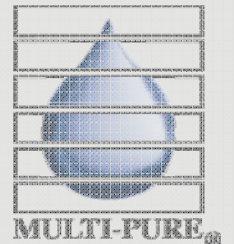


- In 2007, Americans
drank an average **29.3**
gallons of Bottled
Water (Smithsonian Magazine)

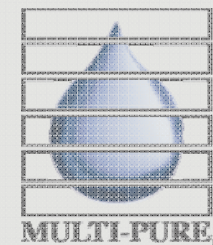
- **9 billion gallons**

- **\$11.7 billion** in bottled
water sales in 2007



- **Bottled Water uses fossil fuels**

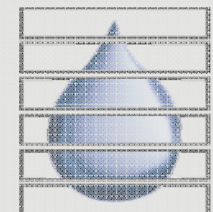
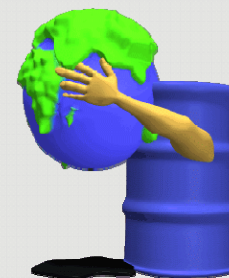
- Making the Bottles
- Filling the Bottles
- Transporting the Bottles (store)
- Transporting the Bottles (home)
- Transporting the Bottles (trash or recycle)



17 million barrels of oil are
used annually to
manufacture water
bottles

*(Bottlemania: How Water Went on Sale
and Why We Bought It, Elizabeth Royte)*

- Enough to fuel **1.3 Million**
cars for 1 year

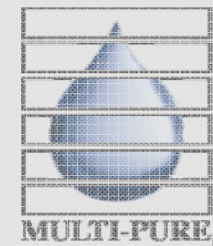


MULTI-PURE®



Manufacture of plastics generates emissions of:

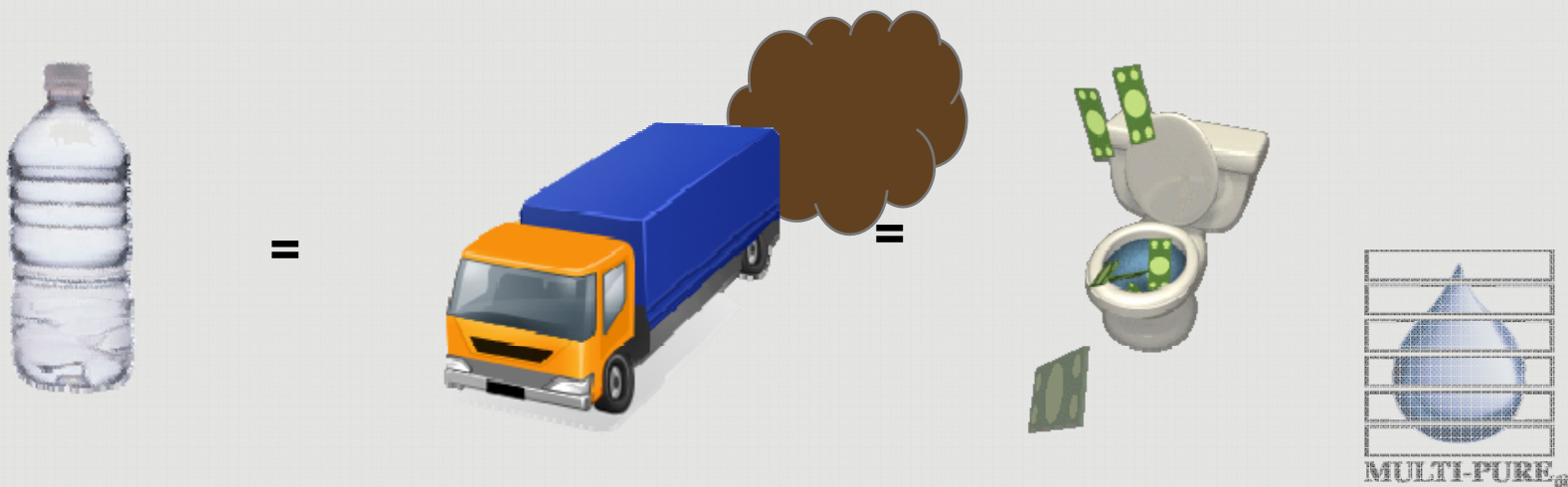
- **Nickel**
- **Ethylbenzene**
- **Ethylene oxide**
- **Benzene**



MULTI-PURE[®]



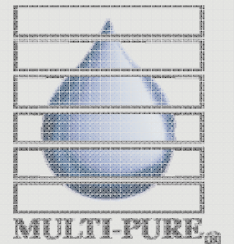
- Unlike tap water, which is delivered via efficient municipal systems, Bottled Water needs to be delivered by truck.
- Gas costs about \$3/gallon... much of that cost is passed to consumer
- **1 Billion Pounds** of CO₂ Emitted in Transportation
(Worldwatch Institute)





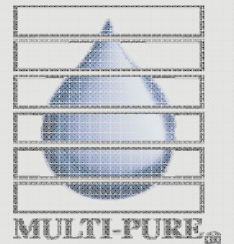
- 2.45 lbs of Nitrous Oxide emitted for every 1000 gallons of bottled water (TAB Packaging Technology, Inc.)

