

A warm, close-up photograph of a family of three. A woman on the left, a young child in the center, and a man on the right are all smiling and looking down at a silver water filter. The background is softly blurred, suggesting an indoor setting with natural light. The overall mood is happy and wholesome.

PUREWAY

“Where the water’s always cleaner.”

Purify
every tap.
Protect
every sip.

What *Matters* Most To You?

What led you to consider water filtration?

Have you looked in the past?

- What kept you from moving forward?

What is your main source of drinking water?

- Do you have any concerns about that source?

Average cost per month?

What is your main source of cooking water?

What are your Major concerns about your drinking water?



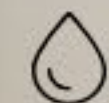
Taste



Color



Smell



Hardness

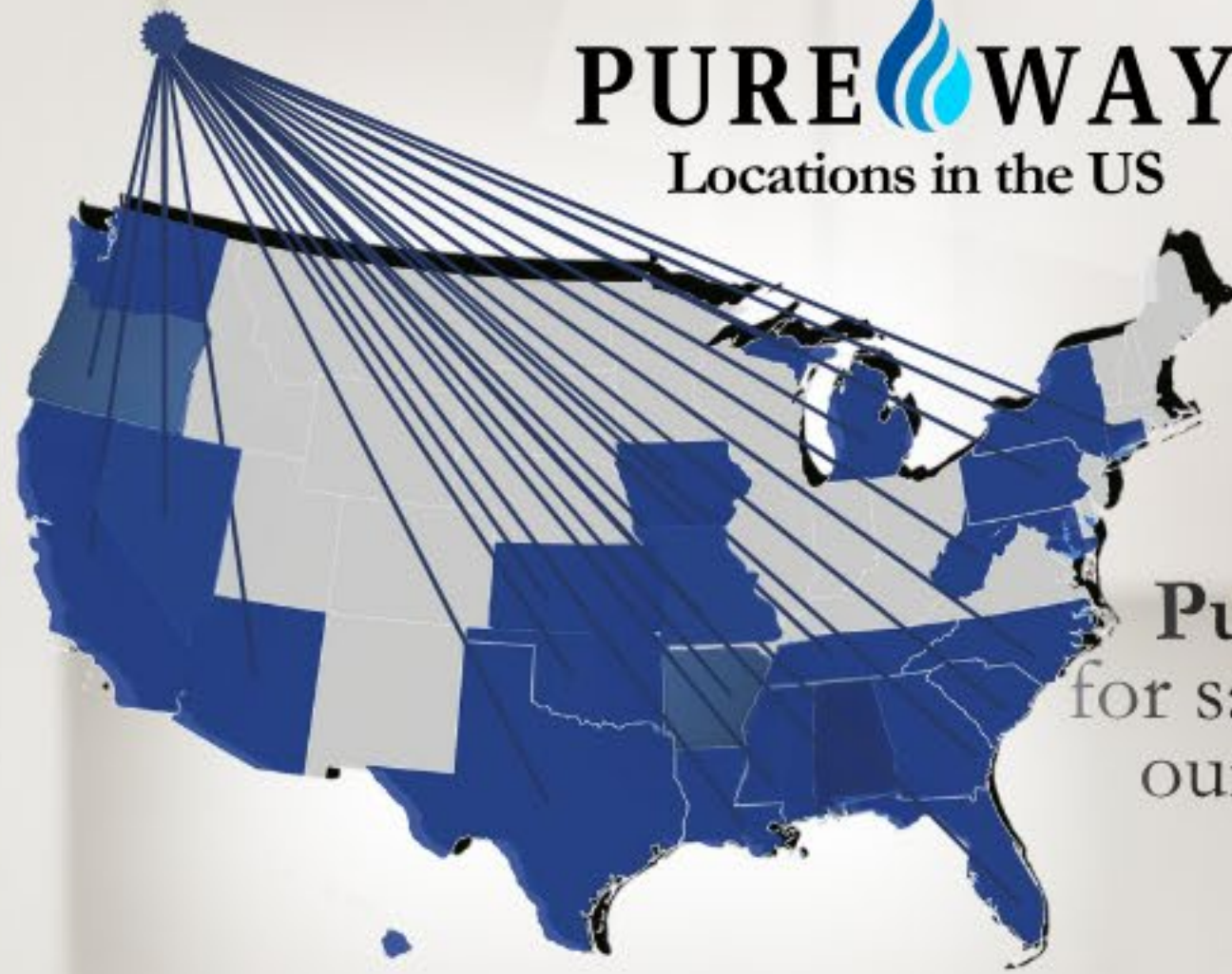


PFAS



Added Chemicals
eg. Chlorine & Chloramine

PURE WAY
Locations in the US




The **PURE WAY** reach, *Trusted* Across the Nation. *Built* on Decades of Expertise.

Pure Way is transforming the water filtration industry with affordable solutions for safe, clean water. With **over 35 years of experience** and **locations in 18 states**, our **NanoArmor™ technology** addresses water quality issues like bacteria, heavy metals, and PFAS. It offers **superior purity at nearly half the cost of competitors**, operates without electricity, and fits into a compact space.



See What People
Have To Say!



 purewayfiltration.com

Common *Water* Concerns

What's Really in There?



Aging Infrastructure

Decades old delivery systems. Average age of Piping in the United States is 50 years old. In some cases, over 100 years old.



Chemical Contaminants

Agricultural runoff can introduce **pesticides, herbicides, & fertilizers** into water sources. Industrial Discharge adds chemicals like **PFAS, heavy metals, and solvents** to our water.



Biological Contaminants

Bacteria, Viruses, & Parasites can sometimes bypass water treatment processes, leading to potential health risks. **Outbreaks of waterborne diseases, such as E- Coli or Legionella,** occur more often than you think.



Pharmaceuticals & Personal Care Products

