

# Information Regarding Your Water

## **Cleaner, Refreshing Water:**

After installing a Water Warehouse water system in your home, you'll immediately notice the difference. The water will simply be better - cleaner, sparkling and more refreshing. No more 'particles' floating in a glass of water! No more sour taste! No more buying expensive bottled water! You'll have a fresh mountain spring pouring from every tap in the house!

## **Your Family's Health:**

Just because you drink bottled water doesn't mean you're safe. Your skin acts as a natural sponge, soaking up chlorine and other contaminants in tap water. There is a 93% higher risk of developing cancer by consuming Chlorine in water. The use of treated water is kinder and healthier to your complexion. Many of our customers have reported dramatic changes in the look and feel of their skin and hair!

## **Longer Lasting Pipes (Plumbing and Appliances):**

Plumbing and appliances will stay like new, free from the effects of mineral deposits and dulling soap film that coats virtually everything hard water contacts. Your washing machine and dish washer will last twice as long as those using untreated water.

## **Cleaning Chores:**

Treated water helps you save one hour out of every three you spend cleaning - while you actually get things cleaner. Showers will be lime-free! Faucets no longer have to be scrubbed with abrasives or bleach. Imagine, NO MORE soap scum to scrub away, NO MORE water spots!

## **Better Tasting Food:**

Fresher water means better food when you rinse vegetables, beef, poultry and fruit! When you wash your food, you want it to be cleaned. Yet because of the high content of chlorine in most tap water, you're covering your food in a film of chlorine instead of cleaning it. Fresh tasting treated water also means more robust coffee, tea and other beverages. You will taste the difference!

## **Softer Clothes:**

Imagine washing your expensive clothes in a swimming pool! You wouldn't expect them to last very long. Yet when you wash your clothes with tap water, that's exactly what you're doing. Hard water will break down thread and cotton fibers faster than conditioned water. That means your clothes will last longer. Whites will be whiter and colors brighter every time without bleach or blueing. Treated water also requires less soap for additional savings.

## **Saves You Money:**

Without hard water residue, water using appliances last longer and have fewer repair bills. Water heating costs will also go way down! Treated water boils faster. That means less gas or electricity use, which in turn saves you money. Since you'll need less soap in your shower, laundry detergent for your clothes and less dishwashing liquid to clean dishes, you'll also see savings in your everyday expenses. The moment you start using your Water Warehouse water system, it begins to pay for itself in savings!

### **Your Peace Of Mind:**

There are many benefits associated with having a water softener. Some are purely cosmetic such as cleaner taps and even shinier hair. Some are more serious such as your health, prolonging the life of domestic items such as washing machines, freeing your pipes of hard water deposits and helping those with skin conditions. The cost of installing and running a water softener are minimal when compared to having to repair a central heating system of mineral build-ups. Most important, it means your peace of mind -- knowing that the water that you rinse your food with, shower in and give to your children is free from hard minerals, bacteria and chlorine.

## **Information Concerning Your Health**

In October of 1999 the Federal EPA enacted the Right To Know Amendment to the Federal Safe Drinking Water Act, requiring all public water systems to supply easy to read information on contaminants that have been detected in municipal water supplies. These Annual Water Quality Reports are, by law, to be made available to all consumers. To find out about your city's water click on the link below and find your city. Once you have logged on to your city's site you will need to locate the "Water Quality Section" or the "Annual Water Quality Report."

Remember that only 86 of the 75,000 toxic chemicals used in our society are required to be tested for, so these reports give a very narrow picture of the real problem. Most cities will be quick to state that their water meets all federal guide lines, which in no way means it is safe or healthy. An in-depth study by the Environmental Defense Fund concluded that "Although concentrations of carcinogens in drinking water are low, it is precisely such low levels that are believed to be responsible for the majority of human cancers in the U.S. Experts in carcinogens estimate that from 60% to 90% of all cancers may be formed by chemical carcinogens in the environment and that there is no safe threshold for exposure to a carcinogen.

### **Chlorine, Cancer and Heart Disease**

"We are quite convinced, based on this study, that there is an association between cancer and chlorinated water"

*Medical College Of Wisconsin research team*

The addition of chlorine to our drinking water began in the late 1800s and by 1904 was the standard in water treatment, and for the most part remains so today. We don't use chlorine because it's the safest or even the most effective means of disinfection, we use it because it is the cheapest. In spite of all our technological advances, we essentially still pour bleach in our water before we drink it. The long term effects of chlorinated drinking water have just recently being recognized. According to the U.S. Council Of Environmental Quality, "Cancer risk among people drinking chlorinated water is 93% higher than among those whose water does not contain chlorine."

