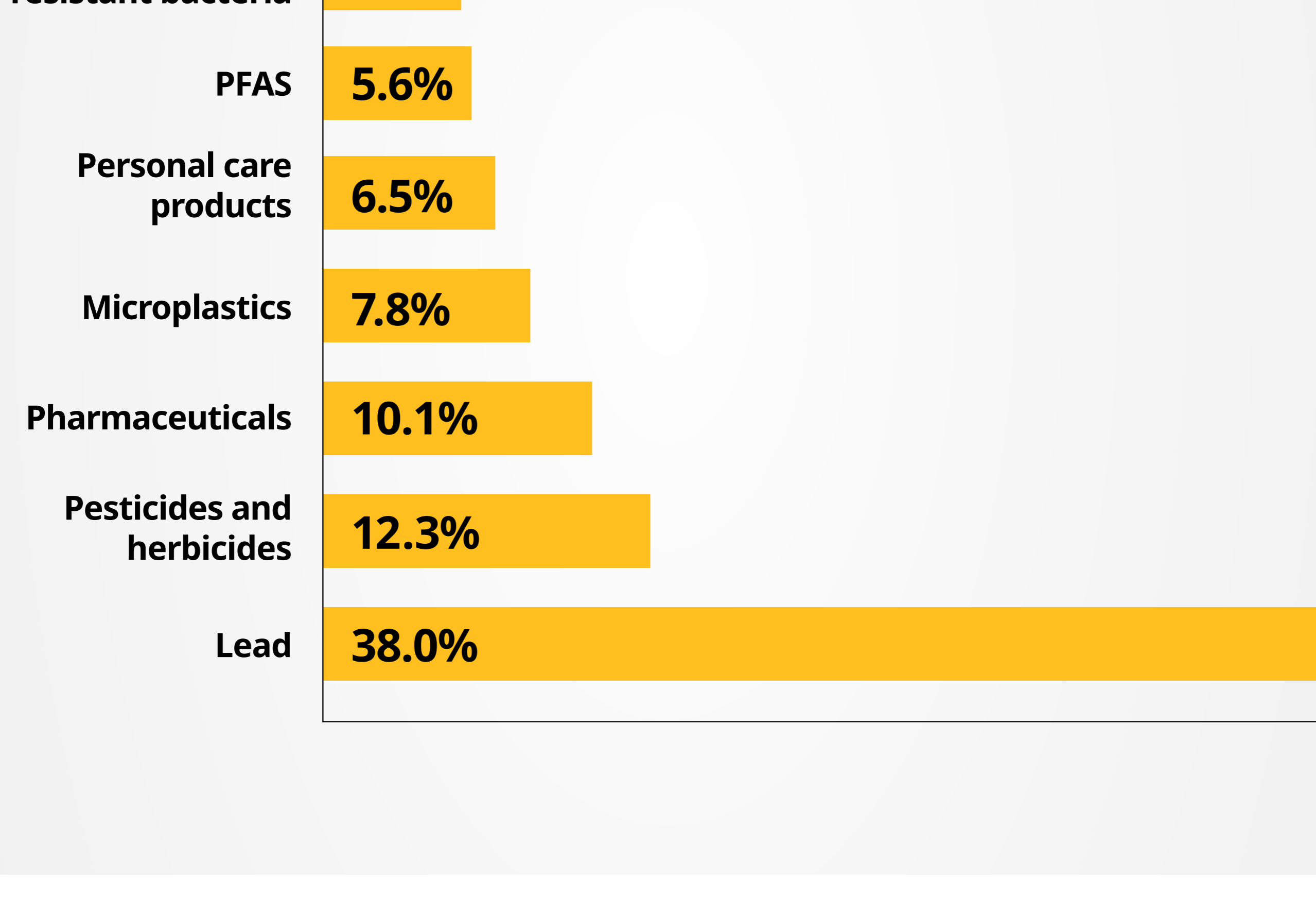


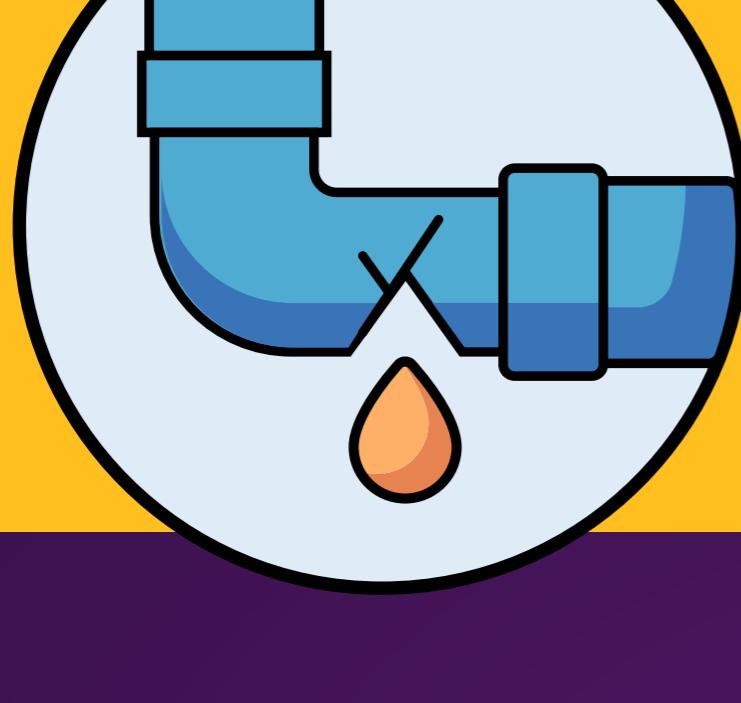
