



GET CLEAN[®] Water

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What's in Your Water?

Chemicals that can be harmful to your health can actually turn up in the water your family drinks. Heavy metals, industrial pollutants, pesticides—these harmful contaminants can enter our water supplies and have the potential to create long-term health challenges. According to the U.S. Environmental Protection Agency, the water we drink is responsible for up to 20% of lead exposure in humans. And an EPA report demonstrates that at least 13% of the nation's water treatment systems have violated the Safe Drinking Water Act in each of the past five years.

The water from your tap may look clean, but exactly how safe is it? Relax. Cleaner, healthier water is just a pitcher away.

Introducing Get Clean Water

Get Clean Water is a revolutionary new water-filtration pitcher system certified by the Water Quality Association (WQA) to reduce up to 99% of lead¹, as well as dozens of other nasty contaminants that can turn up in your water and may be harmful to your health.

Multipatented Get Clean Water uses a solid block of carbon to filter and clean your water. Each Get Clean Water filter handles 80 gallons of water, twice as much as Brita[®] and PUR[®]², and each filter is made from sustainable coconut shell carbon using a zero-emission process. Plus, it's the first pitcher with a refillable carbon-block filter system, so there's less waste going to the landfills.

Cleaner, healthier water and a cleaner, healthier planet? We can all drink to that!

Beats Leading Brands

- Certified to reduce up to 99% of lead (Brita[®] and PUR[®] water pitchers are not³)
- Certified to filter 80 gallons—twice as much as Brita[®] and PUR[®]²
- First-ever pitcher with a refillable carbon-block pitcher filter system, so there's less waste going to the landfills

The Smart Choice

- The first pitcher with an automatic meter that shows gallons filtered, so you know exactly when to replace your filter—no more guessing!
- Healthier, cleaner-tasting water for only pennies a gallon

¹Substances reduced may not be in all users' water.

²Compared to Brita[®] and PUR[®] pitcher filters at 40 gallons. "Leading brands" is defined as Brita and PUR. All trademarks are the property of their respective owners.

³This comparison of current WQA and NSF certified reduction claims was conducted on June 16, 2010, on the Brita[®] OB-36 and the PUR[®] CR-6000C pitchers and is valid only for the named products marketed at that time. Models compared also are certified to reduce chlorine (taste and odor), nominal particulates, plus the following: Brita OB-36: zinc; PUR CR-6000C: cysts, MTBE, toxaphene, and zinc. Product claims obtained from the respective manufacturers' Web sites. "Leading brands" is defined as Brita and PUR.

The Shaklee Difference

SAFE

- ✓ Certified by the WQA to reduce up to 99% of lead¹; Brita and PUR water pitchers are not²
- ✓ Certified to reduce many harmful contaminants that can turn up in your water
- ✓ Pitcher is made from food-safe, BPA-free plastic

POWERFUL

- ✓ Each Get Clean Water filter is certified to handle 80 gallons—twice as much as leading brands³
- ✓ Reduces contaminants that can actually turn up in your water and be harmful to your health

GREEN

- ✓ First-ever pitcher with refillable carbon-block filter system, which means there's less plastic to throw away
- ✓ Each filter is made with sustainable coconut shell carbon made with a zero-emissions process, which is better for the environment than traditional carbon production
- ✓ Each filter is capable of handling the equivalent amount of water contained in 600 16.9 fl. oz. bottles of water, meaning that Get Clean Water can save you money while eliminating waste

SMART

- ✓ Costs only pennies a gallon for cleaner, healthier water
- ✓ First automatic filter life meter that shows how many gallons have been filtered—no more guessing!
- ✓ Get Clean Water Refillable Filter Housing Kit fits many other pitcher systems, including the BestWater[®] PerfectPitcher[®]

Get Clean[®] Water Components:

- Get Clean Water "Year of Clean Water¹" Starter Pack with Water Filter Refill 3-Pack (#89113)
- Get Clean Water Starter Pack (#89099)
- Get Clean Water Refillable Filter Housing Kit (#52117)
- Get Clean Water Filter Refill 1-Pack (#52115)
- Get Clean Water Filter Refill 3-Pack (#52116)
- Get Clean Water Replacement Pitcher (#52114)

DID YOU KNOW?

- ✓ An Environmental Working Group (EWG) study found a total of 316 contaminants, including 97 agricultural and 204 industrial contaminants, in the tap water of 45 states. More than half of the contaminants detected have no drinking-water safety standards.*
- ✓ According to the U.S. Environmental Protection Agency, public water utilities have violated the Safe Drinking Water Act more than 700,000 times in the past seven years.**
- ✓ Unlike public water utilities, the bottled water industry is not required to publicly disclose the results of any contaminant testing it conducts.
- ✓ Bottled water may not be contaminant free. The EWG found a total of 38 contaminants in the water of 10 popular brands.***
- ✓ In 2007, 8.8 billion gallons of bottled water were consumed in the US.****
- ✓ In 2007, 1.64 million tons of bottled water packaging materials were produced in the U.S.; only 34% of those materials were recycled.****
- ✓ According to the U.S. Conference of Mayors' resolution, it takes 1.5 million barrels of oil every year to facilitate the production of water bottles made for use in the U.S. That's enough oil to power 50,000 cars for a year.

*Source: ewg.org/Tap-Water/sourcesoftapwaterpollution

**FACTOIDS: Drinking Water and Ground Water Statistics for 2009 (EPA 2009)

***EWG bottled water quality investigation (2008)

****International Bottled Water Association 2007

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¹Annual usage defined as 320 gallons.

"Gets the Lead Out" and More

Get Clean Water is certified by the Water Quality Association (WQA) to reduce up to 99% of lead, which Brita[®] and PUR[®] are not.³ This first-of-its-kind water-filtration pitcher system is also certified to reduce dozens of harmful contaminants, including:

HEAVY METALS

Lead
Mercury
Cadmium

DISINFECTION BY-PRODUCTS

Total trihalomethanes (TTHMs)

- Chloroform
- Bromoform

Haloacetonitriles
Haloketones

AGRICULTURAL POLLUTANTS

Atrazine
Alachlor
Carbofuran
Dinoseb
Methoxychlor
Simazine
Endrin
Lindane
2,4-D
2,4,5-TP (silvex)

INDUSTRIAL POLLUTANTS

Benzene
Chlorobenzene
O-dichlorobenzene
1,2-dichloroethylene
Tetrachloroethylene
Toluene
1,2,4-trichlorobenzene
Hexachlorocyclopentadiene
Styrene
Xylenes
Carbon tetrachloride
Ethylbenzene
Hexachlorobutadiene
Trichloroethylene
1,1,1-trichloroethane
1,1,2-trichloroethane

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GET CLEAN[®]
Safe for you, your home
and your planet.[®]

100% Shaklee Guarantee. We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Nutrition, Healthy Home, and Personal Care Products are 100% guaranteed.

