The Beginning
Recognizing a Need for Filtered Water

In 1999, Aquasana products were designed on the premise of making healthy drinking and bathing water easily accessible. Founder Charles Strand’s inspiration and vision came when he realized his infant son had a respiratory sensitivity to undetected chlorine in the family’s tap water. After testing multiple products, he discovered his son's ailments only subsided after using a homemade charcoal filter that was fit to a shower head during bath time; thus the first Aquasana water filter was conceived. More than a decade later, with hundreds of thousands of shower filters sold and multiple patents held for water filter technology, Aquasana offers a full line of water filter products for the home, including countertop and under counter drinking water filters, shower filters and whole house filtration systems.

A Simple Mission
Making Healthy and Delicious Water Available in Every Home

Aquasana's mission is to make whole-body 'water health' as easy, accessible and economical as possible. Aquasana drinking water filters strip out more than 99% of the chlorine, lead, herbicides, pesticides, industrial solvents and cysts found in tap water while preserving its healthiest elements, which include calcium, magnesium, iron and potassium.

Aquasana shower filters remove nearly double the amount of chlorine required for certification without sacrificing shower height or water pressure. Aquasana whole house filters remove 99% of chlorine from a household water supply and can also be customized to tackle customers' specific water challenges. The filters produce the healthiest and best-tasting water available.

Health-conscious consumers know that it is critical to filter tap water before they drink it, cook with it or bathe in it because it is loaded with harmful chemicals.

Only 91 contaminants are regulated by the Safe Drinking Water Act, yet more than 60,000 chemicals are used within the U.S.

Pollutants in unfiltered tap water differ based on location and water utility company. Drinking filtered tap water is the safest option because 60% to 70% of all bottled water is exempt from the FDA’s bottled water standards and often presents the same health concerns as unfiltered tap water.

Bathing in filtered water is also very important, as studies show that we absorb more chlorine in a ten-minute shower than from drinking a glass of the same water.

Superior Filtration Technology
Removing the Bad, Leaving in the Good

Aquasana’s exclusive selective filtration system uses a combination of carbon filtration, ion-exchange and sub-micron filtration to conveniently produce delicious, safe and healthy water in the home. Due to this superior technology and design, the water contact with the filtration materials is maximized, providing better water quality overall and a higher percentage of eliminated contaminants. Simply put, Aquasana takes out the bad and leaves in the good.

While other filtration technologies remove all dissolved solids, Aquasana's selective filtration system leaves them in so that healthy minerals are not stripped away and water tastes great. Reverse osmosis and other filters remove minerals like calcium, magnesium, iron and potassium. Both Aquasana and the World Health Organization recommend drinking water that has not been demineralized.

Aquasana drinking water filters have been named a “Best Buy” by Consumers Digest for six consecutive years and “one of the seven healthiest new products for your home” by Health magazine (June 2010).

Responsible, Sustainable Consumption
Protecting the Planet and Your Wallet

The costs and energy expended yearly to create and maintain an at-home drinking water filter are miniscule compared to those of a year's supply of bottled water. Aquasana drinking water filters cost less to use per gallon of water than other filters on the market, as well as bottled water, because the replacement cartridges only have to be changed twice a year. The majority – 90% to be exact – of the cost of bottled water comes from producing and shipping the plastic bottle.

In addition, drinking bottled water contributes to the largest pollution issue facing our country. People in the U.S. throw away more than 2 million plastic bottles per hour, and 80% of those bottles end up in landfills and in our oceans where it takes more than 700 years for them to begin decomposing. According to the New York State Department of Environmental Conservation, in New York alone, nearly 2.5 billion bottles of water a year are sold. Stacked up end to end, they would reach the moon. Aquasana drinking water filters eliminate the need for buying bottled water.

For more information about Aquasana’s countertop and under counter drinking water filters, shower filters, and whole house filters visit www.aquasana.com.

About Aquasana
Media Contact: Cindy Young at Dynabrand — 512.585.0394 — cindy@dynabrand.com
Beautiful Hair and Skin Begin with Clean Water

Anyone who has been in a chlorinated pool knows that chlorine robs your skin and hair of moisture. This is because chlorine strips skin and hair of its natural protective oils. What most people do not realize is that chlorine – and a lot of it – can also be found in the tap water we use to shower with every day.

The chlorine added to our tap water causes dry, dull hair, split ends and color that fades and turns brassy. Even the best conditioners, serums and balms are less effective when hair’s natural protective oils are consistently stripped away with each shower.