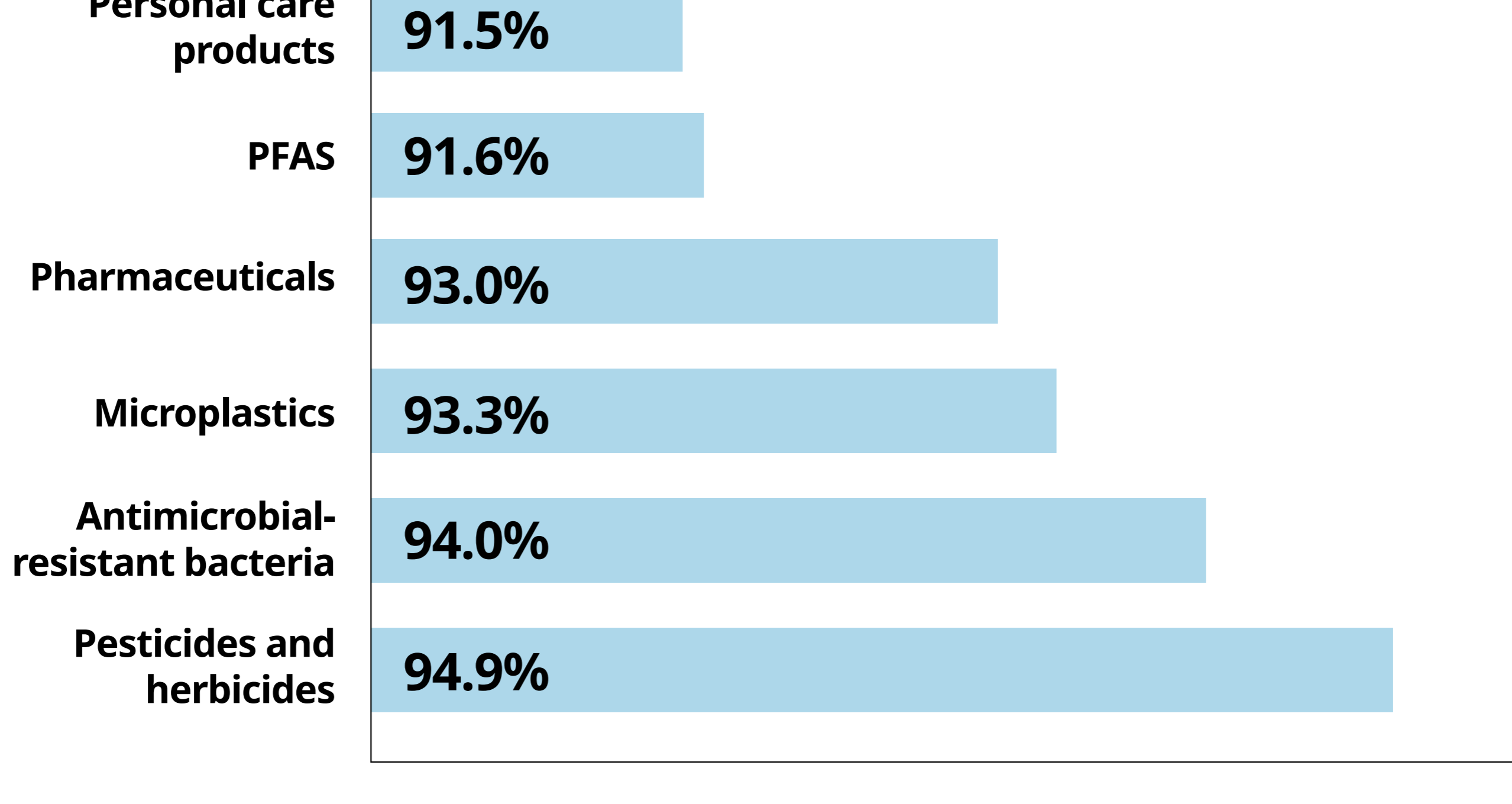
See the state of America's drinking water quality¹

