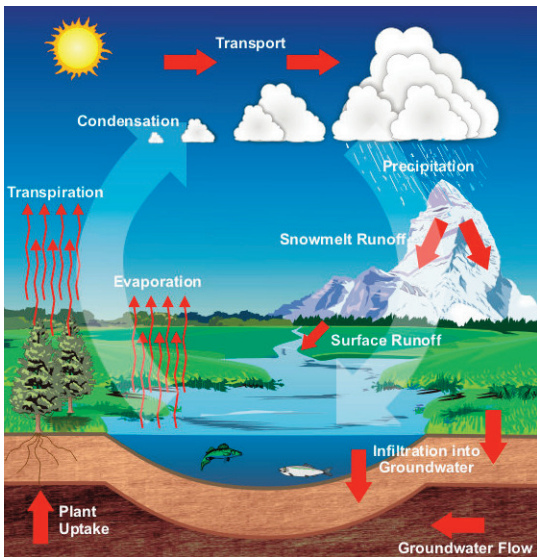


# Why soft water?



## Your Water, The Universal Solvent!

Water is considered the universal solvent. As it passes from liquid to vapor and back again, it tends to dissolve everything it touches - whether in the air as water vapor where it can mix with sulfur from smoke stacks forming acid or from the ground, absorbing calcium, magnesium, sulfur, iron, lead and limestone - water can have a negative impact on you, your household and your pocketbook. Depending on where you live, contaminants from sewage, industrial waste and agricultural run-off can also seep into your water supply.

## Hard water produces scale.

If there are stains or buildup on your sinks and bathtubs...if you have to use large amounts of soap to clean dishes or wash your hair...or if your water tastes or smells odd, you probably have hard water. If left untreated, the minerals in hard water will cause yellow stains on plumbing fixtures and be deposited as scale, eventually clogging plumbing and shortening the life of appliances like washing machines, water heaters and dishwashers. Scale deposits not only cut down on the efficiency of these appliances, they cost you money, increasing both energy and maintenance bills.



## Water softeners eliminate the effects of hard water.

They "soften" the water by removing the calcium and magnesium found there, extending the useful life of water heaters, coffeemakers, humidifiers and household plumbing *by as much as 30%*.

## Soft water makes a difference you can see and feel, all over the house.



**In the Bathroom:** Soap and shampoo will lather better. Hair and skin will feel noticeably cleaner, softer and not as dry. No soap scum or mineral deposits to clean off sinks, showers, tubs or toilets.

**In the Laundry:** Clothes will be softer, cleaner, whiter and brighter. Plus they will last longer. Using soft water increases the life of clothing, towels and linens up to 33%. Without hard water service issues, washing machines last longer, too.

**In the Kitchen:** Dishes will clean more easily, and be spot free, without the film glasses get when etched by mineral-laden water.

**Throughout the House:** Water-using appliances will last longer and run better. Why? Because hot water heaters, washing machines and dishwashers using hard water can wear out 30% faster.



# Soft water works for you!