

# HEALTHY LIVING STARTS WITH HEALTHY WATER

At Aquasana we believe clean water and a healthy environment are the most important components to healthy living and overall well-being. Our sole focus is providing best-in-class water filtration products so every home can enjoy great-tasting, healthy water.

## Better for People

Water is essential for life. Our bodies are more than 70% water and designed to run primarily on water and minerals. The water we drink, shower and cook with can have a significant impact on our overall health.

Aquasana Drinking Water Filters use best-in-class filtering technology to provide maximum reduction in water contaminants while leaving beneficial minerals such as calcium, magnesium and potassium in the water. The result is healthy, great-tasting water that provides optimum hydration for the human body.



Our drinking water filters are NSF Certified to reduce 66 common water contaminants including over 96% of chlorine and chloramines as well as over 99% of lead, asbestos, turbidity, VOCs and Pharmaceuticals.

Aquasana is committed to staying at the forefront of water filtration engineering and innovation. As a result, our customers benefit from a variety of high performance products that are affordable and safe for the environment.

## Better for the Environment

Aquasana products are created with the environment in mind. All of our water filter components are engineered for minimal waste, including reusable outer filter casings and filter cartridges made of recyclable parts and compostable materials. In addition, filtered drinking water and Aquasana reusable glass water bottles are a smart choice to reduce plastic bottle waste in landfills.

## Leadership



Todd Bartee, Aquasana CEO

Todd Bartee is passionate about building a great company and improving the quality of people’s lives every day. As Aquasana’s Chief Executive Officer, Bartee leads the charge for Aquasana to educate the world on water wellness and the positive impact clean water can have on health and well-

being. A trained environmental engineer with expertise in recycling, water and waste-water treatment, Todd has an excellent understanding of the chemical impact our actions have on our water supply and the importance of protecting our natural resources.

**96% reduction**  
of harmful contaminants  
including lead, mercury, asbestos, pesticides,  
pharmaceuticals, chlorine and chloramines.

## THE CLEAN WATER MACHINE — NOW CONNECTED

Aquasana introduces the newest advancement in healthy living with its Aquasana® Active™ Product Line – The Clean Water Machine with Bluetooth™. Our most powerful water filtration system just got stronger and smarter. This system is obsessively engineered to provide instant filtration. It removes 96% of harmful contaminants

and has long lasting filters – 320 gallons. It is tested and certified by NSF to filter 66 contaminants – 10 times the contaminants of the leading gravity pitcher. The Clean Water Machine connects to your smartphone to track filter health, gallons filtered, and dollars saved. Your app will alert you when your filter is low and lets you buy new

filters with the click of a button. Drink more water, fewer sugary drinks and share socially to let friends know about your healthy living progress. Each filter processes the equivalent of 2,400 plastic bottles, so you can also share the amount of plastic bottle waste you've saved from the environment.



