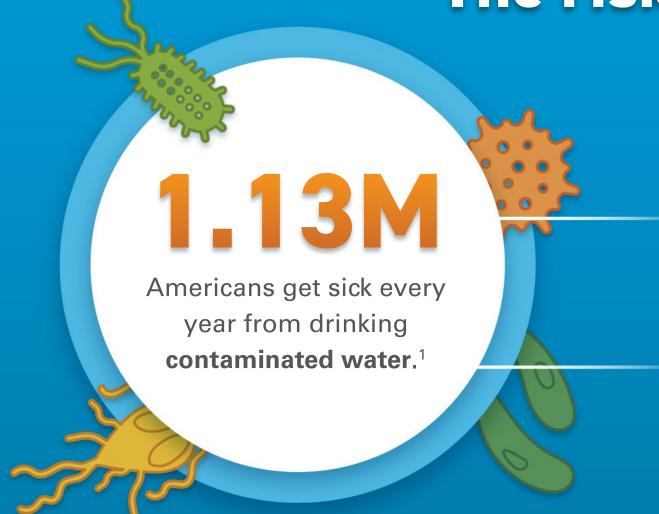


## The Costs of Microbial Contamination

## The risk is real.



53% of cases were caused by *norovirus*.1

of cases were caused by chlorine-resistant *giardia* and *cryptosporidium*.<sup>1</sup>



of waterborne illness-related hospitalizations were caused by drinking water.1

50% of waterborne illness-related

deaths were caused by drinking water.1

33%

of reported waterborne disease outbreaks were related to private wells.<sup>2</sup>

## The costs add up.



\$470 \$1,013

lost productivity.4 The average *cryptosporidium* case

The average *norovirus* case costs

\$470 in medical treatment and

costs \$1,013 in medical treatment and lost productivity.5

the unpleasant nature of being sick with stomach issues.

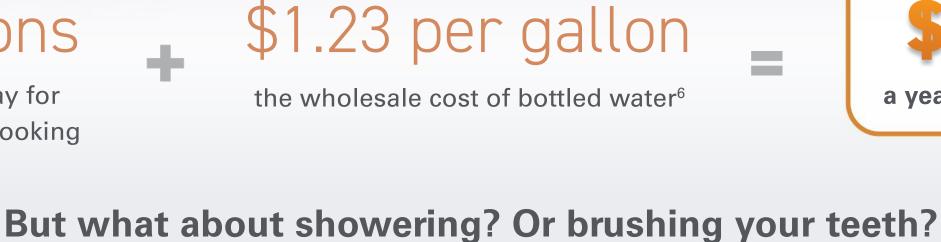
And then there's the unquantifiable aspect—

# So, what can you do?



of water a day for drinking and cooking

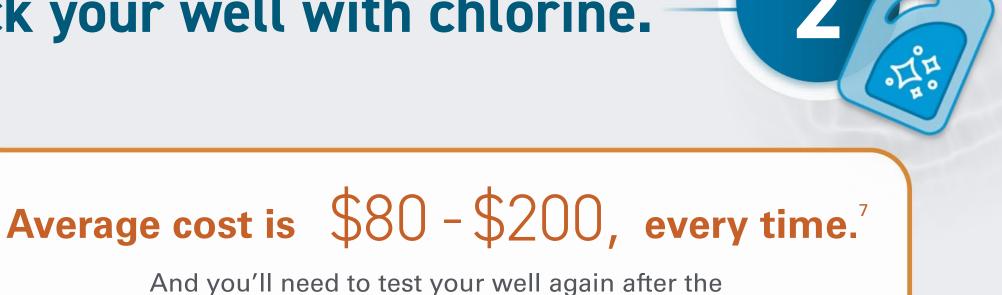
2 gallons





Using bottled water for these tasks is impractical.

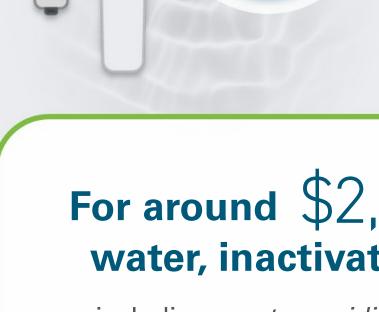
Shock your well with chlorine.



Shock chlorination is a short-term fix to a long-term problem.

Once a well has been contaminated, it's highly likely to become contaminated again.

shock to make sure the treatment worked.



