



Shower Filter Heads

“Experience the Difference®”



Introducing H2O International's **Shower Filter Heads.**



Why there is Chlorine in our water.



Positive effects of Chlorine.

- Chlorine has been used to **disinfect municipal water** for over 80 years and is required to **control bacteria growth**.
- The use of chlorine has successfully **eliminated many water borne diseases** and **more is added as bacteria level rise in warm weather**.
- The **recommended level in a swimming pool of chlorine is 1.5 ppm., yet higher levels up to 4 to 5 ppm. have been recorded** in warm States.



Why Chlorine should be removed.



Negative effects of Chlorine.

- **Chlorine breaks down cells in skin and hair, depriving them of moisture and elasticity** thereby making them more fragile, exacerbating face lines, wrinkles and hair loss.
- **Chlorine damages color treated hair**, changing the color or dulling it.
- **Chlorinated water increases the amount of dandruff** because it dries out the scalp.
- **The skin absorbs Chlorine and the lungs absorb Chlorine vapors** inhaled during a hot shower, which may lead to long term health effects.
- In 1992 the American Journal of Health published a report showing a **15% - 35% increase in certain types of cancer** and stated that **much of these effects were due to showering in chlorinated water.**

Market Trends...

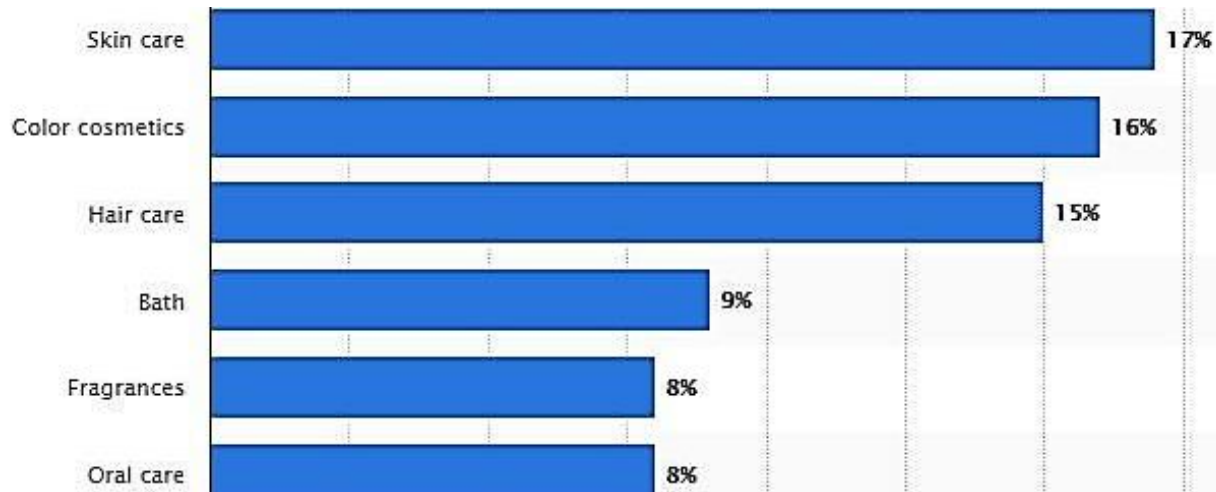


Shower filter heads is a growing niche

- **Overall water filtration category has penetrated over 45% of households.**
- **After market products account for the majority of the sales** although use of filtration products in new construction is on the rise.
- Upscale ergonomic styling, functionality and **unique filtration features are not offered by other brands.**
- Home World Business indicates **water filtering shower heads are a growing niche** of the shower head market.



Market trends



US Census Bureau



Market Opportunities...



Conscious consumers drive demand.

Growing awareness

- **75.1% of consumers surveyed** who were able to identify the source of their water stated they **obtain their water from a Community Water System**: Presence of Chlorine.

Growing demand

- American **consumers spent more than \$1 billion on all types of home filtering equipment last year.**
- **Health and wellness category continues to grow.** Consumers are interested in products that encourage a healthier lifestyle.