INSTANT  
HYDRATION



ONE  
GALLON



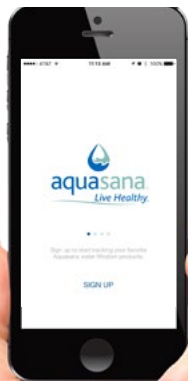
PROFESSIONAL  
FILTRATION



POWER  
ACTIVATED

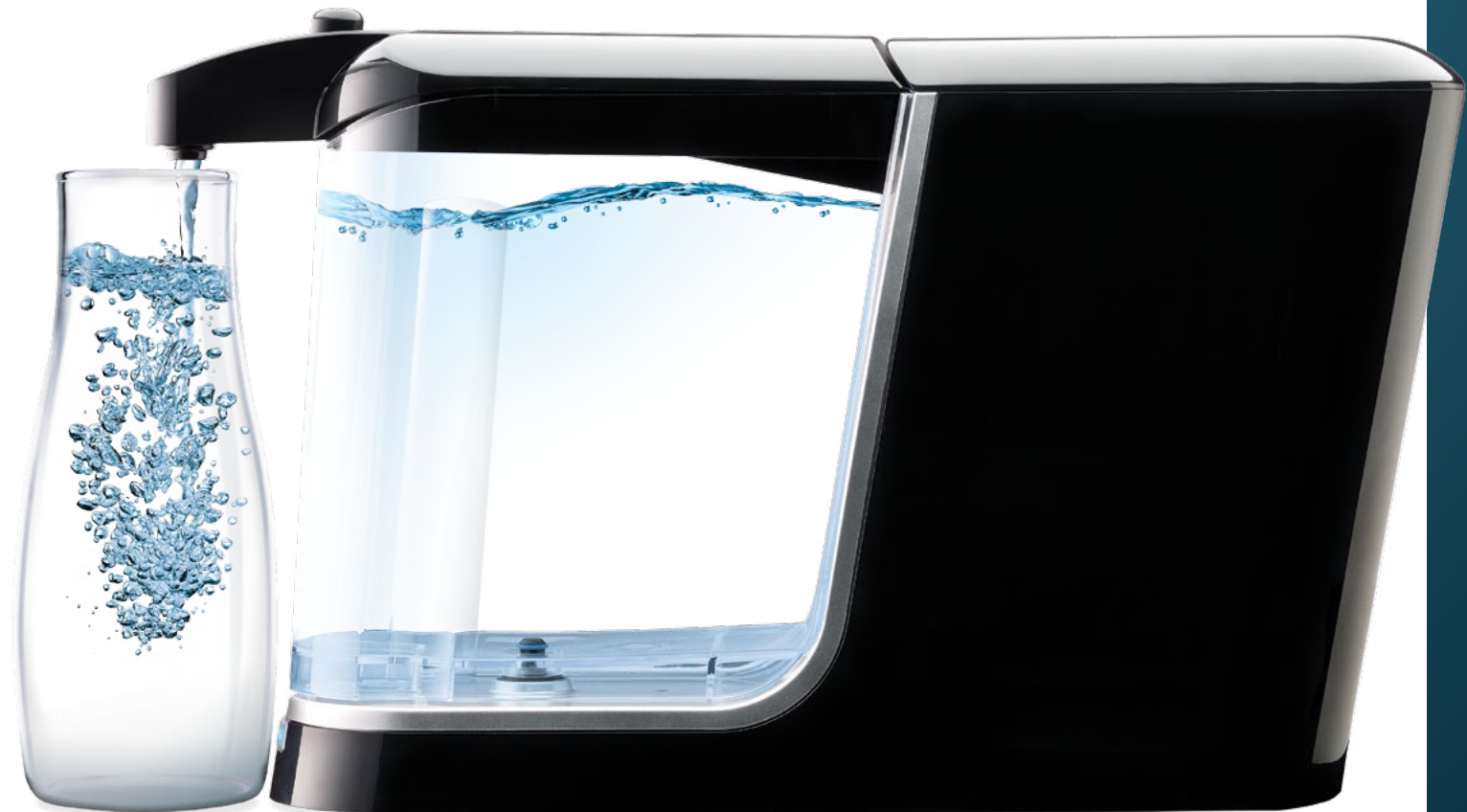
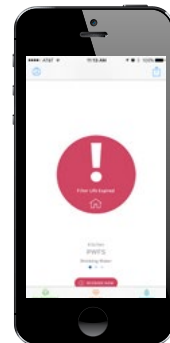
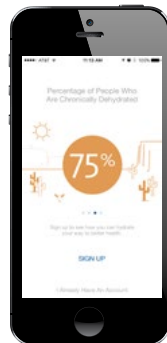
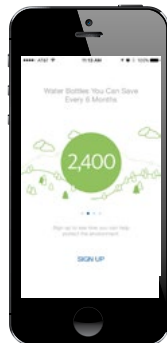


BLUETOOTH  
ENABLED



### CONNECTED

Use your smartphone to track gallons filtered, dollars saved, and alerts when your filter is low. Simply tap to order replacement filters.





