. Contaminants with a physical size are electro-kinetically adsorbed as water passes through the pre-filter. Then the water passes through the densely compacted carbon block filter, where direct mechanical interception of particles as small as 0.5 micron occurs. The compacted carbon block filter has a large surface area for chemical/physical adsorption to take place.

Many different contaminants of aesthetic and health concern are reduced by Multi-Pure's solid carbon block filters (see chart). Carbon block filters are replaceable and require no electricity. The filters do not remove healthful minerals, and they do not add salt or silver to the water.

Granular Activated Carbon (GAC)

In this type of filter, which is primarily used for aesthetic treatment, water flows through a bed of charcoal granules, which traps the particulate matter, adsorbs some chlorine, and reduces tastes and odors. It is possible for the water to channel around the carbon granules, thus avoiding filtration. If the granules are not impregnated with silver nitrate (which is considered to be a poison), the granular beds may become breeding grounds for bacterial growth. Since the water can channel around the carbon granules, GAC filters are not effective in reducing contaminants of health concern.

Reverse Osmosis

Reverse Osmosis is a process that forces, by the application of pressure, the water to pass through a semi-permeable membrane that rejects heavy metals, salts, and inorganics, including healthful, naturally occurring minerals. The product water passes through a holding tank. The process is slow and wastes 3-4 gallons for every one gallon of drinking water produced. Reverse Osmosis membranes do not effectively reduce VOCs.

Distillation

Water is heated to boiling and turns to vapor, leaving behind inorganic contaminants. Distillation works slowly and uses a lot of electricity (costing consumers approximately \$240 per year). The distillation process is not effective in reducing VOCs because of their volatile nature -- these chemicals can be evaporated and then recondensed into a liquid state. Distillation reduces heavy metals, but through the same process also removes beneficial minerals.

Ceramic Filters

Ceramic filters use a process whereby the water is forced through the pores of the ceramic filtration media, providing mechanical filtration only. This type of filter can reduce particles if the pores are one micron or smaller.

Mixed Media

This type of filter is engineered for specific contaminant reduction. For example, KDF filters reduce chlorine well; ATS filters reduce lead well. These filters show a high performance against the specific contaminants, but not against other contaminants.

Water Softeners

Water Softeners (Ion Exchange) are neither filters nor purifiers. Softeners put sodium into the water in exchange for magnesium or calcium ions. It is recommended that water softeners be bypassed when installing a water filter.

Ultraviolet Treatment

Water passes through a chamber where it is exposed to Ultraviolet radiation. Very turbid water can reduce the effectiveness of this type of treatment. Ultraviolet is effective against many bacterial contaminants but may not be effective in reducing cryptosporidium. Other contaminants of health concern are not affected by ultraviolet treatment.

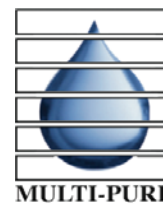
What About Bottled Water?



Government officials are urging bottled water drinkers to make a stand for the environment and abandon bottled water. Plastic bottles are made from fossil fuels which have been linked to global warming and environmental pollution. Plus fossil fuels are burned to transport bottled water. Bottled water does not make economic or environmental sense. The average cost of bottled water is \$2.84 per gallon, or about \$2,132 per year (based on 750 gallons purchased per year).

There is a perception that bottled water is "safer;" however, the standards for bottled water are very similar to the standards for tap water. Filtering your own water with a Multi-Pure Drinking Water System, at a cost of about 8¢ per gallon, is certainly better for the environment and a more economical solution.

Multi-Pure Independent Distributor



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Using Leading Technology to Make a Difference in the Lives of Millions



Drinking Water Systems

**MULTI-PURE
CHALLENGE**

Technology	Effectively Reduces Health Effects											Reduces Aesthetic Effects			Reduces Healthful Minerals
	Volatile Organic Chemicals	Microscopic Cysts	Heavy Metals		Disinfection By-Products	Endocrine Disrupters			Inorganics			Chlorine	Particulate Matter	Chloramines	Calcium/ Magnesium/ Potassium
	51 Pesticides, Chemicals, Herbicides	Giardia, Cryptosporidium, Entamoeba, Toxoplasma	Lead	Mercury	Trihalomethanes, Chloropicrin, Haloacetonitriles, Haloketones, Tribromoacetic acid	PCBs	Chlordane	Toxaphene	Arsenic V	Asbestos	Turbidity				
Multi-Pure's Solid Carbon Block	✓	✓	✓	✓	✓	✓	✓	✓	✓ *	✓	✓	✓	✓	✓	
Reverse Osmosis**		✓	✓						✓	✓	✓		✓		✓
Granular Activated Carbon (GAC)												✓	✓		
Distillation			✓	✓					✓				✓		✓
Mixed Media - KDF												✓			
Mixed Media - ATS			✓												
Ceramic		✓								✓	✓		✓		
Ion Exchange (Water Softeners)															✓
UltraViolet	[kills certain microorganisms and bacteria only - not effective for treatment of cysts or other contaminants]														

* Multi-Pure's MP880 carbon block filter includes a specially developed arsenic adsorptive media that also provides for the reduction of Arsenic V.

**Reverse Osmosis membrane only; some RO systems include a carbon post filter that may provide additional performance.

Source: NSF Listings, February 2008

Please Note: The information in this brochure reflects what the technology can do, not what a certain system that employs that technology is certified to do. As always, when investigating a drinking water treatment system, check to see if it is certified by NSF and for what contaminants it is certified to reduce.

For questions about Solid Carbon Block Filter Technology, contact:
Multi-Pure Corporation, Customer Relations Office
 Phone: (800) 622-9206 • email: headquarters@multipure.com • www.multipure.com

NSF is internationally recognized, not-for-profit, third-party testing organization that test and certify products to ensure they meet strict public health standards.

Certified products are tested to verify that they meet certain standards for Health Effects and Aesthetics. The end result for the customer is the assurance that a system will do what the literature says it will do.

For a system to become NSF certified, it must meet five basic requirements that confirm: the contaminant reduction claims are true; the system does not add anything harmful to the water; the system is structurally sound; the advertising, literature and labeling must not be misleading; and the materials and manufacturing process have not changed. Certification also means that systems must continue to meet these requirements, which is why annual unannounced inspections of manufacturing facilities are conducted.

The NSF logo on your Multi-Pure Drinking Water System ensures you that your system meets all of the reduction claims stated on the literature.

Where to go for answers

For questions about certification of drinking water treatment systems, contact :

NSF International
 789 N. Dixboro Road
 Ann Arbor, MI 48113
 Phone: (800) 673-6275
 Email: info@nsf.org
www.nsf.org

For questions about Federal drinking water standards and contaminant monitoring programs, contact:

EPA
 Office of Drinking Water 4606M
 1200 Pennsylvania Ave., NW
 Washington, DC 20460
 Phone: (800) 426-4791
www.epa.gov/safewater/

For questions about water treatment technologies, contact:

Water Quality Association
 Consumer Affairs Department
 4151 Naperville Road
 Lisle, IL 60532
 Phone: (630) 505-0160
 Email: info@wqa.org
www.wqa.org