- .01 lbs for 1000 gallons of filtered water



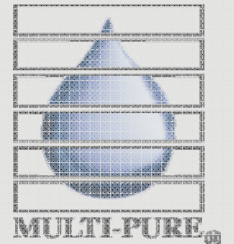


- **9.05 lbs of Carbon Monoxide emitted for every 1000 gallons of bottled water** (TAB Packaging Technology, Inc.)
- **.04 lbs for 1000 gallons of filtered water**



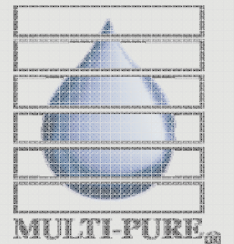


- **150.91 lbs of Carbon Dioxide emitted for every 1000 gallons of bottled water** (TAB Packaging Technology, Inc.)
- **.65 lbs for 1000 gallons of filtered water**



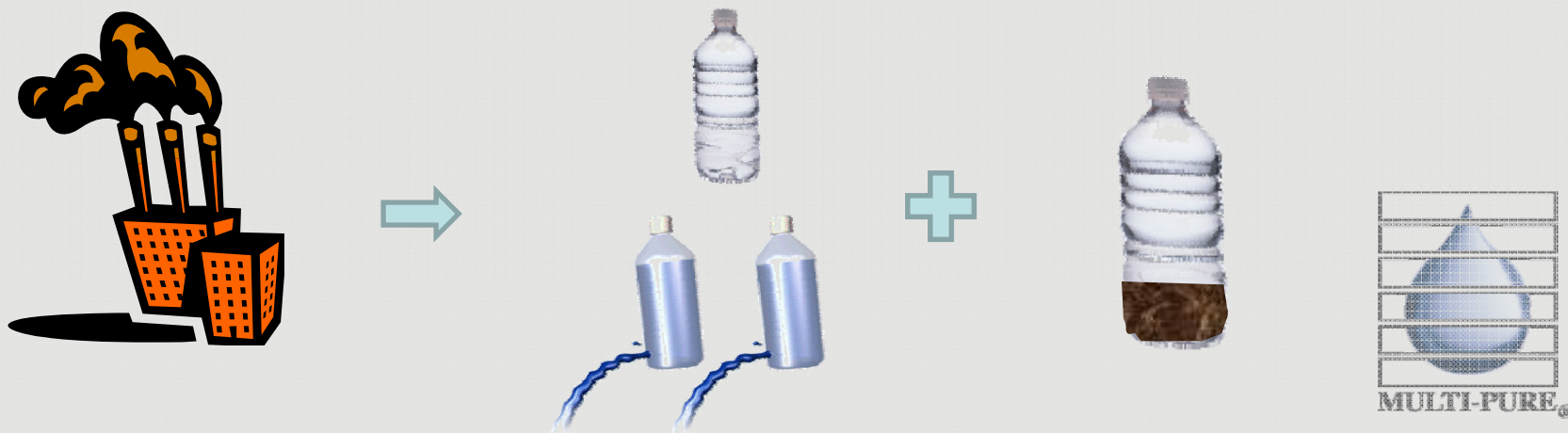


- **17.3 gallons** of fuel used to transport 1000 gallons of bottled water (TAB Packaging Technology, Inc.)
- 2007, Poland Spring burned **928,000 gallons** of diesel fuel
- **.15 gallons** for 1000 gallons of filtered water





- **Manufacturing & filling plastic water bottles consumes 2 x water as the bottle will ultimately contain**
- **Most commercial filtration methods require additional energy:**
 - **Commercial Reverse Osmosis**
 - **Commercial Ozonation**
 - **Commercial Filtration**
 - **Commercial Ultra-violet treatment**
 - **Commercial Distillation**
- **Total energy required to manufacture, fill, transport & dispose of a bottle will fill that bottle $\frac{1}{4}$ with oil** (Pacific Institute)





- **2 Million tons** of plastic bottles are landfilled every year! (Worldwatch Institute)
- **1/10** water bottles are recycled (Container Recycling Institute)
- Plastic can take **1,000** Years to biodegrade
- PET bottles recycled in the United States are often **exported** - as far away as China—adding to the resources used.



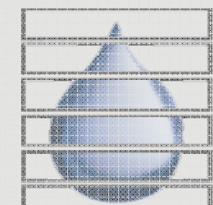
MULTI-PURE®

- Polycarbonate Bottles

- Contribute **Bisphenol A**, an endocrine disruptor, to water
- Endocrine disruptors mimic estrogen in the body, leading to similar physiological effects on the body



=



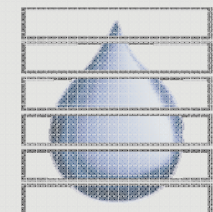
MULTI-PURE®

- PET Bottles

- Polyethylene terephthalate, although thought generally safe, has been linked to elevated levels of **Antimony** in bottled water

(J. Environ. Monit., 2006, 8, 288-292 DOI: 10.1039/b517844b Paper)

- Antimony is a suspected carcinogen and is an EPA priority pollutant

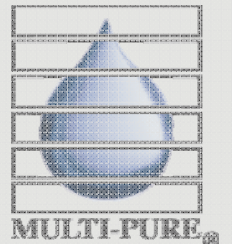


MULTI-PURE[®]

Multi-Pure has always been **GREEN**



- Decreased use of bottled water
- Once in a lifetime purchase
- Carbon made from renewable resource - coconut shells
- Low waste manufacturing
- Carbon in landfill is good!





By using a Multi-Pure filter, you can offset:



- 3,000 to 12,000 plastic bottles
- Up to 187 gallons of oil
- 1,500 gallons of wasted water
- >100 lbs of CO₂
- Countless gallons of gasoline in car trips you **WON'T** make to the store!