## AQUASANA ACTIVE FILTER BOTTLE

Aquasana announces the latest advancement in healthy living: The Aquasana Active Filter Bottle. Now you can have better water everywhere. This filter bottle combines ergonomic design with high performance water filters never before used. It is the first filter bottle to use patented filter technology to remove the things people worry about in every day tap water: over 99% of chlorine, lead, bacteria and cysts. Plus, each filter lasts 80 gallons. That's longer than any other leading brand and the equivalent of 640 disposable bottles.

Design, usability and filter effectiveness were the pillars of all product decisions. The filter had to remove many key contaminants, but not at the expense of easy flow. With our new filter technology we have achieved superior contaminant reduction while permitting optimal chuggability. No significant suction or strong armoring required! Made with premium materials, the Aquasana Active is available in both shatter-resistant borosilicate glass and BPA-free Tritan Plastic. All bottles come with silicone sleeves in designer colors that have a non-slip grip and protect against breakage.

**99% reduction**  
of harmful contaminants

including lead, bacteria, chlorine, cryptosporidium and giardia.



EASY  
CHUGGABILITY



HIGH FILTER  
PERFORMANCE



BPA-FREE  
PLASTIC



SILICONE  
SLEEVE



## AQUASANA OPTIMH2O™ REVERSE OSMOSIS + CLARYUM® DRINKING WATER FILTER

*Aquasana introduces water filtration, PERFECTED. Reverse Osmosis + Claryum® Filtration Technology + Remineralization*

### ULTIMATE PURITY

NSF Certified to remove 5x more contaminants than other reverse osmosis systems, OptimH2O is the first reverse osmosis system of its kind to pair powerful reverse osmosis filtration with Claryum® selective filtration.

### GOODBYE FLUORIDE

Removes over 95% of fluoride without demineralizing your water for optimally healthy, clean water.

### HEALTHIER DRINKING WATER

Remineralizes water to put back the healthy minerals lost in the reverse osmosis process like calcium, magnesium, and potassium.

Improves water pH balance for optimally alkaline drinking water.







pro  
series

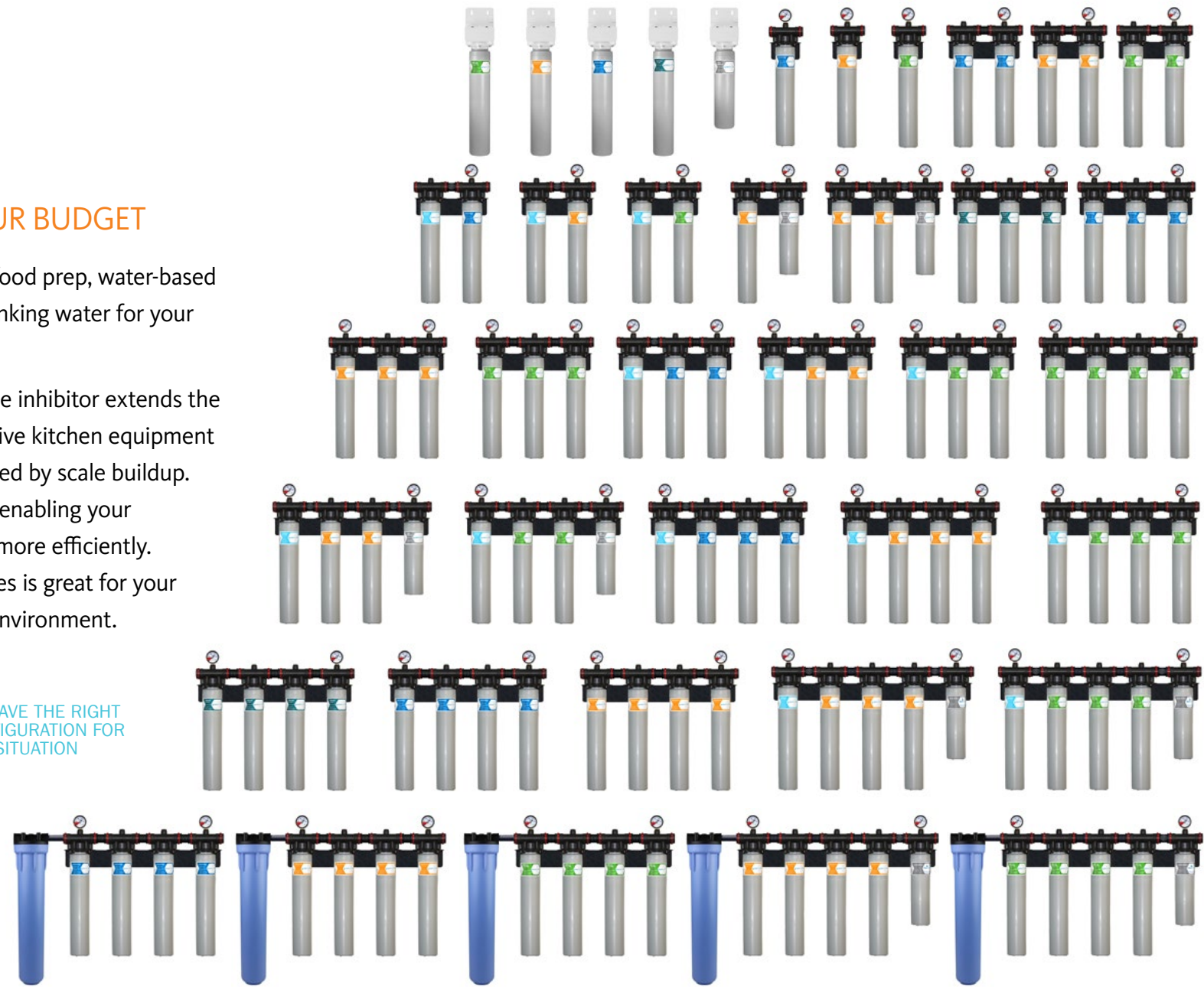
SUSTAINABLE, FOR THE ENVIRONMENT AND YOUR BUDGET