Dr. Joseph Price wrote a highly controversial book in the late sixties titled "Coronaries/ Cholesterol/ Chlorine" and concluded that " nothing can negate the incontrovertible fact, the basic cause of atherosclerosis and resulting entities such as heart attacks and stroke, is chlorine." Dr. Price later headed up a study using chickens as test subjects,

where two groups of several hundred birds were observed throughout their span to maturity. One group was given water with chlorine and the other without. The group raised with chlorine, when autopsied, showed some level of heart or circulatory disease in every specimen, the group without had no incidence of disease. The group with chlorine under winter conditions, showed outward signs of poor circulation, shivering, drooped feathers and a reduced level of activity. The group without chlorine grew faster, larger and displayed vigorous health. This study was well received in the poultry industry and is still used as a reference today. As a result, most large poultry producers use dechlorinated water. "It would be a common sense conclusion that if regular chlorinated tap water is not good enough for the chickens, then it probably is not good enough for us humans!"

There is a lot of well founded concern about chlorine. When chlorine is added to our water, it combines with other natural compounds to form Trihalomethanes (chlorination byproducts), or THMs. These chlorine byproducts trigger the production of free radicals in the body, causing cell damage, and are highly carcinogenic. "Although concentrations of these carcinogens (THMs) are low, it is precisely these low levels that cancer scientists believe are responsible for the majority of human cancers in the United States." The Environmental Defense Fund.

Simply stated chlorine is a pesticide, as defined by the U.S. EPA, whose sole purpose is to kill living organisms. When we consume water containing chlorine, it kills some part of us, destroying cells and tissue inside our body. Dr. Robert Carlson, a highly respected University of Minnesota researcher who's work is sponsored by the Federal Environmental Protection Agency, sums it up by claiming, "the chlorine problem is similar to that of air pollution", and adds that "chlorine is the greatestcripler and killer of modern times!"

Breast cancer, which now affects one in every eight women in North America, has recently been linked to the accumulation of chlorine compounds in the breast tissue. A study carried out in Hartford Connecticut, the first of its kind in North America, found that, "women with breast cancer have 50% to 60% higher levels of organochlorines (chlorination byproducts) in their breast tissue than women without breast cancer."

One of the most shocking components to all of these studies is that up to two-thirds of our harmful exposure to chlorine is due to inhalation of steam and skin absorption while showering. A warm shower opens up the pores of the skin and allows for accelerated absorption of chlorine and other chemicals in water. The steam we inhale while showering can contain up to 50 times the level of chemicals than tap water due to the fact that chlorine and most other contaminants vaporize much faster and at a lower temperature than water. Inhalation is a much more harmful means of exposure since the chlorine gas (chloroform) we inhale goes directly into our blood stream. When we drink contaminated water the toxins are partially filtered out by our kidneys and digestive system. Chlorine vapors are known to be a strong irritant to the sensitive tissue and bronchial passages inside our lungs. It was used as a chemical weapon in World War II. The inhalation of chlorine is a suspected cause of asthma and bronchitis, especially in children... which has increased 300% in the last two decades. "Showering is suspected as the primary cause of elevated levels of chloroform in nearly every home because of chlorine in the water." Dr Lance Wallace, U.S. Environmental Protection Agency.

Chlorine in shower water also has a very negative cosmetic effect, robbing our skin and hair of moisture and elasticity, resulting in a less vibrant and youthful appearance. Anyone who has ever swum in a chlorinated pool can relate to the harsh effects that chlorine has on the skin and hair. What's surprising is that we commonly find higher levels of chlorine in our tap water than is recommended safe for swimming pools.

Aside from all the health risks related to chlorine in our water, it is the primary cause of bad taste and odor in drinking water. The objectionable taste causes many people to turn to other less healthful beverages like soft drinks, tea or other sweetened drinks. A decreased intake of water, for any reason, can only result in a lower degree of health.

The good news is that chlorine is one of the easiest substances to remove from our water. For that reason it logically should serve its purpose of keeping our water free from harmful bacteria and water borne diseases right up to the time of consumption, where it should then be removed by quality home filtration.

No one will argue that chlorine serves an important purpose and that the hazards of doing away with chlorine are greater than or equal to the related health risks. The simple truth is that chlorine is likely here to stay. The idea that we could do away with chlorine any time in the near future is just not realistic. It is also clear that chlorine represents a very real and serious threat to our health, and should be removed in our homes at the point of use, both from the water we drink and the water we shower in.

### **Information for Eczema Sufferers**

There is not doubt that many eczema sufferers find their skin improves once they have a water softener fitted.

Installing a water softener not only means your skin will benefit but you will need to use less detergents and soaps. A water softener is also a highly practical way of keeping your plumbing free from lime scale build ups that can be so damaging. If your bathroom and kitchen taps no longer look like they once did in the showroom it could be because of lime scale build ups.

Hard water, rather than soft water, is more likely to cause problems for people with eczema. Softeners remove the tiny abrasive particles of rock found in hard water and this, therefore, can help to reduce the discomfort experienced by eczema sufferers.