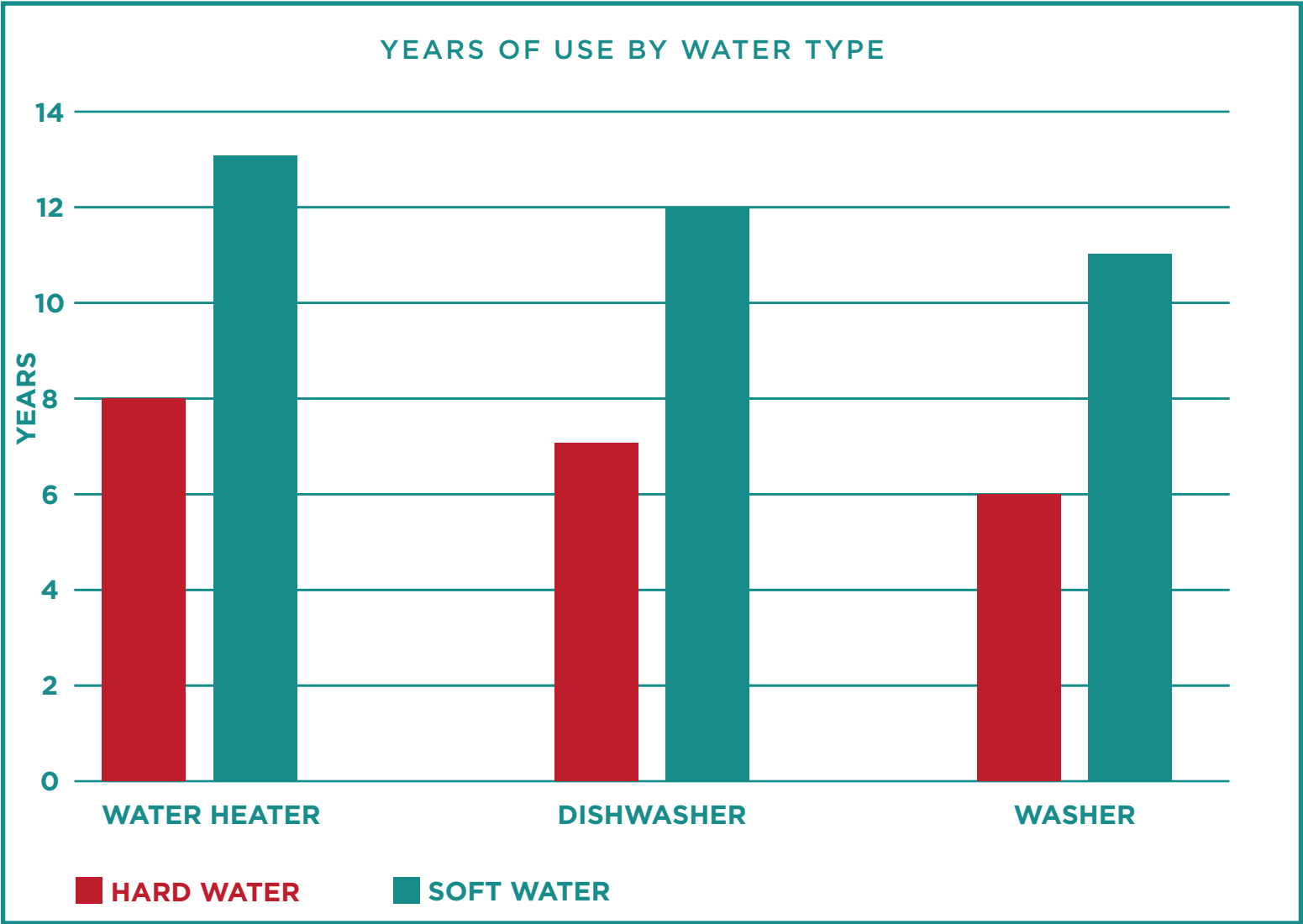


PERCENTAGE OF INCREASED APPLIANCE LIFESPAN



**SOURCE: WATER QUALITY RESEARCH FOUNDATION*

APPLIANCE LIFESPAN INCREASE

WATER HEATER

- Lifespan of only 7-9 years without soft water
- 12-15 year lifespan with soft water
- **75% lifespan increase**

DISHWASHER

- Lifespan of only 7 years without soft water
- 10-12 year lifespan with soft water
- **50-70% lifespan increase**

PIPES & FIXTURES

- Can clog in 2-4 years with hard water
- **Lasts decades longer with soft water**

WASHING MACHINE

- 8 year lifespan without soft water
- Lifespan of 11-13 years with soft water
- **40-60% lifespan increase**

SHOWER HEADS

- 1.5 year lifespan without soft water
- Lifespan of 5+ years with soft water
- **40-60% lifespan increase**

