PURITII™

FREQUENTLY ASKED QUESTIONS

How does the filter work?

The two-part filtration system includes a proprietary loose granular media which contains zeolite and fine coconut carbon media blend and the proprietary pleat pack which has been engineered to filter out biological, chemical and emerging contaminants. It does so with an incredible flow rate – as easy as drinking water through a straw.

Does our filter meet NSF standards?

The EPA and NSF have determined which contaminants are the most detrimental to our health and have set limits for these contaminants. The list is not comprehensive list – but the best recommendation and frame of reference. We test for many more contaminants. You can reference those on our website for the complete list of contaminants we test for. Also, for the key microbial and chemical contaminants we meet or exceed those standards.

Why should I use a filter when I have bottled water?

While most people think drinking water from the tap is safe, they don't realise that bacteria and viruses can be swimming in your drinking glass, and traces of toxic metals and industrial contaminants are found in nearly every city water system. The laws for monitoring US tap water have not been updated for over 40 years, and the government requires testing for only 91 out of thousands of contaminants known to be dangerous.

Isn't tap water safe to drink?

Tap water can be contaminated with a variety of pollutants that your municipal water program may not be testing for. These contaminants are called "emerging contaminants". For example, did you know that your neighbour's prescriptions could be coming out of your kitchen tap? Many drugs, such as antibiotics and birth control medications pass virtually unchanged through the human body and end up back in our water supplies. Researchers routinely find dozens of pharmaceuticals in tap water samples, and even in our rivers and lakes, including painkillers, antidepressants, 12 and even worse drugs, like methamphetamines and cocaine.

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Does the Puritii Water Filter change the pH of water?

The Puritii Water Filter slightly raises the pH of the water put into the bottle, but the change is so small that we do not report or claim that the filter produces alkaline water. Alkaline water is a growing trend and may offer some health benefits, but these currently have little scientific backing. Every substance we take into our bodies (food, water, supplements, etc.) has an inherent pH that may be either acidic or basic. Soda, for example, is usually between pH 2-3 and is akin to drinking undiluted vinegar. Most vegetables and fruits have alkaline forming compounds. To say that alkaline water has a health effect above that of a healthy and pH-appropriate diet is currently scientifically unsupported.

Each organ system within our bodies has an inherent pH and the ability to buffer incoming substances, be they acidic or alkaline. The Puritii Water Filter removes dangerous chemicals, bacteria, and viruses that are common in tap and bottled water while maintaining the original pH (the pH of tap water is regulated to be between 6.5 and 9.5, so your tap water may be alkaline already).

Because we cannot definitively recommend alkaline water from a health standpoint, we have not included that feature in our Puritii Water Filter and do not plan to incorporate it into future versions of the product.

Can I filter ocean water?

The Puritii filter was specifically designed to filter fresh water, not salt water.

Does Puritii produce "Zero Water"?

Zero Water is double distilled water that no longer contains useful minerals. Distilled water is also known as "hungry water" in that it attracts minerals from the body to itself, a process known as chelation, and is harmful for the body. Once the water passes through the kidneys, some of these vital nutrients are expelled and long-term use can result in damaging mineral deficiency. While Puritii removes harmful chemicals, toxins, heavy metals, and volatile organic compounds, it does not remove these essential minerals and it therefore does not produce what is known as "Zero Water."

How long does the filter last?

The recommended usage and time to change filters is 227 litres – or about every 3 months with daily use.

Are the water filters recyclable?

The filter saves over 450 plastic water bottles per unit. Both Puritii bottles are reusable and recyclable.

What can I filter through my Puritii water bottle?

Puritii is specifically designed to filter unwanted substances from fresh water sources. It is not meant to filter other liquids, such as coffee, soda, tea, salt water, juice, etc.

After filtering, a test revealed there are still substances in my water. Why is this?

Our filters work to remove harmful substances like toxins and chemicals, while leaving behind beneficial minerals for optimal health. These minerals are what is showing up on your test.

How much water does each bottle hold with the filter in place?

Available in 710 ml, eco-friendly Tritan™ plastic, free of BPAs, BPSs or any other bisphenols, and EA-free. Puritii water bottles are leak proof, dishwasher safe and perfect for home, office and on-the-go!

