



Sprite Industries ,Inc

*The Shower Filter Company*

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*Immediate Release*

## Shower Filtration Technology

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### **SPRITE'S Filtration Technology Makes it Possible**

In the shower environment, chlorine can either be in a liquid or gas state. At higher water temperatures in the enclosed shower stall, free-chlorine moves from the liquid to the gas state, where it vaporizes and subsequently, inhaled. The United States regulates all showerhead flow at 2.5 gallons per minute. Thus, the science behind shower filtration must take into account the unique situation in the shower, including temperature, flow rate and volume.

CHLORGON® is the name of the filtration media developed by Sprite. Chlorgon® works on a similar principle to a Catalytic Converter in an automobile. In shower filtration free-chlorine is converted into a harmless chloride. The scientific name for this chemical reaction is known as "Reduction-Oxidation", commonly referred to as Redox.

Redox reactions can be chemically complex. Simply stated, during a Redox reaction electrons are transferred between molecules, creating new elements. For instance, when free-chlorine comes in contact with the Chlorgon® filtration media, it is changed into a benign, water-soluble chloride. This reaction changes free-chlorine to a larger chloride element, which is too large to evaporate or be absorbed by the skin. It is then carried harmlessly through the water supply.

**What is NSF Certification?** NSF International helps to protect consumers by certifying products and writing standards for food, water and consumer goods. As an independent third party, not-for-profit organization, NSF is committed to public health and safety.

Most Sprite products are NSF Certified to Standard No. 177 for shower filtration. Don't be misled by companies who claim to use NSF Certified Filtration Media. It's not the same as being certified to Standard No. 177!

**Why Not Carbon?** Carbon is an excellent filtration media when used under the right conditions, such as, in point-of-use drinking filters. However, Carbon is a cold water filter. It is most effective at temperature ranges of 50-80 degrees (F). At higher temperatures used during showering, carbon becomes ineffective. It will "off-load" and release contaminants into the water. Sprite shower filtration media was designed for hot water, becoming more efficient as the water temperature increases.

**Why Not Vitamin C?** The scientific name for Vitamin C is "Ascorbic ACID". Yes, adding vitamin C changes the pH of the water to acidic. Acidic water can cause eye and skin irritation. For these reasons, Sprite Showers do not contain Carbon or Vitamin C.

When it comes to filtering shower water...the choice to sell SPRITE Filtered Showers is clear for retailers such as Lowe's, The Home Depot, Vitamin Shoppe, Orchard Supply Hardware, Bed Bath & Beyond and Sears.