By removing more than 90% of the chlorine from shower water, Aqua-sana shower filters help promote both immediate and long-lasting beauty benefits like softer skin and healthier hair, from the inside out.

Consider what celebrity stylist River Lloyd of the John Frieda Salon in New York (whose clients include Kate Hudson, Tory Burch, Rosario Dawson, L’Wren Scott, etc.) has to say:

“One of the most important things you can do for hair is to wash it with filtered, chlorine-free water. Your hair will be noticeably softer and shinier, your scalp will be healthier and your color will stay true and last longer. Shampooing with filtered water will also reduce your need for damaging, heat-based styling tools like flat irons because your hair will be much cleaner and more manageable out of the shower.”

Detox Your Shower For Better Health

The health risks associated with inhalation and skin absorption of vaporized chlorine in shower steam can also lead to health annoyances and even serious problems. Fortunately, there are easy options to help detox your daily shower. Dr. Maoshing Ni (Dr. Mao), renowned longevity expert and bestselling author of Secrets of Longevity: Dr Mao’s 8-Week Program, offers three easy and affordable tips to do so:

- **Get a copy of your water quality report:** You should receive a yearly consumer confidence report (or a drinking water quality report) from your water supplier that identifies where your water comes from and what’s in it. Contact your water company or visit the EPA web site at www.EPA.gov if you haven’t received your report. It’s required by law to be accessible, and it’s free.

- **Install a shower filter:** Dr. Mao recommends installing an Aqua-sana shower filter, which reduces nearly double the amount of chlorine required for NSF certification. This is especially important for young children, who are more susceptible to breathing disorders and dry skin conditions like asthma and eczema, which can be exacerbated by the chlorine in bath water.

- **Use non-toxic bathroom cleaners:** Choose non-toxic, mold-and-mildew cleaners, like those from Seventh Generation and Biokleen, since toxins in cleaning supplies combine with the contaminants in tap water to make a potent chemical cocktail that you will inhale once it vaporizes in the shower.
Aquasana is a leading maker of water filtration systems for the home, a $2.7 billion industry. Highly regarded for its selective approach to water filtration, Aquasana offers a diverse set of award-winning products certified and proven to produce a pure and healthy water supply throughout the home, promoting ‘whole body’ water wellness.

**DRINKING WATER FILTERS** - Pricing starts at $124.99

Aquasana's drinking water filters strip out the chlorine, lead, herbicides, pesticides, industrial solvents and cysts found in tap water while preserving its healthiest elements, including calcium, magnesium, iron and potassium. The drinking water filter is available with under counter, countertop and refrigerator installations to fit customers' unique households.

- Always available great-tasting water for 6 months or 500 gallons
- Quick and easy do-it-yourself installation, no plumber required
- Cheaper than bottled water at approximately $0.02 per serving, or $0.10 per gallon with the Water For Life auto-ship program, which delivers replacement cartridges at the guaranteed best price every six months

**SHOWER FILTERS** - Pricing starts at $84.99

The Aquasana Shower Filter uses a two-stage process to bring both beauty and health benefits to your daily shower regimen. The process reduces 91% of chlorine in your shower water — nearly double the required reduction for NSF certification. Aquasana shower filters protect against dry hair and skin absorption of chlorine, as well as inhalation of chlorine vapors and disinfectant by-products such as chloroform, which get trapped indoors and circulate throughout your home.

- Chlorine reduction makes for softer skin and healthier, shinier hair, from the inside out
- Handheld option ideal for young children, who are more susceptible to chlorine's effects on the skin and lungs, such as eczema and asthma
- Easy to install with long-lasting filters; cartridges only need to be replaced every 6 months or 10,000 gallons

**WHOLE HOUSE WATER SYSTEMS** - Pricing starts at $999.00

The Aquasana Whole House Filter directs water through three stages of filtration, providing clean, healthy and great-tasting water from every tap in your home. Since each individual household is unique, Aquasana customizes each whole-house unit’s filtration materials to meet your specialized needs, which will vary depending on your geographic location and water supply.

- Supplies “better than bottled water quality” throughout the entire home for less than 50 cents a day – including water for drinking, cooking and bathing
- Extends the life of your home appliances because the amount of chlorine and sediment is reduced
- Easy, no-mess replacement filters, which last 3-5 years or 300,000 gallons

**WATER BOTTLES AND TOTES** - Pricing starts at $7.99

Aquasana offers a variety of refillable glass bottles to store delicious, fresh and healthy Aquasana-filtered water.