Learn what people are concerned about and why

Which contaminants are people most aware of?

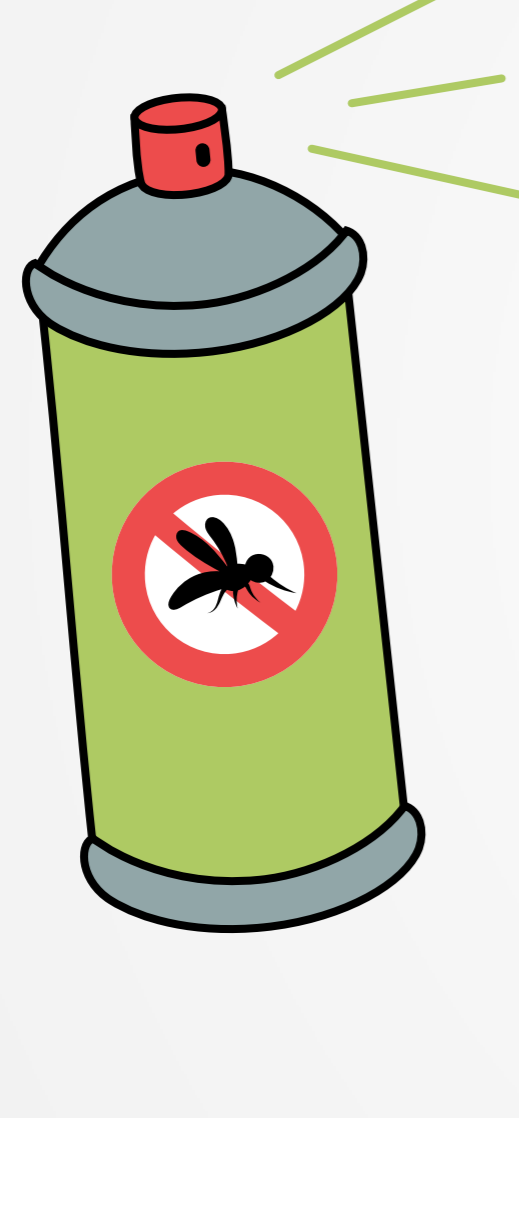


Which contaminants worry people the most?



