

“ONE OF THE WORLD’S BEST-SELLING WATER TREATMENT SYSTEMS”



The eSpring® systems are the world’s largest selling brand of kitchen water treatment systems*. In addition to dramatic improvement in taste, odor, and clarity, eSpring reduces more than 140 potential health-effect contaminants in drinking water.

***Based on Verify Markets study of 2009 sales.**

About eSpring: 8 KEY FEATURES



1. Cleaner, clearer, better tasting water right from your tap
2. Better quality water
3. Independently verified and certified by the NSF
4. Cutting edge technology
5. Backed by over 25 years of research, patented technology and sold in at least 40 countries/territories
6. Simple installation and ease of use
7. Easy maintenance and single cartridge replacement
8. Superb quality, value, and environmentally preferred



CLEAN, PURE WATER FOR YOUR FAMILY

**The key feature of the eSpring Water Purifier is its outstanding performance.
Enjoy quality water right from your tap.**



About eSpring: **PERFORMANCE CLAIMS**



PERFORMANCE CLAIMS

“Our scientists and engineers evaluated eSpring® performance against established standards. The eSpring carbon block filter improves the taste, odor, and clarity of water. We are able to make more claims on reducing health-related contaminants than any other carbon-based water treatment system in the world.” Dr. Roy Kuennen, Director – Durables Research & Development

Amway is one manufacturer that thoroughly tests its products to verify their performance. Amway employs a team of scientists and engineers dedicated exclusively to water treatment system development. They have tested eSpring® Systems extensively to verify performance claims.

About eSpring:



eSpring CARBON WATER TREATMENT SYSTEM

The eSpring® Carbon Water Treatment System uses carbon-filter technology to filter out impurities while allowing beneficial minerals like calcium, magnesium, and fluoride to pass through.

eSpring WATER PURIFIER

The eSpring® Water Purifier is the world's largest selling brand of kitchen water treatment systems.* In addition to dramatic improvement in taste, odor, and clarity, eSpring reduces more than **140 potential health-effect contaminants** in drinking water and uses UV light to treat water additionally without the use of chemicals.

***Based on Verify Markets study of 2009 sales.**



About eSpring: Credentials



EXCEEDING THE HIGHEST INDUSTRY STANDARDS

Enjoying clean, fresh-tasting water every time you turn on the tap is a main reason to choose the eSpring® Water Purifier, but it's not the only one. From the certifications it has received to its performance and technology, it is easy to see why eSpring is the best choice for quality water.

About eSpring: Credentials



NSF INTERNATIONAL



NSF® International is an independent, not-for-profit public health organization that helps consumers by maintaining standards for food, water, and consumer goods, as well as certifying products according to these standards.

The eSpring® Water Purifier is the first home water purifier to feature a carbon/UV system that meets NSF International Standards 42, 53, and 55. The eSpring Carbon Water Treatment System also meets Standards 42 and 55. These standards are recognized worldwide for water quality.

The eSpring Water Purifier is certified by NSF for reducing more contaminants than any other carbon-based UV filtration system. The eSpring Water Purifier reduces more than 140 potential health-effect contaminants in drinking water and uses UV technology to treat water without chemicals.

About eSpring: Credentials



WQA GOLD SEAL

eSpring® Water Treatment Systems have been awarded the WQA Gold Seal. The WQA (Water Quality Association) developed the Gold Seal program to help consumers identify high quality water treatment systems. Only systems that have met or exceeded tough industry standards can earn a Gold Seal.

Consumers can identify WQA-validated products by looking for the Gold Seal mark or through product listings in the Validated Water Treatment Equipment Directory available from the WQA.