Does the Puritii Water Purification System take out fluoride?

Tests have found the Puritii Water Filter has a 41.3% reduction rate when it comes to Fluoride.

Why did the water look cloudy the first time I used it?

You may notice a fine carbon dust only with your first use of the filter. Completely safe and harmless to ingest, this is a part of the filter design and comes from the proprietary media blend of zeolite and fine ground coconut carbon.

What is the "pleat pack" and what does it do?

It functions much like a net that keeps out the contaminants—and it's a much bigger net than the old filter. This net basically keeps the contaminants from getting through the filter.

One other unique aspect of the filter is that it emits a positive electrostatic charge which attracts the negatively-charged microbial and chemical impurities, acting much like a magnet to trap these contaminants in the filter media.

This filter is also antimicrobial.

Will the new filter work with my old water bottles?

Yes, we have a filter adapter that will work with both the plastic and stainless steel. Of course, we encourage you to try the new and better Tritan plastic bottle!

How do you store the filter?

Unopened Puritii water filters can be stored in an area of low humidity and away from extreme temperatures for up to one year.

Used filters must be dried thoroughly and placed in a sealable bag for storage. Inspect the filter before using it again for signs of mold or damage.

What does the filter remove?

See below:

MICROBIAL

	Potential Health Effect*	Puritii Reduction Rate %
Bacteria	Gastro-enteric diseases	>99.9999
Virus	Gastro-enteric diseases	99.5
Parasite	Gastro-enteric diseases	>99.997

EMERGING CONTAMINANTS

	Potential Health Effect*	Puritii Reduction Rate %
Ibuprofen	Kidney disorders, endocrine disruptor	99.5
Naproxen	Kidney disorders, endocrine disruptor	99.5
Estrone	Reproductive system damage	99.6
Bisphenol A	Endocrine disruptor, cancer	99.5
Perfluoro-n-Octanoic Acid (PFOA)	Endocrine disruptor, reproductive and neurodevelopmental disorders	94.4
Perfluorooctane Sulfonamide (PFOSA)	Endocrine disruptor, reproductive and neurodevelopmental disorders	94.1

CHEMICAL

	Potential Health Effect*	Puritii Reduction Rate %
Chlorine	Eye/nose irritation, stomach discomfort	97.9
Fluoride	Varied, including brain and thyroid disorders	41.3
Benzene	Cancer, leukemia, anemia	97.8
Styrene	Cancer, leukemia, anemia	>99.8
Isopropyl-benzene	Cancer, leukemia, anemia	>99.9

PESTICIDES

	Potential Health Effect*	Puritii Reduction Rate %
4,4'-DDT	Cancer, Reproductive damage	>95
Aldrin	Cancer, Reproductive damage	>96.3
Endosulfan 1	Liver, kidney damage	>98.2
Lindane	Liver, Kidney, nervous system damage	>99.3

The supplied filters were submerged into a reservoir of General Test Water Type 1 (GTW1, NSF P231). The test water was drawn up through the filter at 3.50 inHg. Each filter was conditioned by the passage of 10 liters of GTW1 prior to being subjected to the filtration challenge study. The indicated challenge species were added to GTW1 (pH 7.5) and homogenised. Each filter was submerged in the challenge water and passed through each filter at an approximate flow rate of 833-909 mL/min at 3.50 inHg. Following the passage of 1 liter of challenge water through the filter, duplicate samples of the effluent were collected in sterile containers.

Testing performed using standard NSF/ANSI test methodology.

* Potential Health Effects Source: EPA booklet 815-K-97-002

HEAVY METALS

	Potential Health Effect*	Puritii Reduction Rate %
Lead	Kidney, nervous system	>99.3
Copper	Gastro-enteric disease	>99.5
Mercury	Kidney, nervous system	99.8
Arsenic	Skin, nervous system	>99
Chromium	Kiver, kidney, circulatory system disorders	59.3

TRIHALOMETHANES

	Potential Health Effect*	Puritii Reduction Rate %
Bromodi-chloromethane	Muscle, nervous system damage	95
Bromoform	Muscle, nervous system damage	95
Chloroform	Muscle, nervous system damage	95
Chlorodibromo-methane	Muscle, nervous system damage	95