



Here's To Clean Water—How To Help Safeguard Against Drinking Water Contaminants

(NAPSA)—You may have heard that drinking 8-ounce glasses of water a day is good for your health. But what if the water you're drinking isn't as good for you as you think—due to drinking water contaminants?

The problem is that while tap and bottled water may appear crystal clean, it may still contain hidden contaminants picked up along the way as it makes the journey to your home. And while some drinking water contaminants may simply be things you'd really rather not ingest or might make your water taste bad, some may be harmful to your health. In fact, according to research supported by the Environmental Protection Agency and the Centers for Disease Control and Prevention, there may be as many as 16 million waterborne illnesses a year associated with drinking water.

Depending on where you live, tap water may contain levels of lead, heavy metals, industrial and agricultural pollutants and even trace levels of pharmaceuticals—including hormones, steroids, antibiotics, antidepressants, painkillers and anti-anxiety medication—which have been identified in tap water sources serving more than 51 million American homes. And buying bottled water isn't necessarily a solution—plastic water bottles can also leach harmful contaminants into your family's drinking water.

Fortunately, there is a solution for fresh, clean water without spending a fortune. In-home water filtration products, like PUR faucet filters, can remove or reduce up to 61 of these commonly found contaminants—more than any other leading brand.



An inexpensive water filter can help you feel assured your drinking water is clean.

For example, PUR faucet filters reduce agricultural pesticides, industrial pollutants, lead, mercury, trace levels of pharmaceuticals, and chlorine taste and odor straight from the tap—contaminants others could leave behind. PUR's unique activated carbon water filters found in its pitchers are certified to remove a total of 13 contaminants often found in tap water versus only six claimed by Brita—that's twice the number of contaminants. At the same time, they can keep essential fluoride—which is important for developing and maintaining healthy teeth in children and adults—in your drinking water.

Drink (Water) To Savings

Switching to filtered water at home could save your family more than \$1,000 per year over bottled water. PUR pitchers and faucet filters start at only \$19.99 and provide clean water at about a penny a glass.

Learn More

For further information on how to safeguard your home and family from water contamination, go to www.PURwater.com or www.facebook.com/PUR.