For around \$2,000, you can continuously treat your

Install a VIQUA whole-home

**UV** water treatment system

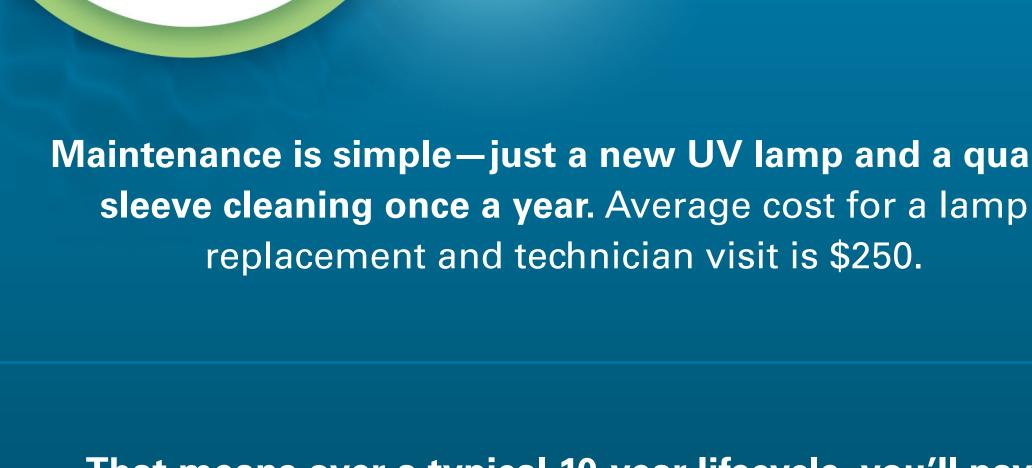
for consistently better water.8

water, inactivating common waterborne pathogens – including cryptosporidium, giardia, pathogenic E. coli (STEC/VTEC), campylobacter, legionella, salmonella, shigella, norovirus, enterovirus, and hepatitis A virus—without the use of chemicals.9

### The UV lamp \$55.12 a year uses the same amount of energy .04 kW X 8,760 hours a year = 350 kWh @ as a 40-watt

UV: the simple, reliable, and

affordable path to better water.



lightbulb.

\$2,000

(system)

Maintenance is simple—just a new UV lamp and a quartz

\$4,801

\$0.1573 (average electricity cost in the U.S.)<sup>10</sup>

That means over a typical 10-year lifecycle, you'll pay:

\$2,250

(average maintenance

over 9 years)

Get peace of mind and protect the well-being of your family for just \$480 a year or \$1.32 a day.

Because it's always time for better quality water, invest in VIQUA.

Learn more at VIQUA.com

<sup>1</sup>Centers for Disease Control and Prevention. "Estimating Waterborne Infectious Disease Burden by Exposure Route, United States, 2014." Published July 2023. <sup>2</sup>National Groundwater Association. "Contributing Factors to Disease Outbreaks Associated with Untreated Groundwater." October 3, 2013.

(average electrical

cost over 10 years)

<sup>4</sup>U.S. Department of Agriculture, Economic Research Service. "Cost of foodborne illness estimates for norovirus." 2018. <sup>5</sup>U.S. Department of Agriculture, Economic Research Service. "Cost of foodborne illness estimates for cryptosporidium." 2018.

<sup>7</sup>WaterDefense.org. "Coliform Bacteria in Well Water Treatment: Cost & How to Treat."

Burden by Exposure Route, United States, 2014." Published July 2023.

Updated June 2, 2023.

<sup>9</sup>Efficacy of VIQUA UV systems has been demonstrated in internal testing using surrogate organisms, specifically MS2 Phage. MS2 is a well-documented surrogate organism that is accepted in the water treatment industry in the design and testing of UV systems being used to treat cryptosporidium and giardia. Contact VIQUA for the details on internal <sup>6</sup>International Bottled Water Association. "How Much Does Bottled Water Cost." 2021.

<sup>8</sup>Versus identical incoming water that is not treated with a UV system. Based on internal efficacy testing, VIQUA UV treatment systems, when installed in accordance with the manufacturer's recommendations and with use of a VIQUA UV lamp that is within its expected life, and subject to mechanical and water quality variables, can inactivate common waterborne pathogens. Actual efficacy of any particular VIQUA UV system will be dependent upon mechanical and water quality variables, including incoming <sup>3</sup>Centers for Disease Control and Prevention. "Estimating Waterborne Infectious Disease water quality, the specific pathogen(s) present, age of UV light bulb, etc. Accordingly, no guarantee can be provided of actual percentage of common waterborne pathogens inactivated in an application.

> testing performed. <sup>10</sup>EnergyBot. Data pulled on March 18, 2024.