



environmentally responsible  
water treatment

 **CL FREE**  
watersystems

enjoy the water.



advantages of **CL Free** water treatment



- *Give the benefits of soft water without adding salt or removing essential minerals.*
- *Prevent hard scale buildup in and on water equipment and fixtures.*
- *Soften the existing hard scale around taps, basins, and toilets.*
- *Reduce soap scum and improve the lather of soap.*
- *Make the water feel silkier.*
- *Reduce the harsh effects of hard water on skin and clothes.*
- *Reduce water spotting on fixtures and surfaces in contact with the water.*
- *Provide a much more environmentally responsible solution to hard water; no salts or chemicals are introduced into the waste stream*
- *Eliminate the need for Reverse-osmosis system use, saving thousands of gallons of water annually for the average family.*
- *Remove chlorine, radon, solvents, pesticides, MTBE's, volatile organic compounds and many other contaminants that may be present in your water supply.*

chemical-free • chlorine-free • salt-free



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**water systems** comparison

<b>advantages</b>	CL Free Water Systems	H <sub>2</sub> O Concepts	EWS	Point-of-Use Filtration	Reverse Osmosis System	Water Softener (Kinetic)
removes chlorine & other chemicals	✓	✓	✓	✓	✓	
reduces scale & calcium build-up	✓	✓	✓			✓
sanitizes water	✓	✓				
kills or disables bacteria	✓	✓				
environment-friendly	✓	✓	✓	✓		
provides latent bacterial protection	✓					
changes minerals to digestible bicarbonate	✓	✓				
drinkable back-wash water	✓	✓	✓	not applicable		
whole house system	✓	✓	✓	not applicable	not applicable	✓

<b>disadvantages</b>	CL Free Water Systems	H <sub>2</sub> O Concepts	EWS	Point-of-Use Filtration	Reverse Osmosis System	Water Softener (Kinetic)
removes healthy calcium & magnesium					✗	✗
requires salt or potassium						✗
add salt to water						✗
brine or other heavy discharge					✗	✗
excessive waste of water					✗	✗
potential bacteria in tank			✗	✗	✗	✗
aggressive low pH					✗	



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## CL FREE watersystems

Americans are being threatened by the increasing contamination of our most precious and necessary resource — WATER.

Powerful pesticides, industrial cleaners, hydrocarbons, prescription drugs, PCBs and MTBEs (toxic gasoline additives) have all found their way into our water supplies.

The tremendous task of acquiring, processing and distributing water safely to our homes and businesses is becoming more and more of a technical and financial burden on our cities and towns.

The Environmental Protection Agency reports that virtually every source of surface water (lakes and rivers) and some groundwater sources are contaminated with organics, and disinfecting these waters with chlorine is producing a host of toxins (chlorides, chloroform, other chlorine by-products) that municipal water treatment companies are helpless to remove without tremendous investment into the water treatment infrastructure.

It is also known that use of traditional residential water treatment (water softeners and reverse-osmosis units) is a major contributing factor to the contamination of our ground and surface waters by adding significant amounts of chlorides and other toxins to the water cycle.

CL Free residential water systems improve water quality by applying **environmentally responsible technologies** to filter out contaminants and sanitize all the water in your home without adding chemicals or salts to the water cycle.

chemical-free • chlorine-free • salt-free



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water softener or **CL Free Water Sanitation System?**

**water softener**



❶ Does NOT sanitize water	❶ Will sanitize water, oxidizing bacteria, algae and other microscopic contaminants
❷ Does NOT remove chlorine from water	❷ Will remove chlorine and harmful chlorine by-products
❸ Produces “undrinkable” water	❸ Provides fresh, great tasting water everywhere in your home
❹ Removes calcium and other minerals from the water and replaces them with sodium (salt)	❹ Transforms calcium and other beneficial minerals into their bi-carbonate” forms, allowing easy absorption into the body, and removing the ability of minerals to stick to surfaces
❺ Gives a “slimy” feel while bathing or showering	❺ Produces luxurious feeling water when you bathe or shower; your hair will be “squeaky clean”
❻ Will dry out your skin	❻ Will NOT dry your skin
❼ Requires that salt be purchased and replaced at regular intervals	❼ Will remove calcium build-up in pipes and water appliances
❽ Contribute to negative environmental conditions and are banned in many communities	❽ Provides an environment-friendly solution to hard water by adding no salts or chemicals
❾ Requires ongoing maintenance	❾ Does not require constant maintenance
❿ Produces water unhealthy for plants and pets	❿ Produces water that will stimulate plant growth and is great for pets

