PURITII® WATER FILTRATION SYSTEM

Even water that appears safe — perhaps from your kitchen tap or a plastic bottle — can be polluted with toxins, heavy metals, VOCs and emerging contaminants such as pesticides, herbicides and prescription drugs. That's not our kind of cocktail! The **Puritii® Water Filtration System** is the perfect on-the-go urban companion for clean drinking water anywhere life takes you. Grab it and go.

FILTER OUT THE BAD STUFF

- HEAVY METALS
- MICROBIALS
- PESTICIDES
- TRIHALO-METHANES
- EMERGING CONTAMINANTS
- CHEMICALS

PROVEN

The Puritii Water Filtration System is proven to remove up to 99.99% of microbes, emerging contaminants, chemicals, pesticides, heavy metals, VOCs and trihalomethanes.

ALL-INCLUSIVE

With the proprietary, portable water filtration system, enjoy fresh and clean drinking water without the cost, waste and potentially harmful toxins of bottled or tap water.

ECO-FRIENDLY

The reusable Puritii Tritan™ Plastic Bottles have effectively prevented more than 52 million plastic bottles from ending up in landfills and our oceans. And we're not done yet!

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PURITII® WATER FILTER 2.0

BREAKTHROUGH TECHNOLOGY

Many filters on the market target biological, chemical or emerging contaminants, but they rarely filter out all three. We get the job done with one sip. The Puritii® Water Filter uses a proprietary two-part filtration process, proven to filter out biological, chemical and emerging contaminants.

PURITII® TRITAN PLASTIC BOTTLE

PERFECT URBAN COMPANION

You might not see the pollutants, but the health risks are crystal clear. The 25-ounce Tritan™ plastic bottle allows you to enjoy fresh, clean drinking water at home, in the office, at the gym or wherever your busy schedule takes you! Designed for everyday use, the Tritan bottle is leak proof and dishwasher safe.

No BPAs
No BPSs
No bisphenols
EA-free

2017 Best of State, Best Sports and Recreation Products Award

2018 Bronze Stevie Award, Best New Product of the Year

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FREQUENTLY ASKED QUESTIONS

HOW DOES THE FILTER WORK?

The two-part filtration system includes a proprietary loose granular media which contains zeolite and fine coconut carbon media blend, and the proprietary pleat pack which has been engineered to filter out biological, chemical and emerging contaminants. It does so with an incredible flow rate — as easy as drinking water through a straw.

DOES OUR FILTER MEET NSF STANDARDS?

The EPA and NSF have determined which contaminants are the most detrimental to our health and have set limits for these contaminants. The list is not comprehensive but represents the best recommendation and frame of reference. We meet or exceed standards for the key microbial and chemical contaminants, and test for many more. You can reference our website for the complete list.

WHY SHOULD I USE A FILTER WHEN TAP WATER IS REGULATED?

While most people think drinking water from the tap is safe, they don't realize that bacteria and viruses can be swimming in your drinking glass, and traces of toxic metals and industrial contaminants are found in nearly every city water system. The laws for monitoring U.S. tap water have not been updated for more than 40 years, and the government requires testing for only 91 out of thousands of contaminants known to be dangerous.

ISN'T TAP WATER SAFE TO DRINK?

According to the Water Quality Association, tap water can be contaminated with a variety of pollutants that your municipal water program may not be testing for. These contaminants are called "emerging contaminants." For example, did you know that your neighbor's prescriptions could be coming out of your kitchen faucet? Many drugs, such as antibiotics and birth control medications, pass virtually unchanged through the human body and end up back in our water supplies. Researchers routinely find dozens of pharmaceuticals in tap water samples, and even in our rivers and lakes, including painkillers, antidepressants, methamphetamines and cocaine. Water filtration is a way to help minimize the number of contaminants in your drinking water.

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DOES THE PURITII WATER FILTER CHANGE THE PH OF WATER?

The Puritii Water Filter slightly raises the pH of the water put into the bottle, but the change is so small that we do not report it or claim that the filter produces alkaline water. Alkaline water is a growing trend and may offer some health benefits, but these currently have little scientific backing. Every substance we take into our bodies (food, water, supplements, etc.) has an inherent pH that may be either acidic or basic. Soda, for example, is usually between pH 2–3 and is akin to drinking undiluted vinegar. Most vegetables and fruits have alkaline-forming compounds. To say that alkaline water has a health effect above that of a healthy and pH-appropriate diet is currently scientifically unsupported.

Each organ system within our bodies has an inherent pH and the ability to buffer incoming substances, be they acidic or alkaline. The Puritii Water Filter removes dangerous chemicals, bacteria and viruses that are common in tap and bottled water while maintaining the original pH (the pH of tap water is regulated to be between 6.5 and 9.5, so your tap water may be alkaline already).

Because we cannot definitively recommend alkaline water from a health standpoint, we have not included that feature in our Puritii Water Filter and do not plan to incorporate it into future versions of the product.

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FREQUENTLY ASKED QUESTIONS

DOES PURITII PRODUCE "ZERO WATER"?