Pharmaceuticals, hormones, and personal care products are routinely found in our water supplies.



Chlorine & Disinfection Byproducts

Used to disinfect water & can react with organic matter to form harmful by-products like trihalomethanes (THMs).





The threat isn't just **ONE** Contaminant, **Its all of them. All at once.** Chemical, Biological, and Environmental.

Consumer

Confidence Report ● Pesticides, Herbicides, Fertilizers, Industrial Solvents, Forever Chemicals, VOC's & Prescription Medication are in our water.

 ● Over 50 chemicals are approved for the water treatment process.



● Most commonly chlorine & chloramine, both of which produce byproducts known as THMs.



● The U.S. has around 240,000 water main breaks per year, which leads to about 10,000 boil water advisories annually.

The *Hidden* Dangers in Your Tap

What's legal isn't always safe.

There are over 160 contaminants legally allowed in U.S. tap water many linked to **cancer, hormone disruption, and neurological damage in children.**

These include:

- PFAS (“forever chemicals”)
- Lead & Arsenic
- Chlorine byproducts
- Pharmaceuticals & Microplastics



And the worst part?

No warning labels.

No strange taste.

Nothing you can see.

But the long-term health risks
are very real.



Know your environment.
Protect your health.



What's
In Your Water?



THE MORE YOU KNOW, *The Safer You Are*



● “Communities **exposed to PFAS** face up to **33% higher risk of certain cancers**, contributing to nearly **7,000 cancer cases annually.**”

Keck School of Medicine, USC



“The **UCGS** found everything from prescription drugs to hormones in our tap water.”

*United States
Geological Survey*



“THMs in chlorinated water are linked to increased risk of bladder cancer.”

*Environmental
Health
Perspectives*



● A study published in *Lancet Planetary Health* analyzed EPA data on drinking water, underscoring the importance of household water filtration systems since municipal water treatment often fails to remove harmful contaminants. It also reinforces the need for stricter water quality regulations and increased public awareness about potential health risks from tap water.

