

Why Filter Your Water?

With water pollution and water-borne contaminants climbing to their highest levels since the super-polluted era of the 1970s, the importance of clean, safe drinking water is greater than ever.

That's why the sale of water filters continues to rise. Discriminating families everywhere are looking for better tasting water that will not only enhance the taste of their food and beverages, but will keep their families safe and in good health.

While many people are aware of the serious health risks that the inhalation of asbestos, lead and other contaminants may induce, most of us are unaware of the health hazards these contaminants pose to our drinking water.

Contaminants in water can cause a wide range of problems. For example, lead found in water can impair the mental and physical development of children and can cause high blood pressure and hearing damage in adults. Asbestos, which was commonly used to strengthen concrete water pipes, can still be found in drinking water across the country and can cause several types of cancers, including mesothelioma and colon cancer.

What's the solution?

A good first step is to contact your local health or environmental department or your municipal water provider. Your area health department can advise you about the types of contaminants that may exist in your area and your municipal water provider is required to test its supply and report its findings publicly on a regular basis. Another step is to test your home's water supply, though such tests can be costly and may only indicate what's in your water today—not what may be in it six months or a year from now.

For many homeowners, the simplest, most affordable solution is to install a residential water filtration system NSF certified to filter all types of contaminants. Look forward NSF Standard 42 and Standard 53 to be sure.

Contaminant	Details
Lead and Heavy Metals	Hazard: a heavy metal and known health risk
Asbestos	Hazard: used, until recently, in making concrete water pipes; a known carcinogen
Parasitic Cysts	Hazard: the "eggs" of single-celled parasitic organisms known to pose health risks including Cryptosporidium, Entamoeba histolytica, and Giardia lamblia
Chlorine	Hazard: added by municipal waterworks to "sanitize" water
Dirt and Cloudiness	Hazard: silt, sediment or other dissolved solids
Oxidized Minerals	Hazard: cause of scale buildup in pipes and water-using appliances
Chloramine	Hazard: a byproduct of chlorination
VOCs and THMs	Hazard: a byproduct of chlorination
MTBE	Hazard: Methyl Tert-Butyl Ether, a gasoline additive