- Available in convenient 18 oz. and 27 oz. sizes
- Food-grade, cadmium- and lead-free glass keeps filtered water pure, free of contaminants and great-tasting
- Provides healthy, portable water from a known and trusted source that's perfect for on-the-go
Todd Bartee is the CEO of Aquasana, a leading maker of water filters highly regarded for its filtration technology, which strips out the chlorine, lead, herbicides, pesticides and cysts found in tap water while preserving its healthiest elements such as calcium, magnesium, iron and potassium. Aquasana’s product line includes countertop and under counter drinking water filters, shower head filters and whole-house filtration systems that make whole body ‘water health’ easy, accessible and economical.

Bartee joined Aquasana in January 2010, and is leading the company’s charge to educate consumers on water wellness, including the health implications and environmental importance of drinking, showering and cooking with filtered water. A trained environmental engineer with an expertise in recycling, water and waste-water treatment, Todd has a deep understanding of the chemical impact our actions have on our vital water supply and natural resources.

Prior to Aquasana, Bartee was an executive at Dell Inc., where he spent 12 years working in branding, business management, production management and sales. Bartee has also previously served as a consultant at Deloitte and Touche and worked as an engineer at Radian International LLC, an Austin-based engineering and hazardous waste management consultancy. Bartee holds an undergraduate degree from Texas A&M and an MBA from the University of Texas at Austin.

Bartee lives with his wife and children in Austin, Texas.
Aquasana is the smartest and healthiest choice.

**Drinking Water Filters**

*Clearly better water, everyday*

Provides your family with the healthiest, best-tasting drinking water available for as little as 10 cents a gallon.

<table>
<thead>
<tr>
<th>Product</th>
<th>Aquasana AQ-4000</th>
<th>Brita Pitcher</th>
<th>Filtrete Bottle Station</th>
<th>PUR Faucet Filter</th>
<th>ZeroWater Pitcher</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost/gallon</strong></td>
<td>10¢*</td>
<td>15¢</td>
<td>11¢</td>
<td>17¢</td>
<td>56¢</td>
</tr>
<tr>
<td>Chlorine and disinfectant by-products</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Lead</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Cysts</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Aesthetics (taste &amp; odor)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Industrial solvents</td>
<td>●</td>
<td>○</td>
<td>○</td>
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<tr>
<td>Herbicides &amp; pesticides</td>
<td>●</td>
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<td>Organic chemical compounds</td>
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<tr>
<td>Pharmaceuticals</td>
<td>●</td>
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<td>○</td>
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<td>○</td>
</tr>
</tbody>
</table>

*With the Water for Life replacement filter program

**Shower Filters**

*Clearly better water, for your skin and hair*

Takes the scary out of showering to protect your skin, hair and the air quality of your home.

<table>
<thead>
<tr>
<th>Product</th>
<th>Aquasana AQ-4100</th>
<th>GE Inline</th>
<th>New Wave Premium</th>
<th>Sprite Shower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chlorine reduction</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>2-stage up-flow design</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Guarantee &amp; warranty</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

**Whole House Filters**

*Clearly better water, for your home*

Supplies unlimited clean, healthy and great-tasting water for drinking, cooking and bathing to every tap in your home.

<table>
<thead>
<tr>
<th>Product</th>
<th>Aquasana EQ-300</th>
<th>Crystal Quest</th>
<th>Cuzn</th>
<th>Pelican Water</th>
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</thead>
<tbody>
<tr>
<td>Complete system certification</td>
<td>●</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>Chlorine reduction</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Ease of operation</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Customization</td>
<td>●</td>
<td>○</td>
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<td>○</td>
</tr>
<tr>
<td>Guarantee &amp; warranty</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Aquasana
Optimized Filtration – How It Works
Media Contact: Cindy Young at Dynabrand — 512.585.0394 — cindy@dynabrand.com

Drinking

**Cartridge A**
is a bituminous carbon filter with 5 micron pores

- Filters
  - Sediment & turbidity
  - Bad taste & odor
  - Chlorine

**Cartridge B**
is a coconut shell carbon and ion exchange filter with 0.5 micron pores

- Filters
  - Lead
  - Synthetic chemicals
  - Herbicides
  - Pesticides
  - Pharmaceuticals
  - Cysts