About eSpring: Credentials

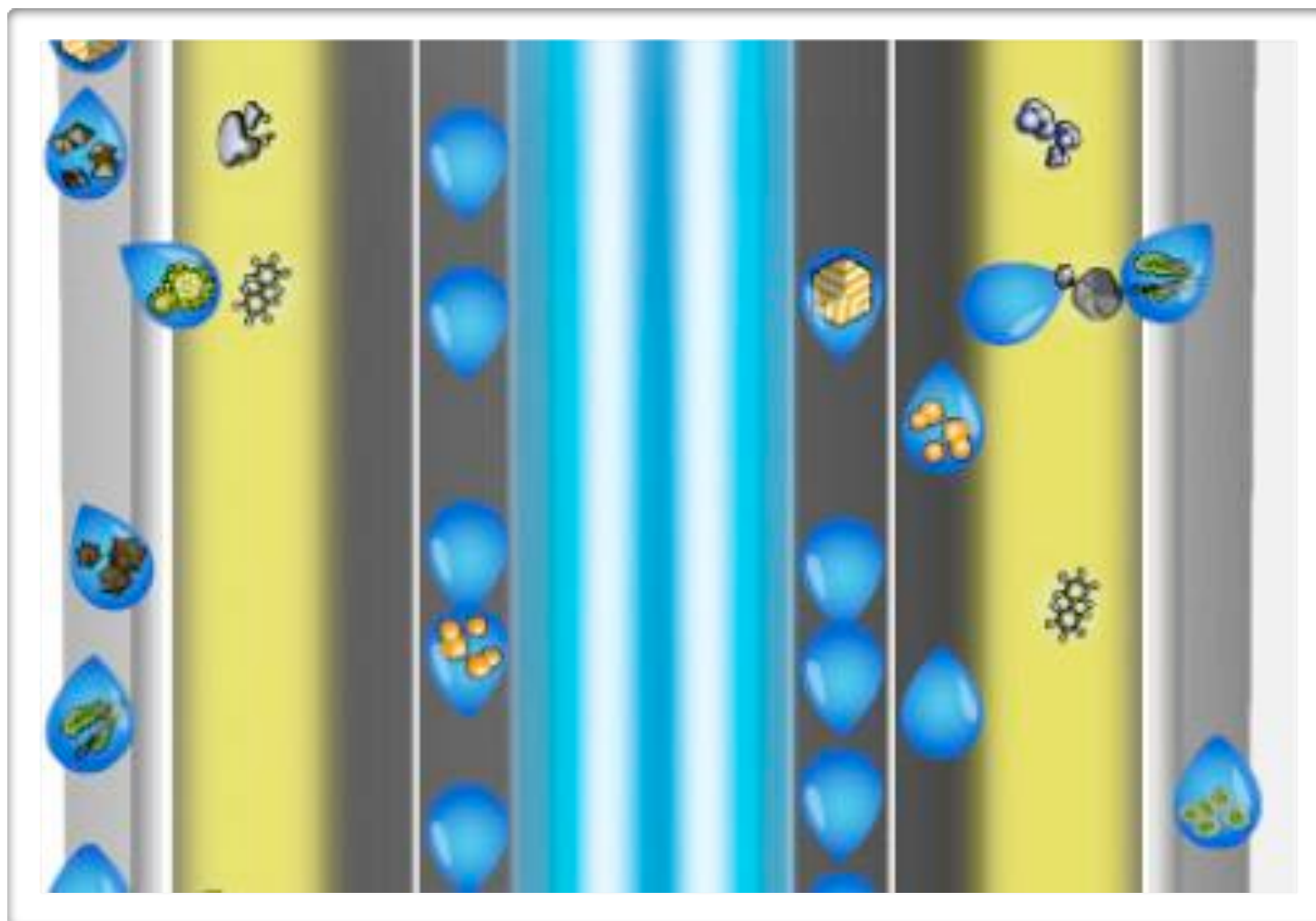


TECHNICAL MERITS

- 1 The eSpring® Water Purifier was the first in-home system to combine UV light technology with a multi-stage carbon-block filter into one easy-to-replace cartridge. The cartridge has a high flow rate of 0.9 gpm (3.4 lpm) with a rated life of 5,000 liters (1,320 gallons) or one year.
- 2 The ultraviolet light in the eSpring Water Purifier features instant-on technology. Turning on the tap activates a sensor that energizes the lamp immediately to deliver a 40 mj/cm² dose of UV light to treat water without chemicals. Because the UV lamp is not constantly on, it won't heat the water or waste energy.
- 3 eSpring reduces more than 140 potential health-effect contaminants that may be present in drinking water.
- 4 eSpring was the first water treatment device to power a UV lamp wirelessly with adaptive inductive coupling. It was the product that started the wireless power revolution (see coupled.com). The design eliminates exposed electrical connectors to the lamp, improving reliability and simplifying cartridge replacement. It also provides consistent UV lamp performance over time.
- 5 The system has an environmentally preferred design. It is ROHS compliant and designed to last for 10 years. The monitor incorporates an LED display in standby mode and uses an instant-on UV lamp for lower energy consumption. The all-in-one cartridge, replaced once a year for most consumers, creates less waste.



