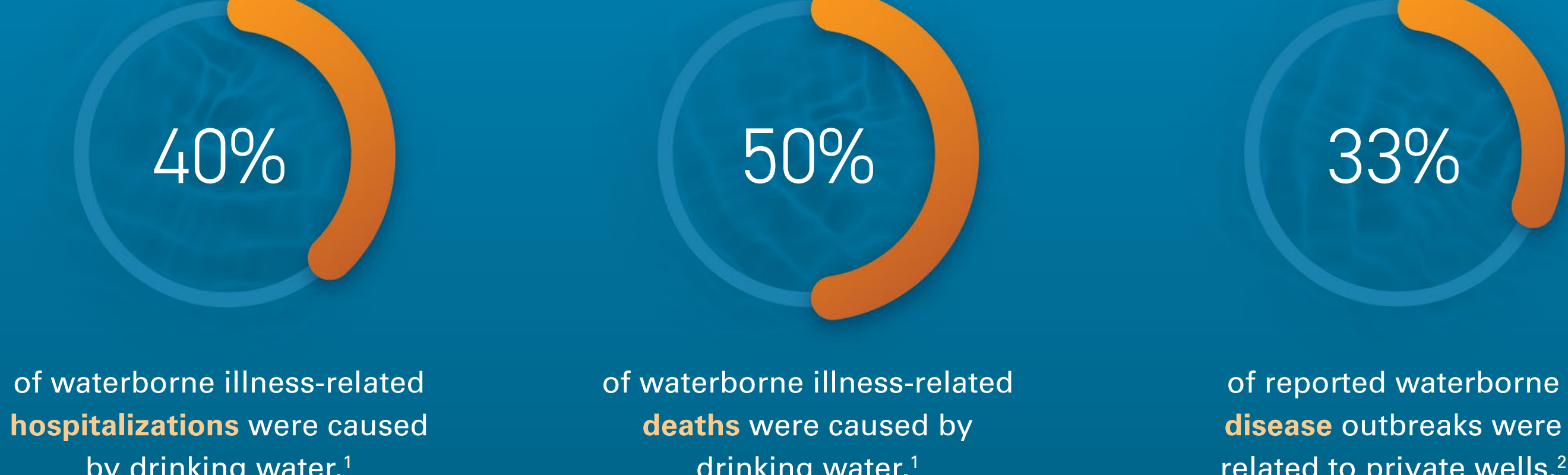
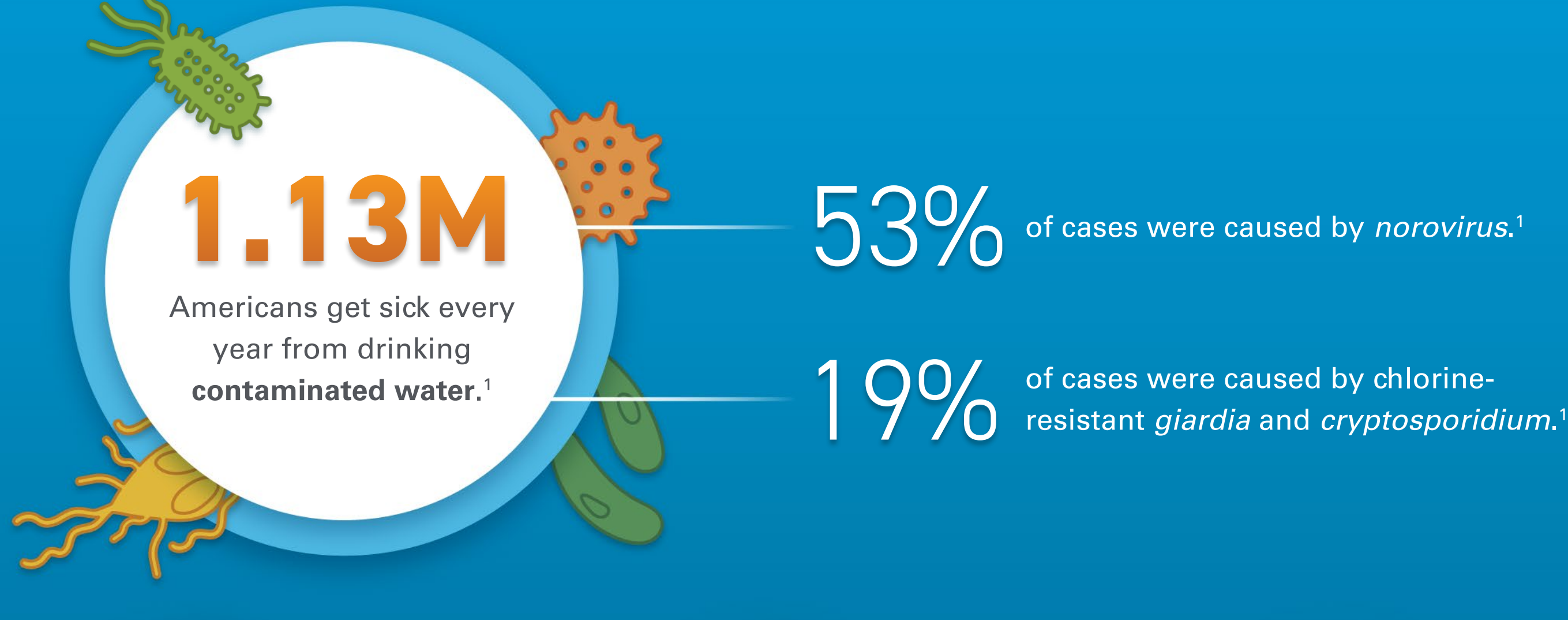


# The Costs of Microbial Contamination

## The risk is real.



## The costs add up.



And then there's the unquantifiable aspect—the unpleasant nature of being sick with stomach issues.