Lead is also a top concern for people.

What are the potential health effects of contaminants?



Pesticides and herbicides are chemicals used to kill pests and weeds.

Can cause rashes, breathing problems, and an increased risk of cancer.

Antimicrobial-resistant bacteria, also known as “superbugs,” are bacteria that are difficult to treat with antibiotics.

May lead to severe infections, a higher risk of death, and longer hospital stays.²



Microplastics are tiny plastic pieces that come from broken down plastic items or are made to be small on purpose.

May decrease immune response, increase inflammation, and change liver, kidney, and lung tissue.³

Pharmaceuticals and personal care products include chemicals found in medications, toothpaste, shampoo, and similar items.

Linked to unusual health changes in fish near wastewater treatment facilities.



PFAS are “forever chemicals” that are found in nonstick cookware, food packaging, and more.

Early research suggests a small increase in the risk of testicular, kidney, and thyroid cancers.

How aware are people of contaminants in their water?



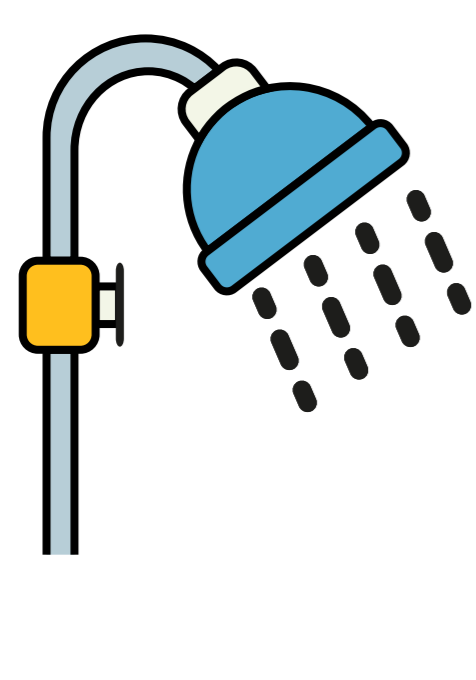
Nearly 50% aren't sure if their water contains:

- Pesticides/herbicides
- Pharmaceuticals
- Antimicrobial-resistant bacteria
- PFAS



Over 50% aren't sure if their water contains microplastics

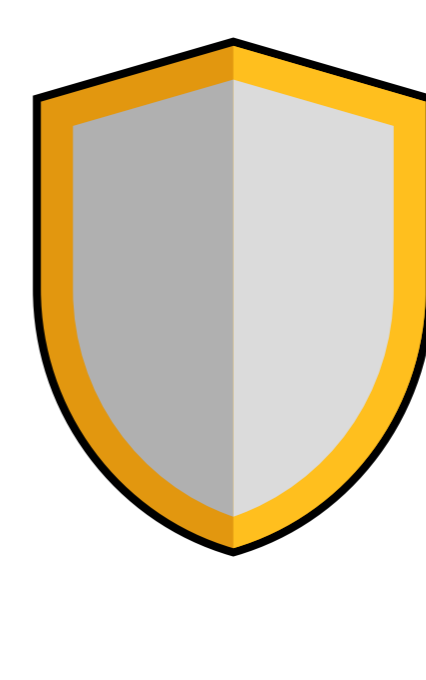
What are the top 3 reasons why people are getting a water treatment system?



Soften their water, reducing residue and scale



Improve the taste and smell of their water



Add a final barrier of protection against contaminants

Get your water tested now

¹Emerging Water Contaminants Consumer Study, conducted by the University of Wisconsin-Milwaukee and funded by the Water Quality Research Foundation, 2022. ²Cleveland Clinic, “Antibiotic Resistance,” accessed Nov 27, 2025. ³Illinois Environmental Protection Action, “Microplastics,” accessed November 27, 2025.