Aquasana's expertise in chloramine reduction and sub-micron filtration enables us to produce effective and efficient filters at unmatched value. At lower cost than the competition, Aquasana Pro Series delivers high quality, professional grade water

filtration for your food prep, water-based beverages, and drinking water for your customers.

The Pro Series scale inhibitor extends the life of your expensive kitchen equipment that can be damaged by scale buildup. It saves energy by enabling your equipment to run more efficiently. Aquasana Pro Series is great for your business and the environment.

WE HAVE THE RIGHT  
CONFIGURATION FOR  
ANY SITUATION





## BETTER FOR PEOPLE. BETTER FOR THE ENVIRONMENT.

*Switching from bottled water to home water filtration is one of the fastest, easiest and most impactful steps to live healthy, save money and protect the planet. Aquasana offers a sustainable, option to disposable plastic water bottles.*

### AQUASANA GLASS WATER BOTTLES

Our glass bottles are a stylish and environmentally safe choice:

- Cadmium-free and lead-free glass
- BPA-free plastic caps
- Keeps filtered water pure, free of contaminants
- Fun and stylish protective silicone sleeves
- Dishwasher safe

### PREMIUM GLASS BOTTLE WITH PROTECTIVE SILICONE SLEEVE

High quality borosilicate glass is lightweight and shatter resistant—designed to go wherever you go! Lead-free, cadmium-free glass with stainless steel cap and silicone sleeve – no plastic or metal chemicals leaching into



your water. Wide-mouth opening allows you to easily add ice cubes or fruit slices to your water. Premium silicone sleeve provides added protection and a comfortable, nonslip grip. Glass bottle is dishwasher safe.

BETTER  
TASTE.  
BETTER  
QUALITY.