Lancet Planetary Health

Think Bottled Water Solves It? *Think* Again. It's a *bandage*, not a fix.

When families sense their tap water isn't clean, they reach for bottled water. **But that convenience? It comes with a cost.**

Unregulated- Pepsi's Aquafina & Coca-Cola's Dasani brands 25-45% of bottled water is just sourced from the tap

Expensive- Could exceed tap water by 10,000%. Check out below what it costs over-time.

Wasteful- 1 million plastic bottles are sold every minute. Less than 15% of bottled water is recycled.

Limited- You can't cook, clean, bathe, or brush with it

Contaminated with Microplastics- Over 90% of bottled water samples contain tiny plastic particles



The ***Real Cost***: Average Family

Monthly: **\$80- \$100**, 1-Year: **\$960- \$1,200**, 5 yrs: **\$4,800- \$6,000**

It's *not healthy*, and costs you more.



Micro-plastics & Nano-plastics

The Hidden Dangers

The Plastic in Your Brain. We're not just ingesting it, we're absorbing it.




study found:

- Avg liter bottle has **240,000** tiny pieces of plastic
- **90%** of which were **nanoplastics**.
- That's **10-100x** times more than older studies showed



Dementia Risk (Feb. 2025)

Dementia patients had up to 10x more microplastics, mostly polyethylene, in their brains compared to healthy individuals.

 *Nature Medicine*

Common Filter Options: *What most Miss?*

Many of these common filters have noticeable drawbacks.

REFRIGERATOR FILTER

-Prone To Grow Mold

- Clogs
- Limited Contaminate Removal

-Does Not Remove

- Bacteria
- Virus
- Fungi
- Cysts



ALKALINE WATER UNITS

-Not A Filter

- Works More Efficiently & Lasts Longer When Used With Purified Water



PITCHER FILTER eg. Brita

- Sediment Can Clog
- Short Lifespan

-Does Not Remove

- Bacteria
- Virus
- Fungi
- Cysts



- Breeding Ground For Micro-organisms

-The Brita Company Is Currently Facing A Class-Action lawsuit Claiming That Their Advertising Has Misled Consumers.

CARBON WATER FILTERS

-Can Grow Mold & Bacteria

- Limited To Removing Certain Contaminants
- Not Effective During Boil Water Alert

-Does Not Remove

- Bacteria
- Virus
- Fungi
- Cysts

-Does Not Remove

- Heavy Metals
- Fluoride.



Common Filter Options: *What most Miss?*

Here are more water filter options that *also* strip away essential minerals.

WATER SOFTENERS

-Are Not Filters

-Soft water is **high in sodium** & can cause a **rise in blood pressure**.

-**Algae** can grow in salt tank

-**Costly** to use, maintain & service

-Normally sold with a reverse osmosis under the sink, *Extra cost & maintenance*

-**Removes Calcium & Magnesium**, minerals critical to human health. Pricing \$15,000 - \$30,000+

-Does not remove any contaminants such as:

- **Chemicals**
- **Bacteria**
- **Fungi**
- **Cysts**

WHOLE HOUSE REVERSE OSMOSIS

-All the same downfalls as under the sink

-Extremely expensive

-High yearly maintenance cost: *Must Be Maintained Professionally*

-Requires electricity

-Massive wastewater/high utility bills

-Requires large footprint

REVERSE OSMOSIS UNDER SINK

-**Water Waste:** They can waste 3-20 times more water than they produce & recovery rates range from 15% to 38%, with 15% being the most common on the market today.

-**Cost:** They come with high costs for installation & high cost for ongoing maintenance, including frequent filter replacements every 4-8 months.

-**Clogging:** If not maintained, it can clog the tiny pores with impurities.

-**Slow Process:** Low pressure removes healthy minerals from

-**Water Quality:** Becomes dead water/distilled water so you'll need to add minerals back into the water.

-**Healthy minerals are removed**, and the resulting water can be highly acidic.



In Addition to Water Softener

PUREWAY

“Where the water’s always cleaner.”

