



ARRIX

PURITII™

Independent Representative

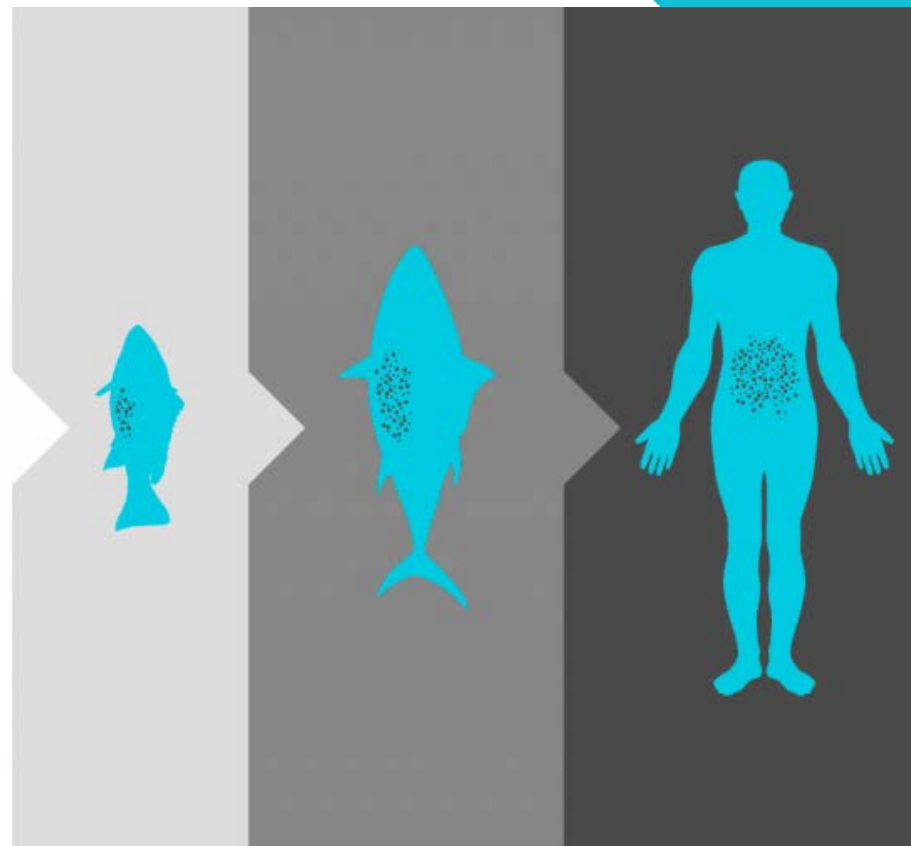
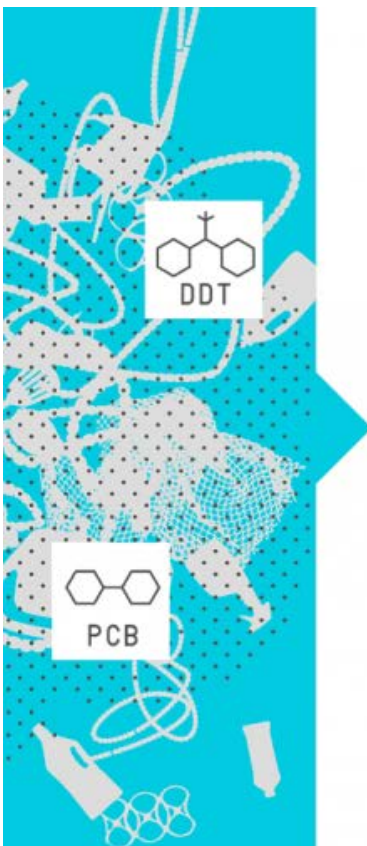
Today billions of pounds of plastic can be found in swirling convergences making up about 40 percent of the world's ocean surfaces.



[http://www.biologicaldiversity.org/campaigns/ocean\\_plastics/](http://www.biologicaldiversity.org/campaigns/ocean_plastics/)