### TOP 10 REASONS TO USE FILTERED WATER AND REUSABLE BOTTLES:

1. Plastic water bottles can contain BPA, a toxin that exhibits hormone-like properties. In 2010 the FDA warned of the hazards of BPA to fetuses, infants and young children.
2. Nearly half of all bottled water sold in the United States is tap water
3. 80% of plastic bottles go in the trash and are not recycled
4. Bottled water creates needless pollution as it is transported across the country
5. Plastic bottles are made from petroleum
6. It takes 700 years for plastic bottles to decompose
7. Bottled water is not held to the same safety standards as tap water
8. Filtered tap water is healthier choice to bottled and tap water
9. Bottling your own filtered water saves money
10. Bottling your own filtered water saves the environment



## THE ESSENTIAL HEALTH AND BEAUTY PRODUCT

*for noticeably softer, healthier skin and hair.*

### FEEL THE DIFFERENCE:

- Reduce harmful effects of chlorine and synthetic chemicals that can contribute to premature aging of skin
- Help retain hair and skin's natural protective oils by reducing harsh chlorine in water
- Enhance the performance of health and beauty products – use less soap, shampoo and conditioner
- Improve air quality by reducing vaporized chlorine and harsh synthetic chemicals



### ULTIMATE FLEXIBILITY

The premium chrome massaging handheld wand has multiple massage settings to customize your shower experience. The Aquasana Shower Filter also works with most 2.5 GPM shower heads so you can keep your own shower head.

*“One of the most important things you can do for hair is to wash it with filtered, chlorine-free water. Your hair will be noticeably softer and shinier, your scalp will be healthier and your color will stay true and last longer.”*

— River Lloyd, celebrity stylist of the John Frieda Salon in New York



REMOVES  
>90% OF  
CHLORINE

HEALTHY WATER THROUGHOUT YOUR HOME

*Aquasana Rhino Whole House Water Systems provide long-lasting, high performance water filtration.*

SUPERIOR CONTAMINANT REDUCTION CAPABILITIES

The Aquasana Rhino Whole House Water System is one of the few systems certified by NSF International for contaminant reduction. Our whole house filters meet NSF standard 42, the gold standard of certification, for reducing over 97% of the chlorine found in tap water. Aquasana whole house water filters have superior contaminant reduction capabilities including scale, metals, pesticides, herbicides and industrial solvents. Our whole house systems can be customized to address the specific geographic water issues of our customers.



ENGINEERED FOR PERFORMANCE:

- Preserves beneficial minerals for optimum hydration
- Customizable system to meet specific needs
- Reduces harmful chemicals and chlorine
- Great-tasting healthy water on demand
- Protects appliances and plumbing
- Improves cooking performance
- Easy to install and maintain
- Long-lasting filters
- Eco-friendly

LONG LASTING PERFORMANCE		
Model	Gallons	Years
EQ-600 WHOLE HOUSE	600,000	6
EQ-400 CHLORAMINES	400,000	4
EQ-WELL-UV FOR WELL WATER	500,000	5
EQ-1000 PREMIUM	1,000,000	10



### EFFECTIVE, ECO-FRIENDLY SCALE PREVENTION

*without leaching harsh chemicals or salt into the environment*

### PURE PERFORMANCE

Nucleation Assisted Crystallization (NAC) technology uses your home's water flow to effectively inhibit scale buildup by transforming dissolved hard minerals into harmless, inactive microscopic crystal particles that are harmlessly passed through your water and down the drain. NAC salt-free softening technology naturally and safely reduces scale buildup on internal pipes and plumbing without the use of harsh salt or chemicals.

Never lug around heavy bags of salt again! Long lasting systems are easy to replace and last 6 years. Aquasana SimplySoft does not require electricity, drainage for waste water, or complicated salt replacement.



### BETTER THAN JUST A SOFTENER:

- Effective scale prevention protects home appliances and plumbing from scale formation and corrosion
- Will not put excess salt waste or chemicals into your water or our communal water supply
- Will not demineralize your water by chemically removing minerals
- Independently tested and proven to reduce scale by 98.9%
- Easy to replace and maintain – systems last up to 6 years!
- Extends life of pipes and appliances

Can be easily paired with the Whole House Filter System



## NOW NSF CERTIFIED TO REMOVE CHLORAMINES AND PHARMACEUTICALS!

*Professional grade water filtration certified to remove 66 contaminants while retaining beneficial minerals for optimum health and hydration.*