About eSpring: CONTAMINANTS



REMOVING THE IMPURITIES

An eSpring® Water Purifier ensures your drinking water is as clean, great tasting, and clear as possible. No other system is documented to effectively reduce as wide a range of contaminants as eSpring.

History



1984

Amway introduced its first-generation Water Treatment System in the U.S. and Canada in 1984. It featured a pressed carbon filter. This technology evolved with each generation until in 1995 monitoring was added to accurately alert consumers when it was time to change the filter to guarantee its performance.



1992

With the introduction of the eSpring® Water Purifier, Amway becomes the first manufacturer of home water purification systems to add ultraviolet (UV) light to a carbon filtration system to treat water without chemicals. The eSpring Water Purifier reduces more than 140 potential health-effect contaminants that may be in drinking water.



History



1993

In 1993, Japan debuted electronic monitoring with an LED display along with carbon block and UV disinfection. In 1999, this innovation was also launched in Korea with an updated electronics design.

2000

Japan launched the first eSpring® branded water purifier in 2000. The system built upon and advanced the technological strides of the previous water treatment designs by adding a wireless inductive coupling and smart chip technology.



History



2002

By 2002, the existing design of the eSpring® unit was improved by combining the UV lamp and pressed carbon block filter into a single all-in-one cartridge used in the eSpring Water Purifier. This makes cartridge replacement easier and reduces waste.

2010

eSpring® Water Purifiers are now being sold in 40 countries/territories around the world.



The eSpring® brand introduces the eSpring Carbon Water Treatment System, which uses carbon-filter technology to effectively reduce more than 140 potential health-effect contaminants that may be present in your drinking water while offering battery-power to simplify installation.

COMBINING CUTTING EDGE TECHNOLOGIES

"The eSpring® Water Purifier combines innovative technology and advanced design in a compact, attractive package. A great deal of research and patented advancements has gone into creating a home water purification system that delivers excellent performance, energy savings, and durability."

Roy Kuennen, Director – Durables Research & Development



TRUE INNOVATION

The eSpring® Water Purifier contains an all-in-one cartridge with an ultraviolet (UV) lamp inside a carbon-block filter*. The Water Purifier reduces more than 140 potential health-effect contaminants that may be in drinking water.

***The eSpring Carbon Water Treatment System does not include UV technology.**



ULTRAVIOLET TECHNOLOGY

The eSpring® Water Purifier is unique when compared to other in-home purifiers because it contains an all-in-one cartridge with an ultraviolet (UV) lamp inside a carbon-block filter* to treat water without chemicals. The UV bulb exposes water to powerful UV doses up to 80 millijoules (units of measure) per square centimeter. The Water Purifier also reduces more than 140 potential health-effect contaminants that may be present in drinking water with its multistage, pressed carbon-block filter.

***The eSpring Carbon Water Treatment System does not include UV technology.**



CARBON FILTER TECHNOLOGY

The eSpring® System uses a patented, multi-stage carbon block that:

- 1 Reduces chlorine taste and odor
- 2 Traps particulates to boost water clarity
- 3 Effectively reduces over 140 possible health-effect contaminants

How it works

Carbon filtration is the technology of choice for home water treatment systems, but Amway's patented eSpring® carbon filter goes beyond ordinary carbon filters. Amway "activates" the carbon through a special heat process that creates thousands of pores. This increases the surface area available to trap contaminants. No other in-home system reduces more possible health-effect contaminants.

Amway's patented carbon block filter:

- 1 Traps particulates 300% smaller than the width of a human hair
- 2 Treats up to 5,000 liters (1,320 gallons) of water in one year – enough for an average family of six
- 3 Allows beneficial minerals like calcium, magnesium and tooth-decay-fighting fluoride to pass through the carbon block filter and remain in the water.



MONITOR TECHNOLOGY

The eSpring® electronic monitoring system is another advanced feature that differentiates this system from other home use water filtration systems. The monitoring system features an LED display that shows the status of the system and the amount of life remaining in the cartridge. Audible and visual warning cues signal when it's time to replace the cartridge.

