



nuvo ™

the clear choice for eco-friendly, water-conditioning technology

# clearly innovative

Some call it evolution. We call it innovation! The days of giant, salt-based water softeners roaming the earth are over. Welcome to a new era, the **nuvoH2O** era. So remarkable you need to see it to believe it.



- Prevents *and* even eliminates existing hard-water buildup to renew the life and performance of your water heater, plumbing, fixtures, and appliances
- Eco-friendly—no salt, no waste water, no electricity, recyclable
- Uses no salt or potassium. Has no effect on water taste
- Compact design—perfect for condos and other limited spaces
- Costs 50% to 80% less than other water softeners
- Saves \$1,000s in annual household expenses
- Healthy, FDA-approved formulation—no salt or harmful chemicals
- Healthier, smoother skin & hair
- Requires the use of significantly less soap, conditioners, lotions
- Extends the life, texture and color of clothing
- Simple installation
- Money-back guarantee and lifetime product warranty

Enjoy healthy, salt-free soft water that not only prevents, but also removes hard-water buildup that clogs and corrodes your water heater and other home plumbing fixtures and appliances. Developed from over 25 years of commercial experience, this amazing, compact system uses an eco-friendly process to condition all the water throughout your entire home.



enjoy

### innovation and science

Eighty-five percent of U.S. households suffer from hard water and its number one problem, scale—the white, chalky buildup on your shower heads and faucets. Scale clogs and corrodes your pipes, fixtures and appliances, decreasing their life and efficiency. Your water heater may last only half as long and cost you 30% more to operate. Many manufacturers won't honor their own warranty if you have hard water. Scale and other hard water problems could cost you \$1,000s in expenses each year.

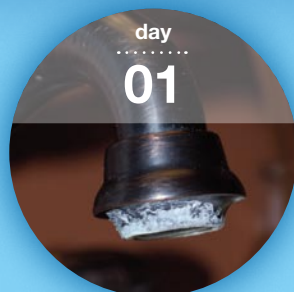
**nuvoH2O salt-free water softeners not only prevent scale formation, but gradually remove existing scale.**

nuvoH2O systems use a basic scientific principle in which the organic compound, chelant, binds with the minerals in the water to make them soluble and wash away freely from your body, hair, dishes, kitchen and bath surfaces, and plumbing. Many shampoos and other detergents commonly use a chelant called EDTA to overcome hard water in your wash and bath. nuvoH2O uses an FDA-approved, food-grade chelant that conditions all the water in your home. It's healthy for you, your plants and the environment.

Enjoy all the benefits of soft water in your home without the costs, poor taste, hassle, and environmental problems of salt-based water softener systems.



# a clear conscience



Actual customer images of hard-water buildup, scale...



which will clog and corrode your home's plumbing.



nuvoH2O is innovative by gradually removing existing scale...



to renew the life and performance of your pipes, fixtures and appliances.

\*Results may vary depending on water quality and amount of existing scale.

### eco-friendly

Traditional salt-based softeners regularly dump gallons of salty waste water into our environment every day. Many municipalities have banned the use of salt-based systems because of this problem. nuvoH2O systems don't use salt, don't waste any water, don't require electricity, and contain only recycle-friendly components.

### product simplicity

No more buying, hauling and dumping bulky 40-pound bags of salt or potassium. The nuvoH2O salt-free water softener requires a cartridge replacement only about once every six months, depending on the size of your household. Installation is simpler since the system requires no by-pass loop, drain, electricity, or regular calibration.

### complete confidence

You can have quality assurance and confidence in the nuvoH2O salt-free water softener system. Its remarkable technology, backed by over 25 years of commercial-grade water conditioning experience, was developed to solve complex hard-water problems for some of the nation's largest businesses. Now available for residential use, nuvoH2O ensures your complete satisfaction with a 100% money-back guarantee and a lifetime product warranty. Each nuvoH2O system is FDA and NSF approved.

### compact design

This innovative, compact whole-house system measures just 4" wide x 24" tall. Your water softener will no longer need to occupy precious floor space in your basement or garage. It's also perfect for apartments, condos and other locations with limited space.

### family-friendly

With a low initial cost, minimum maintenance and a lifetime product warranty, your family can enjoy long-term, healthy, salt-free soft water without the prohibitive expenses of traditional systems. According to independent studies, an average family of four with a water hardness of 10 grains per gallon can save over \$2,000 per year with the use of a quality water softener. These savings come from increased efficiencies, effectiveness and longer life of pipes, fixtures, appliances, cleaning detergents, and clothing.

	Average Costs per Year	Percent Saved	Average Savings per Year
Plumbing & Appliances	\$120	30%	\$36
Personal Care Items	\$61	30%	\$18
Clothing & Linens	\$600	30%	\$180
Energy Consumption	\$320	30%	\$96
Soaps & Cleaning Aids	\$1,032	50%	\$516
Cleaning Time	\$3,120	43%	\$1,342
Traditional Water Softener Replacement	\$100	100%	\$100
<b>TOTALS</b>	<b>\$5,353</b>	<b>43%</b>	<b>\$2,288</b>



Amazingly small—perfect for apartments, condos and other limited spaces.



Healthy for you, your family and the environment.



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