**Copper**

- 1 Already in your daily multi-vitamin, 2 milligrams equal 100% recommended minimum daily value amount of copper
- 2 Provides latent bacterial protection (remains in the water to prevent bacteria and algae growth)
- 3 Essential micro-nutrient for:
  - Nervous system*
  - Cardiovascular system*
  - Skin*
  - Bone*
  - Immune system*
  - Reproductive system*
- 4 Copper deficiency is linked to increased risk of coronary heart disease and certain types of cancer
- 5 0.15 – 0.20 ppm of ionized copper is added to the water, well below the EPA's Maximum Contaminant Level Goals (MCLG) of 1.3 ppm. At this level, 2.5 gallons of water per day are required to meet your meet your daily value amount requirement of copper

**Titanium Oxidation**

- 1 Kills/disables bacteria
- 2 Reduces scaling/hard water deposits (by converting minerals from their carbonate form to their bicarbonate form)
- 3 Oxidizes (burns up) other microscopic contaminants
- 4 Provides a softer feeling water (as opposed to the “slimy feel” of salt-softened water)

**Activated Carbon**

- 1 We use only Highly Activated Coconut Shell Granulated Activated Carbon. This type of GAC has 25% more surface area than other types of GAC. It does not affect the water's pH. It is significantly better at absorbing MTBEs than non-treated and other types o GAC. It is the highest quality activated carbon available for drinking water treatment
- 2 Removes chlorine, chemicals & chlorination by-products
- 3 Freshens water
- 4 Improves taste
- 5 Backwash drinkable
- 6 The Filter is digital and regenerates based on usage and/or elapsed time, which addresses the needs of our snowbirds and/or frequent travelers

**Reverse Osmosis (RO) System**

- 1 Wastes 3 – 4 gallons of water for every gallon it produces
- 2 Removes minerals essential to health from water (calcium and magnesium)
- 3 Produces highly acidic water (also unhealthy)

### *Water Softener*

- 1 Requires bags of sodium or potassium chloride
- 2 Removes minerals essential to health from water (calcium and magnesium)
- 3 Adds sodium to water, bad for hypertension
- 4 Bad taste
- 5 Water not fit for drinking or cooking
- 6 Backwash is brine, bad for environment, banned in many communities with many more bans threatening

### *Chlorine*

- 1 Linked to many health issues including heart disease and cancer
- 2 Absorbed through skin as well as through ingestion
- 3 Dries out skin and hair
- 4 Odor
- 5 Produces by-products that are known carcinogens
- 6 Releases the chemical *chloroform* in the shower or hot tub (not water), which is inhaled and not healthy
- 7 Does not kill *Cryptosporidium* at U.S. EPA standards level

### *Why CL FREE?* watersystems

- 1 **Non-chemical approach to water sanitation and microbiological control while producing water with all the healthy benefits of soft water without removing beneficial minerals or adding salts**
- 2 Microprocessor controlled Whole house system
- 3 Eliminates need for...  
*Water softener*  
*RO (reverse osmosis) system*
- 4 Enjoy water that is...  
*Odor free*  
*Chlorine free*  
*Salt free (none added)*
- 5 Fresh, treated water to every tap in the house
- 6 Reduces scale build-up
- 7 Extends the life of all water-using appliances and fixtures
- 8 Eliminates...  
*Salt*  
*Expensive bottled water*  
*Filter changes*  
*Reverse osmosis maintenance*

enjoy the water.

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Most residential water treatment systems rely on **half-century-old technologies**.

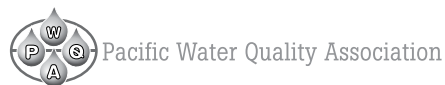
Here's what we've learned about our health, our water, and our environment in the last 50-plus years...

- 1 Long term exposure to chlorine and chlorine by-products is considered to be a contributing factor to serious disease.
- 2 Traditional water treatment methods produce unhealthy water, process water inefficiently and are causing dramatic increases in chloride (salt) levels in our water supplies and soil.
- 3 MTBE's, PCB's and other solvents and chemical contaminants are finding their way into our water supplies.

Recognizing these issues and addressing them with **environmentally responsible technology**, CL Free water systems provide safe, healthy, and enjoyable water for you and your family.

**CL FREE**  
watersystems

[www.clfree.com](http://www.clfree.com)



ARIZONA: **480-422-5710** | TOLL FREE: **866-NOCHLORINE (662-4567)**

**WARRANTY:** CL Free Water Systems, LLC warrants to the original owner, at the original installation site, that the Whole House Point of Entry System (POE) shall be free of defects in material and workmanship for a period of five (5) years. Warranty is transferable, please contact CL Free Water Systems for instructions. See our full warranty and disclosure form online at <http://www.clfree.com/disclosure.pdf>.