- NSF Certified to standards 42 and 53, the gold standard of water filtration
- Aquasana is now NSF 401 Certified to remove over-the-counter medications and pharmaceuticals!
- Superior contaminant reduction capabilities effectively reduce 66 common water contaminants including over 99% of lead, herbicides, pesticides, water-borne cysts, asbestos, volatile organic chemicals and more
- Certified to remove over 97% of chlorine and chloramines

- Optional 3 stage filtration for areas with high sediment
- Reduces odor and improves taste
- Preserves beneficial minerals in water such as calcium, potassium and magnesium
- New, eco-friendly design for easy filter changes and minimum waste
- Space-saving under counter design with audible and visual filter change indicators
- Improved flow rate of 0.5 gallons per minute (gpm)

**10X** more reduction than other pitcher filters



Environmentally friendly design



Preserves beneficial minerals

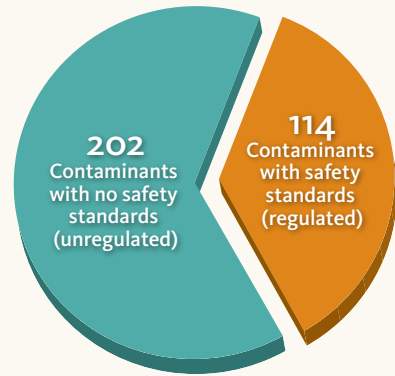
**10¢**

filtered water for as little as 10¢ a gallon



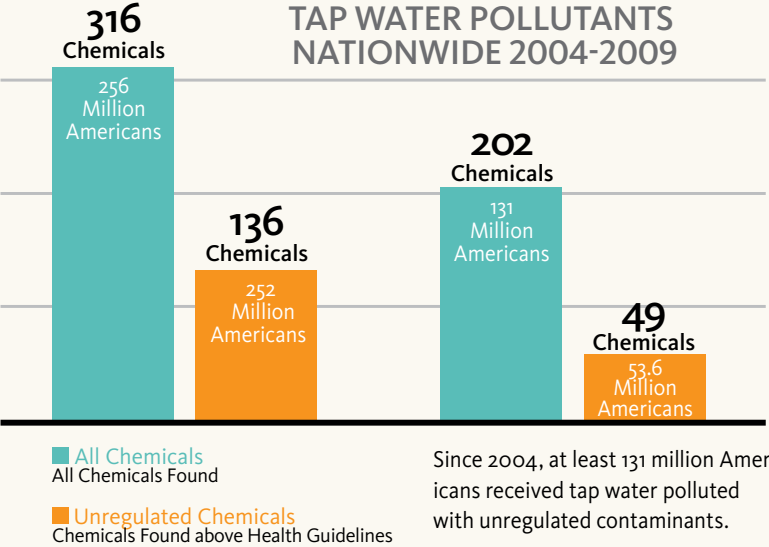


316 Contaminants found in nation's tap water, more than half have no safety standards.



Source: Environmental Working Group (EWG)

TAP WATER POLLUTANTS  
NATIONWIDE 2004-2009



Filtering home tap or well water can decrease exposure to numerous known or suspected carcinogens.

— Presidents Cancer Panel Report, 2010

THE TRUTH ABOUT BOTTLED WATER

80%  
of all plastic water bottles are not recycled.

60-70%  
of all bottled water goes unregulated by the FDA.

700 YEARS  
is the time it takes for a plastic bottle to decompose.


\$21 BILLION  
annual sales of bottled water in the U.S. In 2011.

While much tap water is indeed risky... we conclude there is no assurance that bottled water is any safer than tap water.


— National Resources Defense Council


HEALTHY LIVING STARTS WITH  
HEALTHY WATER

97%  
of chlorine & chloramines removed by **aquasana** high performance drinking water filters.

 60+  
number of contaminants reduced from tap water by **aquasana** drinking water filters.

**aquasana** filters out the bad and leaves in the good, beneficial minerals for optimum, healthy hydration.

 **aquasana** filtered water is the environmentally responsible choice.

 2¢  
Cost of one serving of **aquasana** compared to over \$1.00 per plastic water bottle!