At Pure Way, we didn’t build just another water system, we engineered a **smarter, science-backed whole-home solution** to eliminate the guesswork and deliver **protection at every tap.**

Powered by **10 advanced filtration technologies**, Pure Way removes the worst **PFAS, lead, pharmaceuticals, microplastics, arsenic & many other contaminants** while preserving the minerals your body actually needs.



No Electric
No Salt
No Chemicals
No Service Contracts
No Wastewater
Low Cost
Small Footprint
High Flow Rate with Ultra Filtration!

Not *Just* Filtration. It's *Total* System Harmony.

Three intelligent stages. **Ten technologies.** One seamless system.

Your water flows through a **three-stage symphony of protection**, with each stage meticulously designed to target specific threats. These filters work in perfect harmony, **temporarily adjusting the pH to capture more contaminants** before adjusting the pH back to its normal level.



Stage 1:

4 Technologies

Prepares your water at the molecular level, clearer, cleaner, & primed for transformation.

Check out our system page to learn even more about each technology and its functions!



Stage 2:

3 Technologies

This is where chemistry gets tactical, neutralizing the invisible and protecting what you can't see.



Stage 3:

3 Technologies

Your water's final defense, bio-protected, polished, and perfected.

The *Protection* of Stage 1

Primary Contaminant *Capture & Conditioning*

Pure Way prepares your water for action, enhancing our effectiveness in removing contaminants right from this initial stage. Stage 1 utilizes media that temporarily lowers the water's pH, boosting targeted contaminant capture by over 30%. This pre-conditioning step not only improves the performance of subsequent stages but also addresses sediment, metals, chemicals, and scaling minerals, establishing a solid foundation for what follows.

What Happens Here?

Your water flows through four powerful filtration media, each tailored for a specific purpose:

Inside Look at Stage One



Scale Shield:

- Salt-Free Scale Prevention
- Converts hardness minerals into stable microcrystals
- Prevents limescale without salt, electricity, or backflushing



Metal Shield:

- Heavy Metal & Arsenic Reduction
- Adsorbs toxic metals like lead, arsenic, copper, and phosphates
- Uses redox and surface bonding to neutralize threats



Chem Shield

- Chemical & VOC Filtration
- Slightly lowering pH level to capture more contaminants.
- Targets volatile organic compounds, pesticides, herbicides, and solvents
- Hybrid carbon/resin blend for deeper chemical removal



Particle Shield:

- Microfiltration + Sediment Control
- Captures turbidity, rust, and particulates down to sub-micron levels
- Protects plumbing and increases system lifespan



The *Protection* of Stage 2

The *Chemistry* of Clean.

Our Advanced Chemical Filtration & pH Balancing Stage that stands out from the rest. This is where the chemistry gets tactical. Stage (2) takes on the invisible, hard-to-remove stuff from PFAS and chlorine byproducts to pharmaceuticals. It's a powerhouse trio of reactive media that dismantles what most filters miss.

What Happens Here?

In this stage, your water hits three high-performance media designed for chemical warfare at the molecular level:



ZVI

- Redox + Adsorption Powerhouse
- Combines Zero-Valent Iron with catalytic carbon
- Destroys PFAS, chlorine, THMs, lead, and other heavy metals
- Neutralizes disinfection byproducts faster and more completely than standard carbon



pH Core

- pH Conditioning + Pharmaceutical Capture
- Balances acidic water to neutral, protecting pipes and skin
- Traps hormone disruptors, pharmaceuticals, and hard-to-remove organics
- Proprietary open-pore structure for wide-range contaminant removal

Inside Look at Stage Two



Chlora-Guard

- High-Speed Chlorine Neutralization
- Instantly reacts with chlorine and chloramine
- Works at high flow and high temperature (perfect for showers)
- Improves water taste and odor without chemicals or waiting



The *Protection* of Stage 3

Where *Pure* Hits *Peak Purity*!