Zero Water is double-distilled water that no longer contains useful minerals. Distilled water is also known as "hungry water" in that it attracts minerals from the body to itself, a process known as chelation, and is harmful to the body. Once the water passes through the kidneys, some of these vital nutrients are expelled and long-term use can result in damaging mineral deficiency. While Puritii removes harmful chemicals, toxins, heavy metals and volatile organic compounds, it does not remove these essential minerals and it therefore does not produce what is known as "Zero Water."

HOW LONG DOES THE FILTER LAST?

It is recommended that you change filters after 60 gallons, or about every two months with daily use.

ARE THE WATER FILTERS RECYCLABLE?

Each filter has the potential to keep 450 plastic water bottles out of landfills and oceans. Puritii bottles are reusable and recyclable.

WHAT CAN I FILTER THROUGH MY PURITII WATER BOTTLE?

Puritii is specifically designed to filter unwanted substances from freshwater sources. It is not meant to filter other liquids, such as coffee, soda, tea, saltwater, juice, etc.

HOW MUCH WATER DOES EACH BOTTLE HOLD WITH THE FILTER IN PLACE?

Available in 19-ounce stainless steel or 25-ounce, eco-friendly Tritan™ plastic, free of BPAs, BPSs or any other bisphenols and EA-free, Puritii water bottles are leak proof, dishwasher safe and perfect for home, office and on the go!

WHY DID THE WATER LOOK CLOUDY THE FIRST TIME I USED IT?

You may notice a fine carbon dust only with your first use of the filter. Completely safe and harmless to ingest, this is part of the filter design and comes from the proprietary media blend of zeolite and fine ground coconut carbon.

WHAT IS THE "PLEAT PACK" AND WHAT DOES IT DO?

It functions much like a net that keeps out the contaminants. This net basically keeps the contaminants from getting through the filter.

One other unique aspect of the filter is that it emits a positive electrostatic charge which attracts the negatively charged microbial and chemical impurities, acting much like a magnet to trap these contaminants in the filter media.

HOW DO YOU STORE THE FILTER?

Unopened Puritii Water Filters can be stored in an area of low humidity and away from extreme temperatures for up to one year.

Used filters must be dried thoroughly and placed in a sealable bag for storage. Inspect the filter before using it again for signs of mold or damage.

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PLASTIC BOTTLES SAVED FROM LANDFILLS, AND COUNTING!

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WHAT DOES THE FILTER REMOVE?

MICROBIALS	Potential Health Effect*	Puritii Reduction Rate %
Bacteria	Gastro-enteric diseases	>99.9999
Virus	Gastro-enteric diseases	99.5
Parasite	Gastro-enteric diseases	>99.997

EMERGING CONTAMINANTS	Potential Health Effect*	Puritii Reduction Rate %
Ibuprofen	Kidney disorders, endocrine disruptor	99.5
Naproxen	Kidney disorders, endocrine disruptor	99.5
Estrone	Reproductive system damage	99.6
Bisphenol A	Endocrine Disruptor, cancer	99.5
Perfluoro-n-Octanoic Acid (PFOA)	Endocrine disruptor, reproductive and neurodevelopmental disorders	94.4
Perfluorooctane Sulfonamide (PFOSA)	Endocrine disruptor, reproductive and neurodevelopmental disorders	94.1

CHEMICALS	Potential Health Effect*	Puritii Reduction Rate %
Chlorine	Eye/nose irritation, stomach discomfort	97.9
Fluoride	Varied, including brain and thyroid disorders	41.3
Benzene	Cancer, leukemia, anemia	97.8
Styrene	Cancer, leukemia, anemia	>99.9
Isopropyl-benzene	Cancer, leukemia, anemia	>99.9

PESTICIDES	Potential Health Effect*	Puritii Reduction Rate %
4,4'-DDT	Cancer, reproductive damage	>95
Aldrin	Cancer, reproductive damage	>96.3
Endosulfan 1	Liver, kidney damage	>98.2
Lindane	Liver, kidney, nervous system damage	>99.3

HEAVY METALS	Potential Health Effect*	Puritii Reduction Rate %
Lead	Kidney, nervous system damage	>99.3
Copper	Gastro-enteric disease	>99.5
Mercury	Kidney, nervous system damage	99.8
Arsenic	Skin, nervous system damage	>99
Chromium	Liver, kidney, circulatory system disorders	59.3

TRIHALOMETHANES	Potential Health Effect*	Puritii Reduction Rate %
Bromodichloromethane	Muscle, nervous system damage	95
Bromoform	Muscle, nervous system damage	95
Chloroform	Muscle, nervous system damage	95
Chlorodibromomethane	Muscle, nervous system damage	95

The supplied filters were submerged into a reservoir of General Test Water Type 1 (GTW1, NSF P231). The test water was drawn up through the filter at 3.50 inHg. Each filter was conditioned by the passage of 10 liters of GTW1 prior to being subjected to the filtration challenge study. The indicated challenge species were added to GTW1 (pH 7.5) and homogenized. Each filter was submerged in the challenge water and water passed through each filter at an approximate flow rate of 833-909 mL/min at 3.50 inHg. Following the passage of one liter of challenge water through the filter, duplicate samples of the effluent were collected in sterile containers.

Testing performed using standard NSF/ANSI test methodology.

*Potential Health Effects Source: EPA booklet 815-K-97-002

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