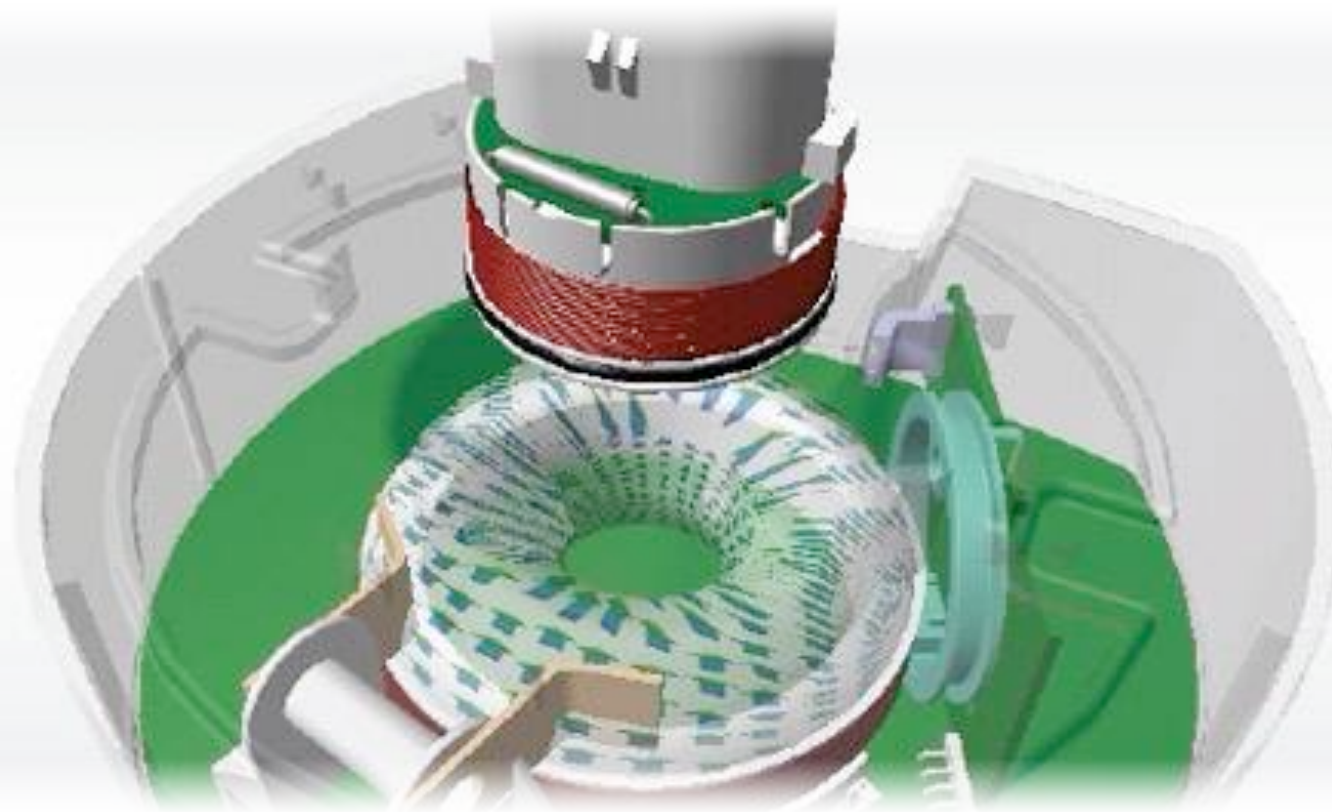
Once a new cartridge is installed, the monitor resets automatically which means there are no buttons to push. It is so advanced, it automatically "reads" the life of any cartridge inserted, whether that cartridge is new or partially-used.



SMART CHIP TECHNOLOGY

eSpring® Water Treatment Systems include a sophisticated monitoring system that never leaves you in the dark about the status of your unit. The system uses “smart chip” technology to keep track of the ultraviolet lamp* and the carbon- block filter’s life. An LCD display lets you know how much life is left in your filter and when it needs to be replaced.

***The eSpring Carbon Water Treatment System does not include UV technology.**



INDUCTIVE COUPLING

Another eSpring® technology first – and another patented feature – is the wireless inductive coupling used between the UV lamp and the unit. This completely isolates the UV bulb from the power source. The system is designed to be durable, with an easy-to-replace cartridge. It also only switches the bulb on when water is flowing, which saves energy and allows the water to remain tap temperature.

ENVIRONMENTALLY PREFERRED DESIGN

From its efficient design, to the way it's manufactured, and to the plastic bottles it prevents from ever becoming waste, the eSpring® system is a giant step in the direction of safe, clean, and sustainable drinking water.

