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It's Time to Think About Your Drinking Water

How much do you really know about the water in your home?

The quality of your drinking water can change from day to day, season to season. Even if your tap water is good today, contaminants can infiltrate wells and aquifers, and aging infrastructure can lead to an increased risk of contamination. Unfortunately, these issues can lead to outbreaks of waterborne illnesses, boil water advisories, and worried homeowners.

80%

of Americans worry about polluted drinking water, according to the 2023 Gallup Environmental Poll.[1]

What you need to know about city-supplied water

Municipal or city water originates from a water treatment facility, and water quality is regulated by health authorities. Besides rare-but-possible failures at facilities (power failures, floods, hurricanes, etc.), it's what happens to the water between the water treatment facility and your home that's cause for concern. Cracks in pipes or water main breaks happen everywhere. If water can get out, contaminants can get in.

What you need to know about well water

If a well is located, constructed, and maintained correctly, it can be a source of good drinking water for decades. However, unlike water supplies in most cities, there are often no regulations pertaining to the quality of private water wells. If your water is supplied through a private or shared well, you are responsible for the quality of your water.

What you need to know about treating water with chlorine

Chlorine treatment is effective in many ways. However, many common illness-causing protozoa, such as *giardia* and *cryptosporidium*, are chlorine resistant. All water systems can be vulnerable to these microbes given the right conditions. UV water treatment systems inactivate common waterborne pathogens, including those that are chlorine resistant.

Furthermore, chlorine can alter the taste and smell of your water. It also can introduce undesirable disinfection byproducts into your water stream.

[1] https://news.gallup.com/poll/1615/environment.aspx

What you need to know about bottled water

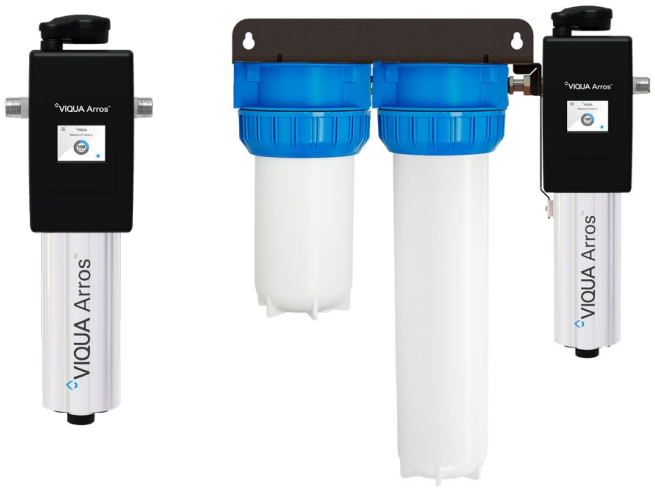
Many popular bottled water brands are simply municipal tap water that has gone through extra filtration steps. The U.S. and Canada regulate bottled water as a food product, not as drinking water, which means it doesn't have to undergo the same rigorous testing as your tap water.

It's also expensive. According to the Beverage Marketing Corporation, the wholesale price of a gallon of domestic, non-sparkling water was $1.23 in 2021. That means one person using two gallons a day for drinking and cooking will spend almost $900 on bottled water a year.

What can you do to protect your water

Install a VIQUA Arros™ IHS Ultraviolet Water Treatment System. This premium whole-home UV system with integrated pretreatment delivers optimized performance and reduced power usage while minimizing maintenance hassles.

- Inactivate common waterborne pathogens, including *cryptosporidium, giardia, pathogenic E. coli (STEC/VTEC), campylobacter, legionella, salmonella, shigella, norovirus, enterovirus,* and *hepatitis A virus*.*
- Improve taste and eliminate odors.
- Get peace of mind from continuous water treatment without the use of chemicals.
- Save money and reduce plastic waste by never buying bottled water again.
- Deliver quality water to every tap in your home for drinking, bathing, cooking, and brushing teeth.
- Add an extra layer of protection for your family, day in, day out.



* Efficacy of VIQUA systems has been demonstrated in internal testing. Visit VIQUA.com for details.

Because it's always time for better quality water, think VIQUA. To learn more, contact the water treatment professionals at:

(###) ###-####

www.company-name.com

email@company-name.com

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