Is Your Water Really Clean?
This eSpring® Water Purifier demonstration shows you that what you see is not always what you get when it comes to clean, clear, high-quality drinking water.

Materials Needed
- 3 clear glasses
- 1 tbsp. of dirt or soil
- 1 tbsp. of white vinegar
- Tap water

Directions
Prep Time: about 2 mins.
Demo Time: about 5–10 mins.

Preparation
Fill three clear glasses with tap water. Add dirt or soil to the first glass of water and stir. Add vinegar to the second glass of water and stir. Leave the third glass of water as is.
Demonstration

**Step 1** – Hold the dirty glass of water up to the participant and ask if they would drink it. They will decline based on the appearance of the water.

**Step 2** – Hold the glass of vinegar water up to the participant and ask if it looks like water that they would drink. They will likely say, “Yes.” Then encourage them to smell the contents and ask again whether they would drink the water. They will decline based on its odor.

**Step 3** – Let the participant examine and smell the glass of plain tap water. Then ask if they would drink the water. They may be hesitant based on Step 2, but they will likely agree that it is drinkable when you reassure them that it is water from a regular kitchen tap.

**Step 4** – Show the participant the contaminants list on the last page of this demo. Explain to them that these items may be found in plain tap water – hidden from view, smell, and taste.

Key Take-Away

Just because water looks, smells, or even tastes good to drink doesn’t mean that it always is. Even industrialized countries with good water infrastructure can have issues in which household tap water becomes contaminated by a variety of chemicals and microorganisms. Let the eSpring® Water Purifier be a protective barrier against this concern for your household and family.

Product Information

eSpring® is the world’s largest selling brand of kitchen water treatment systems.* In addition to dramatically improving taste, odor, and clarity, an eSpring® system effectively reduces more than 140 potential health-effect contaminants that may be present in drinking water. No other system is documented to effectively reduce as wide a range of contaminants as the eSpring® Water Purifier.

The eSpring® UV Water Purifier features carbon-filter technology, which means that the unit effectively reduces more than 140 potential health-effect contaminants, including:

- Lead, mercury, MTBE, and over 40 endocrine disruptors
- More than 13 disinfection by-products
- Radon and radon decay by-products
- 30 pesticides and pesticide by-products
- Two pharmaceutical impurities (17 alpha-ethinyl estradiol [EE2] and atenolol)

*Based on a Verify Markets study of 2012 sales.
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