Sustainability

A DESIGN THAT REFLECTS RESPONSIBILITY

Amway takes its corporate commitment to a cleaner, more sustainable environment very seriously. This is evident across Amway's product lines, including eSpring® Water Treatment Systems. From an efficient design to responsible manufacturing processes to the numerous plastic water bottles eSpring users can avoid, eSpring is a giant step in the direction of safe, clean, and environmentally responsible drinking water.



WATER & YOUR BODY

Your cells, organs, body system, and even your bones are made with water. Your body is also constantly losing water, even when simply breathing. If your body's water level drops, you become dehydrated, which can range from annoying to dangerous.



THE FOUNTAIN OF LIFE

"What can water do for your body? The better question might be what can't it do? From helping you move your body and mind more freely, to helping your skin look younger and helping you maintain a healthy weight and a good metabolism, water... clean, fresh-tasting, quality water... is clearly a key ingredient to good health."

Dr. Sam Rehnborg, President – Nutrilite Health Institute



HOW MUCH WATER

How much water you should drink each day depends on your body size, how physically active you are, and even the climate in which you live.

AN ESSENTIAL SOURCE OF LIFE

"Everyone knows water is essential to life. But many are not aware of the many critical roles that water plays in virtually every part of our bodies. Water does more than sustain life. It can actually improve our health, fitness, and even our appearance."

Dr. Sam Rehnborg, President, Nutrilite Health Institute





ARE YOU DRINKING ENOUGH WATER?

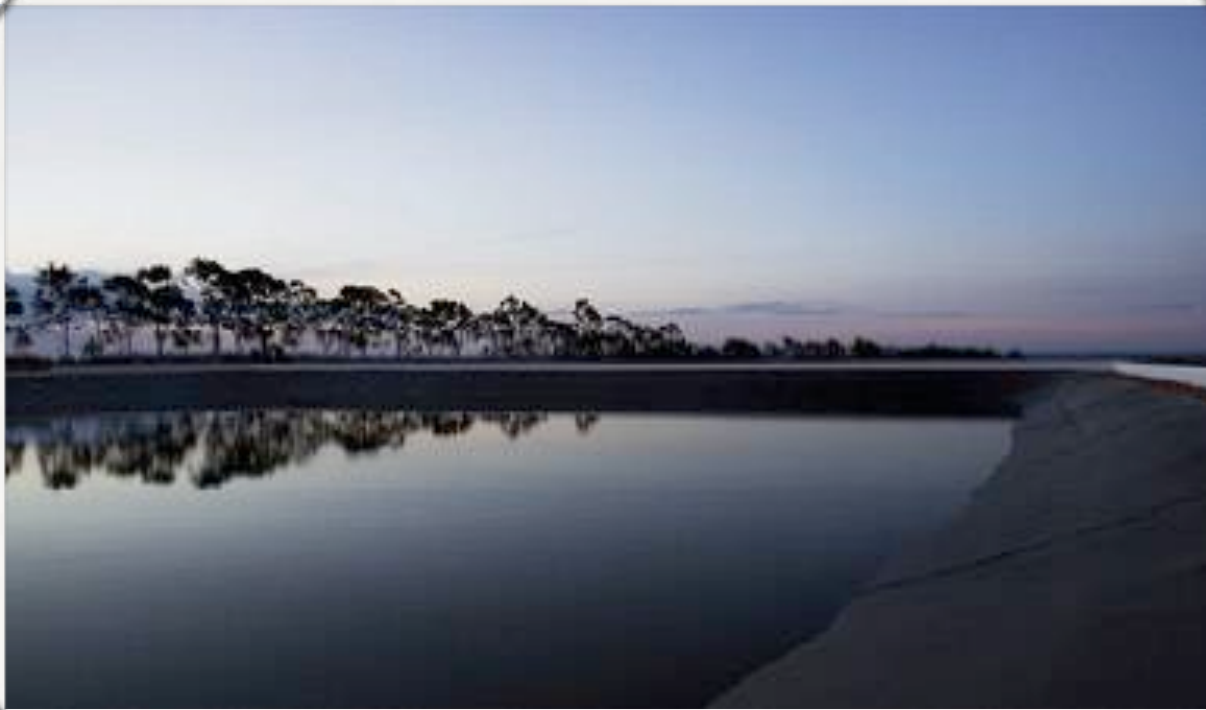
How much water you should drink each day depends on your body size, how physically active you are, and even the climate in which you live, because your body uses water to keep you cool or warm.

Every day, the average person should drink between 72 and 96 oz. of water – or between nine and twelve 8-oz. glasses – to replace the fluids normally lost throughout the day.

