



## Why **SOFT** WATER?

### Your Water, The Universal Solvent!

Water is considered the universal solvent. As it passes from liquid to vapor and back again, it tends to dissolve everything it touches - whether in the air as water vapor where it can mix with sulfur from smoke stacks forming acid or from the ground, absorbing calcium, magnesium, sulfur, iron, lead and limestone - water can have a negative impact on you, your household and your pocketbook.

Depending on where you live, contaminants from sewage, industrial waste and agricultural run-off can also seep into your water supply.

### Hard water produces scale.



Stains or buildup on your sinks and bathtubs, using large amounts of soap to clean dishes or wash your hair, or odd tasting or smelling water, are all results of hard water. If left untreated, the minerals in hard water will cause yellow stains on plumbing fixtures and be deposited as scale, eventually clogging plumbing and shortening the life of appliances like washing machines, water heaters and dishwashers.

**Soft water makes a difference you can see and feel, all over the house.**



#### IN THE BATHROOM:

- Better lather
- Gentle and less dry for skin
- Eliminate soap scum and mineral deposits



#### IN THE LAUNDRY:

- Clothes are softer, cleaner, whiter and brighter
- Increase clothing life up to 33%
- Extend the life of your washing machine



#### IN THE KITCHEN:

- Spot free, cleaner dishes
- No film or mineral etching on glass

**Clear & Simple**  
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**Water Treatment Systems eliminate the effects of hard water. They "soften" the water by removing the calcium and magnesium found there, extending the useful life of water heaters, coffeemakers, humidifiers and household plumbing as well as many other appliances and fixtures that water passes through by as much as 30%.**