

Protecting Our Children

Protecting The Water Your Children Drink

(NAPS)—According to a study by the Natural Resource Defense Council, there were 250,000 violations of the Federal Safe Drinking Water Act between 1991 and 1992, affecting more than 120 million people across the country. Environmental Protection Agency Administrator Carol Browner reported in March of 1995 that some 41 million Americans were served by drinking water systems that violated one or more public health standards.

Statistics like these are alarming enough for adults, but the consequences for children, especially small children under the age of six, can be even more of a concern.

Still, the U.S. does have some of the best water and most sophisticated delivery systems in the world. It pays to become an informed water consumer. Start by finding out what's in your own water and then take the appropriate steps to protect your family.

The Centers for Disease Control and Prevention (CDC) reports that the risk of becoming ill from bad water in the U.S. is low, but rising. The problem is that there are no guarantees that water in the U.S., which is good overall, is necessarily safe at all places at all times.

An option that has risen in popularity in recent years is the purchase of in-home water treatment systems. Although there are many options on the market, from pour-through filters to faucet attachments, the CDC has recognized that reverse osmosis (RO) systems are the most effective means of reducing dissolved solids, lead and other contamination that may be in the water.

RO systems, like those manufactured by Kinetico Incorporated,



Cleanliness of drinking water is a key health concern, especially for small children.

operate by forcing pressurized water through an ultra-fine membrane. The company's systems also feature a five-stage protection process, as well as the patented EverClean Rinse, which automatically cleans the system with high-quality water to protect its membrane and ensure every drop of water is equally as good.

"Kinetico and other reputable members of the Water Quality Association don't want to sell systems based on a parent's fear," says Dave Krupinski, a spokesperson for Kinetico Incorporated. "But given the overall convenience and efficiency with which our systems handle a wide variety of contaminants, RO systems deliver peace of mind and the best value."

To assist consumers with their quality questions, Kinetico has established a consumer water hotline. Call 1-800-944-WATER to speak with a water expert or to request the free brochure, "Consumer's Guide to Protecting the Water Your Family Drinks." For more information about water, visit www.kinetico.com.