



**H<sub>2</sub>O**  
INTERNATIONAL

*It's what's inside that counts*



### WATER SHORTAGES & CRUMBLING INFRASTRUCTURE ARE DESTROYING OUR WATER QUALITY

The severe water shortage that South Africa currently faces, has led to more concentrated levels of water pollution. This makes the water harder to treat and forces the Water Treatment Facilities to add higher levels of health-damaging chemicals during the sanitisation process. What makes matters worse, is that our aging water treatment plants and infrastructure are not being properly maintained. It is estimated that 37% of South Africa's municipal water is wasted through leaking pipes and taps. These leaks also play havoc with the water quality during periods of "water shedding" when the temporarily empty pipes allow contaminated water from outside the pipes to seep back through the pipes into the drinking water.

### TOXIC BLUE-GREEN ALGAE IN SA'S TAP WATER POSES A SERIOUS HEALTH RISK

A much-publicised 2015 study stated that South Africa has the highest known levels of blue-green algae concentration in the world, contaminating around two-thirds of our water sources. This cyanobacteria is of immediate concern as it is releasing several toxins that could pose a very significant health risk to humans – and the treatment plants are unable to effectively remove it. It tends to target the liver first, but can also affect the heart, kidneys, nervous system and male reproductive system.

# DO NOT PRINT

MUNICIPAL TAP WATER IS A COCKTAIL OF CONTAMINANTS AND CHEMICALS

It's only natural to assume that the water from your tap is perfectly safe to drink – but that simply couldn't be further from the truth. Julius Kleynhans, Head of Environmental Affairs at Afriforum says "the way water is treated in South Africa poses a threat to all its citizens".

## WHAT CONTAMINANTS COULD YOU EXPECT TO FIND IN YOUR MUNICIPAL WATER?

- Suspended solids including sediment, sand, rust, bio-debris, moulds and yeasts.
- Chemicals including chlorine, hydrogen sulfide, pharmaceuticals, pesticides and fertilizers
- Disinfectant by-products including trihalomethanes that are proven carcinogens
- Heavy metals including lead, mercury, cadmium and arsenic
- Biological activity including bacteria, cysts, viruses, parasites and pathogens

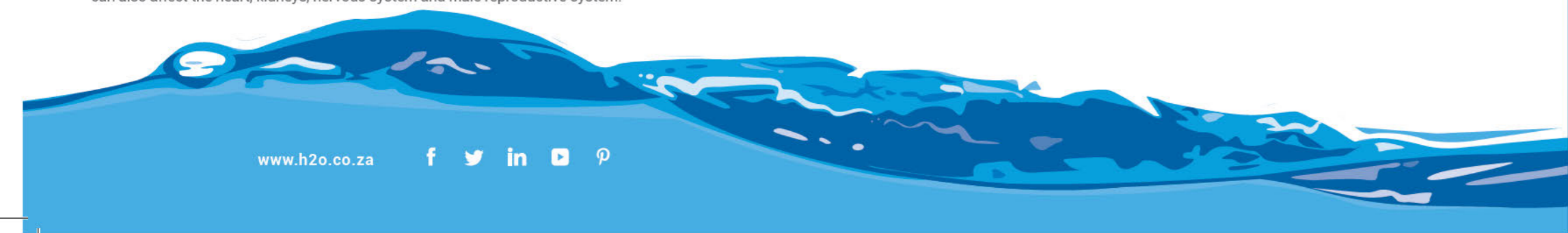
We are dedicated to providing South Africans with only the finest quality water, and it's what's inside our leading purification products that enables us to do so. Make the right choice today for your family or business, and protect their health with South Africa's no. 1 purification company.

# Document needs updating.

# Send a request to Brainstorm.



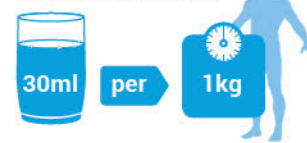
**YOU DON'T REALLY DRINK THE TAP WATER, DO YOU?**



## STAYING HYDRATED IS ESSENTIAL FOR GOOD HEALTH

Our bodies are made up of about 75% water, and all bodily functions and organs depend on a supply of water to function optimally. Additionally, water is essential for the health of our skin, hair, nails, and blood pressure. It is the job of water to deliver nutrients to our cells, as well as to flush toxins out of them. Keeping well hydrated not only boosts our energy levels, but also helps with losing weight, aids digestion, and promotes a general state of wellbeing. Surely then you owe it to yourself to ensure that your body is regularly given water of the best possible quality?

### DRINK H<sub>2</sub>O DRINK UP



An excellent guide to your daily water intake is to drink 30mls of water per kg of body weight, making adjustments for hot days and increased levels of exercise.

## DID YOU KNOW?

- ❓ **Chlorine is added to municipal water to treat biological contaminants.** When chlorine reacts with organic matter, it creates highly toxic by-products called trihalomethanes that are indisputably linked to an increased risk of bladder, colon and rectal cancer.
- ❓ **You absorb far more chlorine in the shower than you might imagine.** In just 10 minutes your body will absorb more chlorine through your skin and lungs than through drinking 8 glasses of tap water.
- ❓ **It is not uncommon to find higher levels of chlorine in your tap water than in your swimming pool.**
- ❓ **Children's developing immune systems make them more at risk to the adverse effects of heavy metal exposure.** Effects can include learning difficulties, memory impairment, damage to the nervous system, aggressiveness and hyperactivity.
- ❓ **You could be drinking other people's drugs.** A 2015 study found over 34 pharmaceuticals and pesticides present in SA's tap water. This is as a result of numerous failing sewerage treatment plants releasing untreated or partially treated sewerage back into the water sources.
- ❓ **Bacteria like Cryptosporidium and Giardia are not destroyed by chlorine and lead to serious gastrointestinal illness.**
- ❓ **Reverse Osmosis Purifiers are not the answer as they waste up to 4 litres of water for every litre of purified water it produces.**
- ❓ **Reverse Osmosis Purifiers also remove the beneficial minerals from the water and should only be used when there is salt in the water.**
- ❓ **Boiling your water may kill biological activity but all that evaporated water means you're left with a greater concentration of contaminants, especially the harmful heavy metals.**
- ❓ **The good news is that these contaminants can easily and cost effectively be removed.**

It's time to make the right choice for your family and purify your tap water.

## OVER 450 PURIFICATION PRODUCTS FOR HOME & BUSINESS

H<sub>2</sub>O International SA is a long-standing member of the Water Quality Association and has over 450 purification products that are ideal not only for the home and office, but the hospitality, educational, and agricultural industries too. Our wide range of counter-top, under-counter and whole-house water purifiers can effectively strip out all those hazardous chemicals, biological contaminants, heavy metals, and numerous other impurities from your drinking water.

In addition to our water purifiers, we supply water coolers, boilers, coffee machines, ice machines and air purifiers. H<sub>2</sub>O International SA franchisees have the technical knowledge and experience to be able to specify the correct unit for your specific application.

## CHOOSE H<sub>2</sub>O INTERNATIONAL SA

H<sub>2</sub>O International is South Africa's leading supplier of world-class water purifiers. For over 21 years we have been creating and supplying purification products that protect you and your family from a vast array of harmful contaminants.

H<sub>2</sub>O International SA's purifiers are the only purifiers in the country to contain the KDF®/GAC/Riolyte Process Media, which guarantees great tasting water of the finest quality. The highly patented KDF Process Media is the only way to effectively remove dangerous heavy metal contaminants from the water. Unlike common carbon filters, the KDF Process Media is also truly bacteriostatic with an electrolytic field that creates an environment hostile to bacteria, algae and many other microorganisms.



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