**aquasana** provides superior water filtration at the best value compared to other leading water filtration products.

## FROST & SULLIVAN HONORS AQUASANA FOR ITS PRODUCT LINE OF RESIDENTIAL WATER TREATMENT SYSTEMS, HEADLINED BY THE POWERED WATER FILTRATION SYSTEM

**Mountain View, Calif.** Based on its recent analysis of the residential water treatment systems market, Frost & Sullivan recognizes Aquasana, Inc. with the 2014 North American Frost & Sullivan Award for Product Line Strategy Leadership. Aquasana's product line features the broadest spectrum of residential water treatment products, including point-of-use water-filtration devices that go under the counter, on top of the counter, or are hooked up to the faucets, to the recently released **Powered Water Filtration System (PWFS)**.

The Powered Water Filtration system provides pure, fast, and good-tasting drinking water through a high-powered selective technology that filters 10 times more contaminants than conventional pitchers. The selective Claryum® filtration in the system retains naturally occurring minerals such as calcium, potassium, and magnesium, while removing heavy metals such as lead and mercury.

*"While traditional pitchers use gravity to slowly trickle water over filter granules, Aquasana's Claryum® technology uses power to filter water much faster," said Frost & Sullivan Research Analyst Vandhana Ravi. "Thus, this technology combines the functionalities of two key water-filtration systems—under-the-counter and pitcher filters—to offer high-purity filtered water without the hassle of installation."*

Furthermore, Aquasana has invested in unique research projects with the University of Texas, Austin, specifically to address the need to remove chloramines from tap water. It has also collaborated with the National Sanitation Foundation (NSF) to achieve a certification for the removal of pharmaceuticals, and by the end of August 2014, Aquasana's drinking-water products were among the first in the market to obtain this certification.

The company offers a full line of customizable point-of-entry products (whole-house water filtration) and softeners that depend on the contaminants present in the water of a particular area. It offers a water-testing report before selecting the customized solution, which could be a combination of different media in the filtration tank or installing additional tanks for better performance.

*"Aquasana's products are designed in such a way that they can be easily replaced with various solutions available in the marketplace," noted Vandhana Ravi. "It has worked with manufacturers of carbon blocks and other filtration media to bring about new media features, improvements, and product developments."*

The company wants to offer industry-best performance, value, and convenience. From a performance standpoint, it has already been certified as the most efficient remover of contaminants in the water treatment market. In terms of value, its customers spend less than 10 cents to filter a gallon of water. Finally, with regard to convenience, it continually monitors the usability of its products through customer feedback and is constantly striving to create the most user-friendly and lifestyle-oriented product in the industry.

Significantly, its drinking-water systems are engineered to minimize waste with the help of reusable outer filter canisters made with Bisphenol-A-free plastic. Its salt-free softeners leave no impact on the environment, unlike traditional salt-based softeners.

Overall, Aquasana has exhibited a strong product line strategy in enhancing customer value and driving product and technology innovation.

Each year, Frost & Sullivan presents this award to the company that has developed a comprehensive product line that caters to the breadth of the market it serves. The award recognizes the extent to which the product line meets customer base demands, the overall impact it has in terms of customer value, as well as increased market share.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

**About Aquasana, Inc.** Based in Austin, Texas, Aquasana is leading the charge to make high performance water filtration available in every home. Your body is made up of 70% water. Aquasana wants that 70% to be the best water possible. From whole-home filtration to drinking water systems and shower filters, Aquasana has your back and every other part of you covered. Aquasana's leading products remove over 60 harmful contaminants from water including chlorine, chloramines, herbicides, pesticides, industrial solvents, lead, and mercury. Aquasana water filters are engineered to preserve the healthy minerals in water, which include calcium, magnesium and potassium resulting in healthy, great-tasting water. For more information visit [www.aquasana.com](http://www.aquasana.com).

**About Frost & Sullivan** Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- The Integrated Value Proposition provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- The Partnership Infrastructure is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?