## So, what can you do?

**1** Turn to bottled water.

2 gallons of water a day for drinking and cooking + \$1.23 per gallon the wholesale cost of bottled water<sup>6</sup> = **\$900** a year per person

But what about showering? Or brushing your teeth? Using bottled water for these tasks is impractical.

**2** Shock your well with chlorine.

**Average cost is \$80 - \$200, every time.<sup>7</sup>**

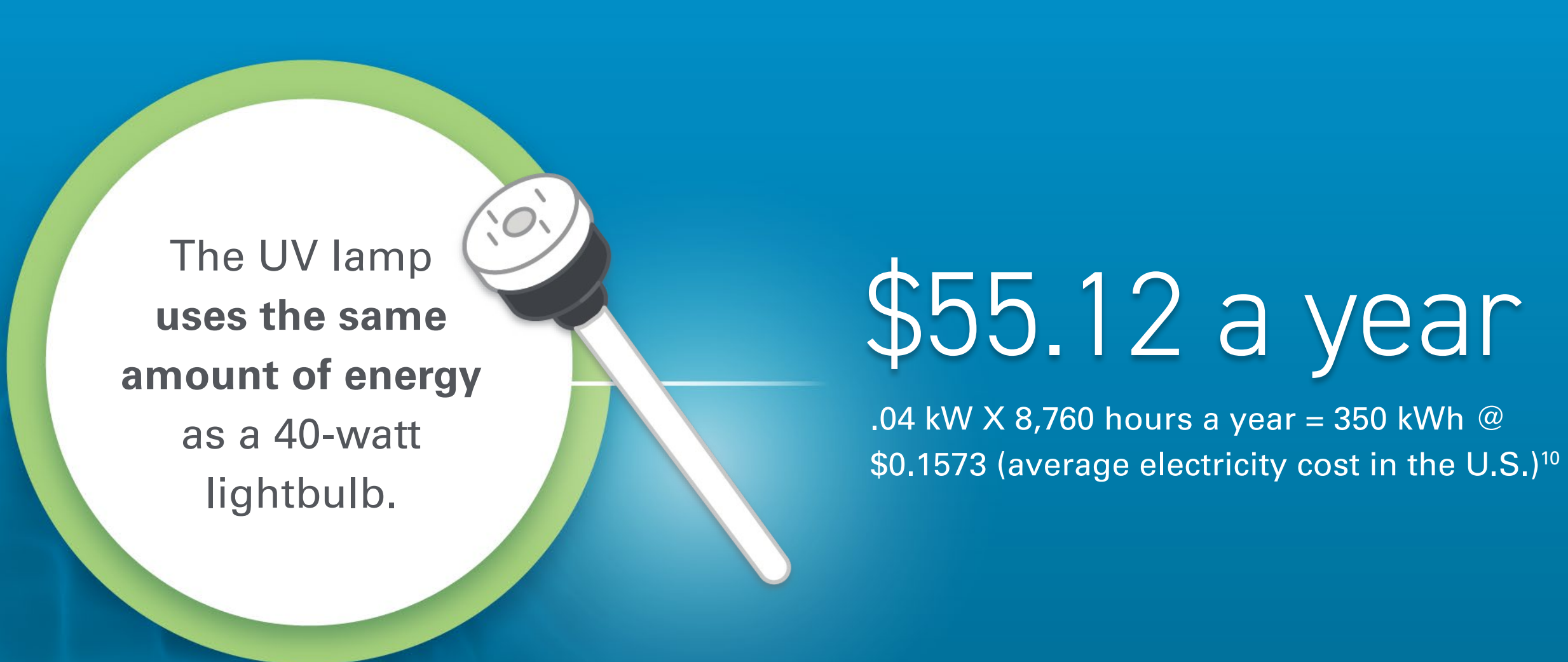
And you'll need to test your well again after the shock to make sure the treatment worked.

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.

**3** Install a VIQUA whole-home UV water treatment system for consistently better water.<sup>8</sup>

**For around \$2,000, you can continuously treat your 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.<sup>9</sup>

## UV: the simple, reliable, and affordable path to better water.



Maintenance is simple—just a new UV lamp and a quartz sleeve cleaning once a year. Average cost for a lamp replacement and technician visit is \$250.

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

\$2,000 (system) + \$551 (average electrical cost over 10 years) + \$2,250 (average maintenance over 9 years) = **\$4,801**

**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](http://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.  
<sup>3</sup>Centers for Disease Control and Prevention. "Estimating Waterborne Infectious Disease Burden by Exposure Route, United States, 2014." Published July 2023.  
<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>6</sup>International Bottled Water Association. "How Much Does Bottled Water Cost?" 2021.  
<sup>7</sup>WaterDefense.org. "Coliform Bacteria in Well Water Treatment: Cost & How to Treat." Updated June 2, 2023.  
<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 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.  
<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 testing performed.  
<sup>10</sup>EnergyBot. Data pulled on March 18, 2024.