Water & Wellness



Weight (lbs)		8 oz Glasses
less than 60		1 - 4
61 - 90		5 - 6
91 - 120		7 - 8
121 - 150		9 - 10
151 - 190		11 - 12
191 - 220		13 - 14
221 or more		15 - 16



WATER SOURCES

Water sources include natural underground supplies and surface water from rivers or reservoirs. Unfortunately, any of these can carry contaminants. eSpring® technology ensures quality water.

CLEAN WATER: THE WORLD'S NEXT "OIL"?

You may have heard predictions about how the 21st-century may see clean, drinkable water become like crude oil in terms of value, scarcity, and worldwide demand. Whether or not that comes true, there is no question that in today's world you cannot always rely on the purity of the water flowing from your tap.

That's where eSpring® Systems can help.

Whether your home currently is supplied with municipally-treated water or you get drinkable water from a well or bore on your property, the water originates in one of two places. It is either ground water from an aquifer, a natural underground water supply, or it is surface water from a lake, river, or reservoir.

Unfortunately, you can't depend on either source to be free of contaminants. Even if you know your water comes from an apparently protected source, like a pristine reservoir, nearby geological features or human activities in the area can lead to contamination. Some natural "contaminants" can actually be beneficial, like the calcium and magnesium found in natural mineral water. Other natural contaminants, like radon, microorganisms, and algae toxins, are not. Most other contaminants are chemicals from human activity that have found their way into the local aquifer or surface water. These are potentially harmful substances such as: lead, mercury, pesticides, VOCs (volatile organic compounds), the gasoline additive MTBE, and a variety of particulates.



WATER TREATMENT

Municipally-treated water is not guaranteed pure. Some contaminants can remain or be introduced after water leaves its source. eSpring® products give you peace of mind and quality.

MUNICIPAL WATER TREATMENT

Only the beginning

Most cities and towns have some type of water treatment system that filters the public water supply and disinfects it with chemicals such as chlorine or chloramine to make it safe for home use. But while this treatment can destroy harmful microorganisms, sometimes the disinfection process results in new disinfection by-products (DBPs), such as THMs (trihalomethanes), Haloketones, Haloacetylnitriles, and Chloropicrin.

Getting your water tested

Many cities or local health agencies offer water-testing services. It is a good idea to have the tap water in your home tested so that you will know exactly what types of contaminants you may have in it – or just for added peace of mind. (This includes private well/bore water.)



WATER DISTRIBUTION

Water can start clean, yet end up contaminated. From leaking pipes, to lead, scale, and microorganisms, contamination can happen at any stage. An eSpring® system can treat many of these contaminants at the tap.

GETTING THERE IS HALF THE BATTLE

Water is usually distributed through city or regional water pipes, where it can also pick up contaminants:

Cracks and faults

If pipes are old, they may have cracks that can allow external contaminants to make their way into your water.

Pipe material

Some pipes materials or the way they are assembled may leach into the water.

Cross connections

It is also possible that cross connections, such as sewage lines that are in close proximity to water lines, may increase the risk of water becoming contaminated.

Storage tanks and rooftops

Water is also vulnerable to contamination in rusty storage and rooftop tanks.

Home pipes or service connections

Depending on how old the pipes are, your water may be a danger of contamination from substances, such as lead, as it travels to your faucets.

REGISTRATION & WARRANTY



A Dependable Company Standing Behind a Reliable Product

Since 1959, Amway has amassed a successful and enviable track record among companies, and that has been accomplished partly because our consumers and Independent Business Owners alike know that Amway firmly stands behind every single product it builds and sells. eSpring® Systems, with the years of research and development that have been poured into their design and manufacture, are no exception. This section explains the how's and why's of our registration process and warranties.

A STRONG STANDARD WARRANTY

Amway offers a three-year limited warranty for the eSpring® Water Purifier and a two-year limited warranty on the eSpring Carbon Water Treatment System.



REGISTRATION & WARRANTY



THE BENEFITS OF REGISTRATION

Registering your new eSpring® System takes only seconds, and the payoff is worth it. Unlike some companies' product registration process, which merely adds your name to a direct marketing list, Amway does more for you. Our registration process adds value to your experience. Registering your eSpring unit makes it very easy to order a replacement part such as a cartridge, or to report any service problem, make a warranty claim, etc. Amway will never release your information to third-party vendors to contact you with offers, but the company may update you periodically about new advances in its water purification products.