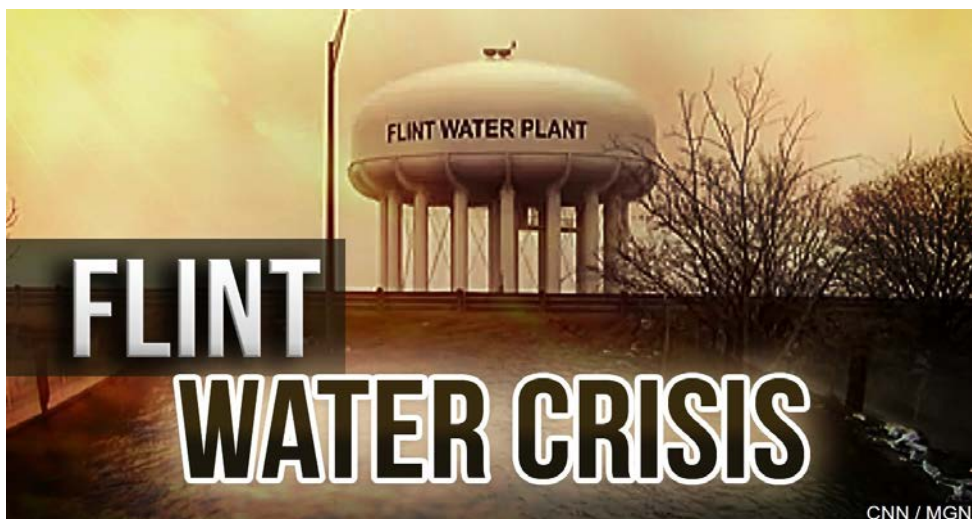
**PURITII**

These endocrine-disrupting chemicals from degrading plastic pollution, become a part of our daily food chain.



PURITII™





Corroded water pipes in Flint, Michigan

## Contaminated water is causing a health crisis

Flint water contaminated with lead, e-coli, total coliform, trihalomethanes.

Lead levels are considered hazardous waste at 5000 ppb.

Lead levels in Flint were at 13,200 ppb.

<http://www.npr.org/sections/thetwo-way/2016/04/20/465545378/lead-laced-water-in-flint-a-step-by-step-look-at-the-makings-of-a-crisis>

**PURITII**

# What's in your water?

- Bottled water

- Most bottled water is just tap water filtered for taste.
- 24,500 chemicals found in bottle water.
- Bottles are made of plastic that leech chemicals into the water over time.

- Tap water

- Industrial chemicals
- Pesticides
- Lead
- Parasites
- Bacteria
- Hormones



**PURITII™**



# INDUSTRY IS POLLUTING OUR WATER SOURCES

The disposal technology hasn't kept up with technological advances.

No oversight or advanced testing capabilities.

**PURITII**





## A MESSAGE FROM THE UNITED NATIONS SECRETARY GENERAL

“Day after day, we pour millions of tons of untreated sewage and industrial and agricultural wastes into the world's water systems. Clean water has become scarce and will become even scarcer with the onset of climate change.” —Ban Ki-Moon, former UN Secretary General\*

<http://www.un.org/waterforlifedecade/quality.shtml>

**PURITII**



# OLD Puritii Water Filtration System

- Award – winning
- Powerful filtration
- Fresh clean water
- Exceeds NSF and EPA standards

**BUT...**



**PURITII™**

- **Incredibly difficult suction**
- **“So hard to get water out of this filter!”**
- **Quality issues with the bottle**



**PURITAC**

**AN INNOVATIVE AND EASY SOLUTION**



# PURITII WATER FILTRATION SYSTEM

Your perfect on-the-go urban companion



PURITII



# PURITII WATER FILTER

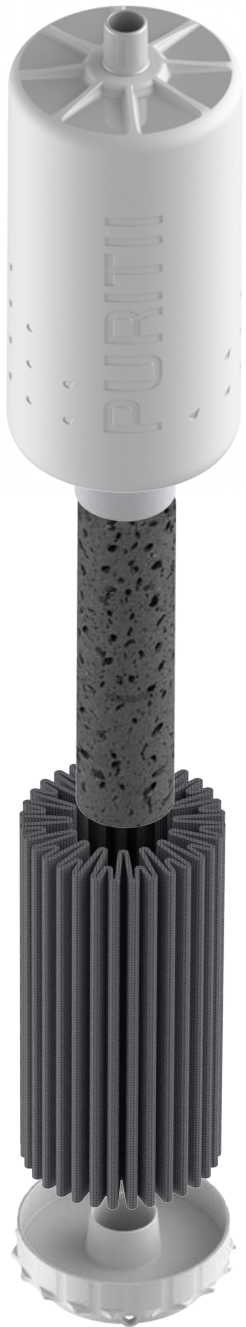
One of a kind

Proprietary

Specially engineered to ARIIX standards

Tested and proven

**PURITII**



# THE PURITII DIFFERENCE – top 5 reasons

PURITII™





# THE PURITII DIFFERENCE – REASON

## Proprietary pleat pack – 3 unique features

- 1 - Functions like a net—letting more fresh clean water through-keeping contaminants out!
- 2 - Contains a loose proprietary granular media blend of fine ground coconut carbon and zeolite.
- 3 - Releases a positive electrostatic charge - which attracts the negatively-charged microbial and chemical pollutants – acts like a magnet - traps contaminants, so they do not pass through.

PURITII™



## THE PURITII DIFFERENCE – REASON

**Like drinking water from a straw!**

The proprietary pleat pack allows for more surface area, which allows for a greater flow rate!

20% more usable surface area, for three times the water flow than the old!

Antimicrobial

**PURITII**

# THE PURITII DIFFERENCE – REASON

**It's special – but not specialized...**

Many filters on the market target biological, chemical or emerging contaminants, but they rarely filter out all three.