Shower

**Stage 1**
is a patented zinc and copper media

- Filters 91% of chlorine
- Enhances pH

**Stage 2**
is a high-grade coconut shell carbon

- Reduces other organic elements

Whole House

**Stage 1**
is a five-micron sediment prefilter

- Filters
  - Rust
  - Dirt
  - Microscopic particles

**Stage 2**
is a blend of a patented copper-zinc oxidation media and crushed mineral stone

- Filters chlorine
- Enhances pH balance

**Stage 3**
is high-grade activated carbon

- Filters
  - Additional chlorine
  - Organic chemicals
**Frequently Asked Questions**

**Why is it important to filter my family's drinking water?**

Studies show that even the best tap water has toxins in it that give water a chemical aftertaste and present short- and long-term health risks. Unfortunately only 91 contaminants are regulated by the Safe Drinking Water Act, even though more than 60,000 chemicals can be found in our public water supply today – including chlorine, lead, herbicides, pesticides, pharmaceuticals, industrial waste and cysts. This is why the most recent report from the President’s Cancer Panel recommends installing both drinking water and shower water filters in your home as one of the most important things you can do to protect yourself from developing cancer.

**I currently use a pitcher (i.e. Brita) to filter my water, is this good enough?**

While any filter is better than no filter at all, pitcher filters are designed to filter small amounts of water slowly because they are small, single cartridge systems that use gravity to force tap water through the filter. This results in them being less effective, less convenient and more costly on a price-per-gallon basis than filters that are designed to be installed under your countertop or hooked up directly to your faucet and placed on your counter.

**Why not just drink bottled water then?**

Bottled water is not a good option for many reasons. Not only are plastic bottles one of the largest pollution issues facing our planet today, but you also cannot guarantee the quality of the drinking water they contain. In fact, 60 to 70 percent of all bottled water is exempt from the FDA’s bottled water standards, which means you really have no idea of where from the water comes from, or what’s in it. Bottled water is also very expensive – 90 percent of the cost is in the plastic bottle, making it economically impractical for most American families.

**Why is it important to filter your shower / bath water?**

Hot, steamy showers are relaxing, but the heating up of chlorinated water produces toxic vapors including chloroform, a known carcinogen, which get trapped and circulate throughout the home, aggravating asthma and other respiratory issues. The heat of the shower also opens your pores, meaning your skin absorbs more chlorine with each lather. In addition to exacerbating sensitive or dry skin – including eczema – this also wreaks havoc on any beauty routine. From a cosmetic standpoint, filtering your shower water gives you softer skin and healthier hair, including longer-lasting color, less breakage and a reduced need for damaging heat-based styling products.

**How can I find out what’s in my family’s tap water?**

It is required by law that a drinking water quality report, stating where your water comes from and what’s in it, be available to you upon request and free of charge. The reports are usually mailed out by your water supplier each year in July. If you didn’t receive a copy, contact your water or visit the EPA web site at www.EPA.gov and ask for a copy. If you’d prefer a more personalized analysis, Aquasana also offers a service called myWater, in which the company’s water specialists facilitate a test of your water with National Testing Labs and recommend a solution based on your unique and specific needs.

**Why choose Aquasana?**

Aquasana drinking water filters remove more than 99% of the chlorine, lead, herbicides, pesticides, industrial solvents and cysts found in tap water while preserving its healthiest elements, which include calcium, magnesium, iron and potassium. This means that Aquasana drinking water filters take the bad out of tap water without sacrificing the important minerals that are vital for your child’s growth and development. In addition, Aquasana’s shower filters use a unique upflow design to remove nearly double the amount of chlorine required for NSF certification. This is why Aquasana’s filters are highly recommended by numerous consumer rating organizations, including being named a Consumers Digest “Best Buy” for six consecutive years, among others.

**How much do Aquasana’s filters cost?**

Aquasana’s shower filters start at $84.99, the drinking water filters start at $124.99 and the whole-house filters start at $999.99.

**How often do you have to replace the filter cartridges? Doesn’t that get expensive?**

Aquasana’s drinking water filter cartridges last six months or 500 gallons, meaning that you’re getting the cleanest, healthiest and best-tasting water for approximately $0.02 per bottle – a huge savings compare to the cost of bottled water or pitcher filters. In addition, the shower filter cartridges only need to be replaced every six months or 10,000 gallons. To ensure the best price, Aquasana also offers a convenient auto-ship program – Water For Life – which includes automatic delivery of fresh cartridges to your door every 6 months, exclusive member benefits and rewards, a product warranty for the life of your program membership and guaranteed best product pricing, including 20% off and free shipping. This way, you never have to remember when to change your filter cartridges, you never have to go to the store to get them and you get the best pricing in the market on your replacement cartridges.

**Where can I buy an Aquasana filter?**

Please visit Aquasana.com.