

Q. CAN I SOFTEN MY WATER WITHOUT A SALT BASED WATER SOFTENER?

R/: **NOT FOR MY WHOLE HOUSE.**

SALT-BASED SOFTENERS

Genuine Water Softener Checklist



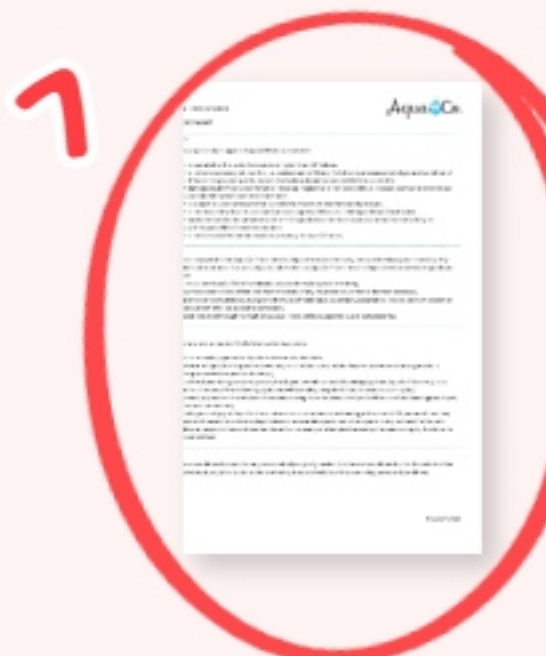
1. Calcium removal claims backed with test results!
2. Counts how many litres have gone through the system.
3. Requires Salt Refills
4. Automatic Water Softeners require power to keep the computer ON and to self-regenerate when needed.
5. Once the resin has reached its saturation point, the computer will rinse the resin with a salty solution through a process called **REGENERATION**.
6. NSF Certification
Real Water Softeners are certified to NSF/ANSI 44 and WQA S-100

Genuine Water Softener

PLUS

- + Laboratory tested to prove the structural integrity and performance claims.
- + Tested for softening capacity and rinse effectiveness.

PROOF!



HOW A REAL WATER SOFTENER LOOKS!



~~SALT-FREE SOFTENERS~~

NO PROOF FOR CALCIUM REMOVAL!

DEVICES

WATER CONDITIONER

Conditioning **cannot** be proven with test results.

Change the structure of Calcium/Magnesium **without** removing it.

Magnetic Devices



SP3 Catalytic Media or Template Assisted Crystallization (TAC)

There isn't valid scientific data to support that salt-free "softeners" remove the hardness.



Water Conditioner Checklist

1. Can't be tested for the reduction of Calcium hardness.
2. Do not have a clock or can't monitor the amount of water used.
3. Do not require salt.
4. Do not require power.
5. Can't regenerate.
6. NO NSF Certification for calcium removal.

Not a Water Softener

PLUS

- + Do not work in a consistent and predictable way.
- + Customers can't see the difference between raw water and salt-free devices.

Can't regenerate automatically



Softening ≠ Filtering

Water Softening is different to filtering your water. **Water Softening ONLY** means taking calcium/magnesium hardness out of the water, which cause scale build-up. Filtered water can feel softer on your skin, but this **DOES NOT** mean it has been softened.