Growing sales

- Filter media **sales for shower filters** of this type are **growing rapidly.**
- **Increased sales due to “impulse-buy” for the aesthetic benefits** vs. sales due to the need for a shower head replacement (every 5 years)
- **Replaceable cartridge systems generate repeat sales.**



Shower Filter Heads address consumer concerns...



Chlorine removing Shower Filter Heads promote better skin, hair and health.

Skin

The worldwide skincare products industry, estimated to be \$87 billion mostly targets products for **wrinkles, acne and dry skin**, showing **consumers are seeking products that help minimize wrinkles and promotes supple skin.**

Hair

91% of women polled say they do something to damage their hair every single day, making **products that repair or minimize hair damage high in demand.**

Health

Up to 51% of consumers care about products that are chemical-free and seeking health-friendly solutions.



Effective removal of Chlorine



Benefits of patented media KDF®

- Chlorine can be effectively removed by the use of KDF®.
- KDF® is a patented media specifically designed for Chlorine removal:
Patent Nos. 4,642,192; 5,122,274; 5,135,654; 5,198,118
- KDF® is the only media that works well under high temperature conditions.
- KDF® is listed with the National Sanitation Foundation (NSF)
- Water passes through a proprietary blend of regular and fine KDF® in the cartridge before it exits the shower head.

Typical Redox Reaction



Harmful chlorine is removed by changing free chlorine into chloride ions.



Backed by science



NSF International

January 12, 2006

Mr. Guillermo Guzman
H2O International, Inc.
3001 S.W. 15th Street
Suite C
Deerfield Beach, FL 33442

RE: NSF Testing of Shower Filter Head and Deluxe Shower Filter Head

Dear Guillermo:

I would like to summarize the testing to NSF/ANSI 177 that has been successfully completed with passing results on the subject products. Please see the table below:

Test	Report ID	Completion Date
100,000 Cyclic	516696-05	5/16/05
15 Minute Hydrostatic	J-00022376	1/9/06
Minimum Service Flow Rate	516357-05	2/23/05
Free Available Chlorine Reduction	516357-05	2/23/05

Please note that completion of this testing does not signify NSF Certification. Please do not use the NSF Mark in association with these products until NSF Certification has been achieved.

Please contact me if you have any questions, or if I may be of further service.

Sincerely,

Rick Andrew
Technical Manager
NSF International
789 N. Dixboro Road
Ann Arbor, MI 48105
Tel. 734 913-5757
FAX 734 913-5757
Andrew@nsf.org

Cc: Kendra Brown, NSF

789 N. Dixboro Road, Ann Arbor, Michigan 48105-9723 USA
1-800-NSF-MARK 734-769-8010
www.nsf.org

NSF Testing



Test results...



Analysis of an H2O International Shower Filter for Free Chlorine Reduction

Methodology

As outlined in the KDF Fluid Treatment's Protocol for the Analysis of Shower Filter performance.

Note: As required by the State of Wisconsin Safety and Building Division, Products, Research and Support Section, Bureau of Integrated Services, analysis includes copper and zinc readings in the effluent water.

Data/Results

Gallons	Influent Free Chlorine (mg/l)	Effluent Free Chlorine (mg/l)	% Removal
Initial	2.16	0.04	98
1,000	2.04	0.04	99
2,000	2.10	0.06	97
3,000	1.99	0.05	97
4,000	2.12	0.11	94
5,000	1.87	0.07	96
6,000	2.05	0.17	90
7,000	2.11	0.23	89
8,000	1.99	0.20	89
9,000	2.00	0.24	88
10,000	2.03	0.25	87
	Average	Average	Average
	2.04	0.13	93



H2O Shower Filter Heads



Product Selection

1. [Deluxe Shower Filter Head](#)

Available in: Chrome, White, and Satin finishes

2. [Shower Filter Head](#)

Available in: Chrome and White

3. [Replacement Cartridge](#) for above heads

4. [In-Line Filter for Hand-Held Showers](#)

Available in: Chrome and Satin finishes

5. [Arm Shower Filter](#)

6. [Replacement Cartridge](#) for In-Line Filter and Arm Shower Filter