**The Puritii Water Filter removes**



**Chemical**



**Biological**



**Emerging  
Contaminants**



# THE PURITII DIFFERENCE – REASON

## What is an emerging contaminant?

“Emerging contaminants” are chemicals that have been detected in global drinking water supplies at trace levels and for which the risk to human health is not yet fully known. They include pharmaceuticals, personal care products, pesticides, herbicides and endocrine-disrupting compounds.

These pollutants have likely been present in our drinking water as long as people have been using them, but advances in analytical technology and instrumentation have made it possible to now detect these contaminants.

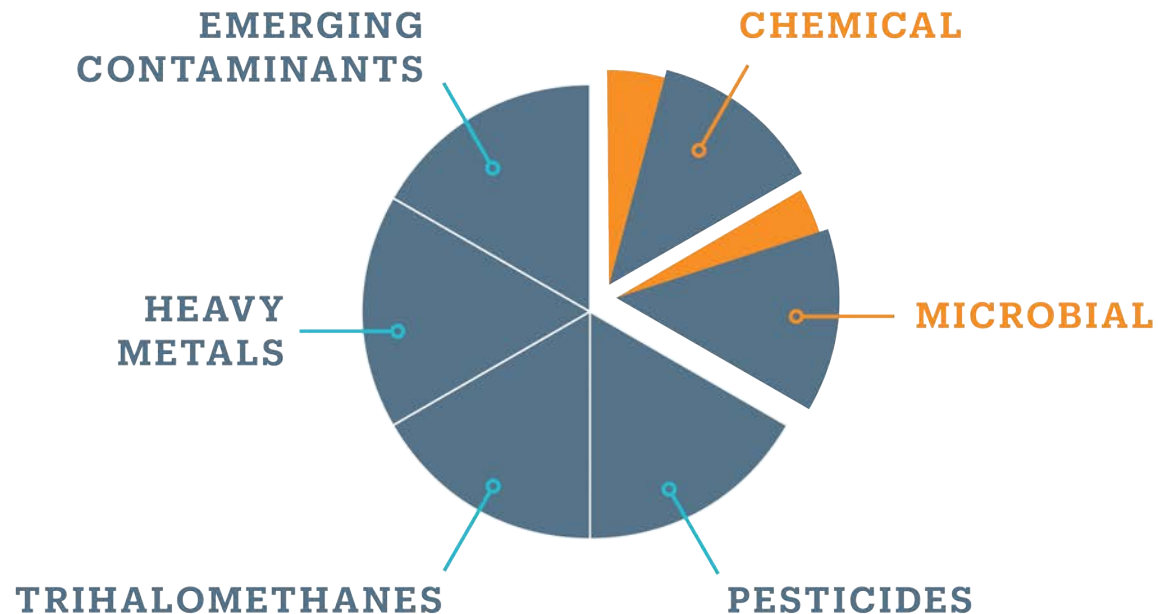
<https://blogs.scientificamerican.com/guest-blog/emerging-contaminants-taint-drinking-water-supply/>



**PURITII™**

# THE PURITII DIFFERENCE – REASON

Meets or exceeds NSF and EPA standards.



 PURITII  NSF

The NSF and EPA have determined which contaminants are most detrimental to our health and set limits for those contaminants BUT it's not a comprehensive list.

Puritii filters are tested for a broad spectrum of contaminants.

The Puritii filter meets or exceed these standards for microbial and chemical contaminants.

**PURITII**



**ECO-FRIENDLY**  
**Tritan™ plastic bottle - BPA, BPS & EA**  
**Free, leak proof and dishwasher safe**



# PRICE COMPARISON

---

**Generic bottled water**  
(Costco, Walmart, Other)

**\$1.18 per Gallon**

**Name brand bottled water**

**\$2.25 - \$11.00 per Gallon**

**Old Puritii Water Filter**

**\$1.11 per Gallon**

**NEW Puritii Water Filter**

**\$.99 per Gallon**

**PURITII™**



# THE US BOTTLED WATER OPPORTUNITY

15 billion dollar industry in the US

Growing 8.7% per year.

53% prefer to drink premium bottled water.

48% drinking more bottled water to replace high sugar drinks.

39% of consumers agree bottled water is worth the added cost.

<http://www.bevindustry.com/articles/89123-us-bottled-water-market-grows-64-percent-in-2015>



# THE GLOBAL BOTTLED WATER OPPORTUNITY

Asia-Pac – expected to have the highest growth

\$170 billion in 2013

\$307 billion by 2024

26.9% of the global market – 2015

31% of the global market by 2024

<http://www.transparencymarketresearch.com/bottled-water-market.html>





## **YOUR IMMEDIATE ACTION IS REQUIRED!**

Take care of your drinking water.  
Take care of your family.  
Take care of the environment.

**PURITII**



# Puritii Water Filtration System

Shoes. Keys. Puritii. Go.

*Exclusively by ARIIX*



**PURITII**





ARRIX