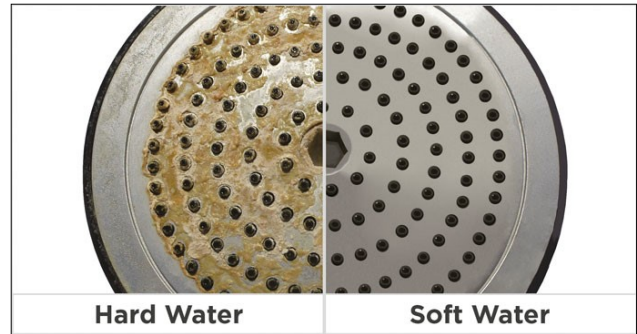


TOP TEN REASONS TO HAVE SOFTENED WATER

- 1) Better quality of life
- 2) Prevent scale build-up in pipes, faucets, & showerheads
- 3) Avoid premature failure of home appliances
- 4) Silky, shiny hair
- 5) Soft, supple skin
- 6) Increase life of laundry
- 7) Keeps colors bright
- 8) Uses up to 75% less soap
- 9) Lower water heating cost by 29%
- 10) Save as much as \$479 annually

The Water Quality Research Foundation just completed an industry leading study on the benefits of soft water.

- Water heaters are up to 24% more cost-efficient with softened water.
- Showerheads become clogged with hard water in less than two years.



Hard Water + Heat = Scale
Hard Water + Soap = Curd



Use 65%
less water &
45% less
salt!

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MONEY!**



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