Our Bio-Barrier & Final Polishing. This is the final line of defense, and where our Pure Way great tasting water shines through. Stage (3) three uses medical-grade nanotech to stop the microscopic threats that other systems can't, then finishes with a clean, crisp polish. It's not just filtered, it's refined.

What Happens Here?

Your water flows through three advanced technologies designed to eliminate microscopic biological threats and leave nothing behind but purity:

Nano Armor

- Microscopic Pathogen Capture
- Uses electropositive nanofibers to attract and trap viruses, bacteria, and cysts
- Mechanical + electric charge = unmatched sub-micron protection
- Medical-grade defense that works without slowing down your flow

Agion® Silver

- Built-In Biofilm Suppression
- Ionized silver embedded into filter media
- Naturally prevents microbial growth and biofilm
- Keeps the inside of your system clean and hygienic

Inside Look at Stage Three



Nano Carbon

- Final Taste, Odor, and Chemical Polish
- Magnesium-enriched carbon for enhanced chemical adsorption
- Removes trace VOCs, off-flavors, and lingering toxins
- Leaves your water smooth, crisp, and refreshing



The *Path* to Purity From Dirty to Drinkable *the process of removal*

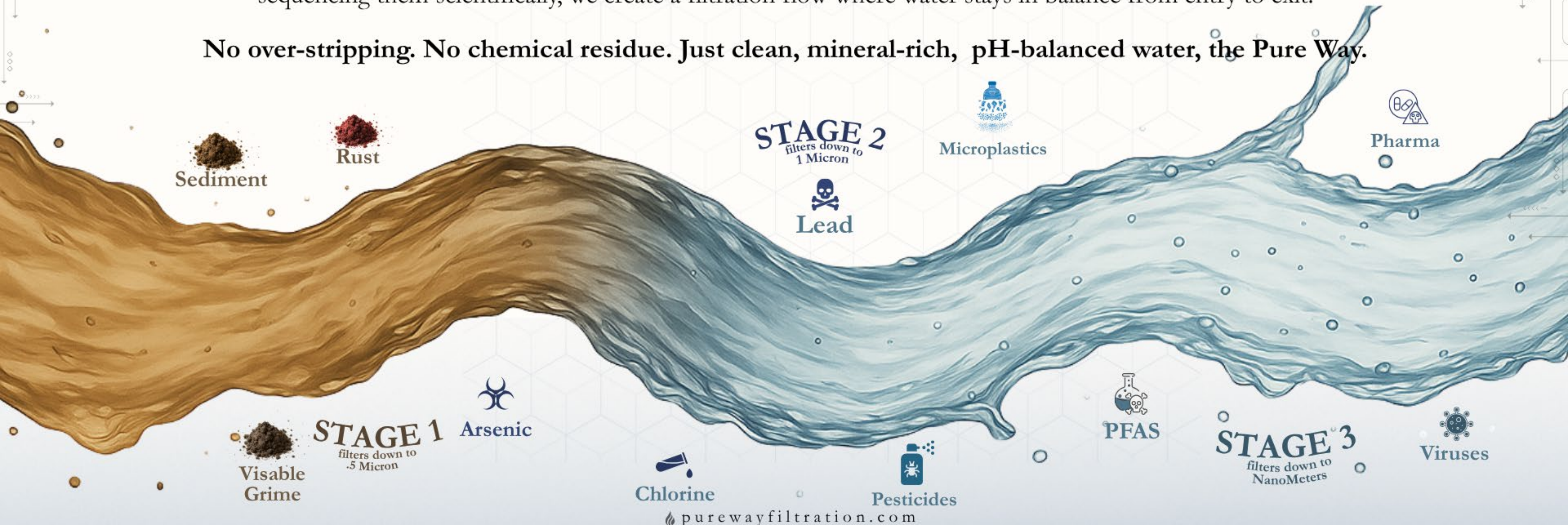
Filtration That's Not Just Smart, *It's Strategic.*

At Pure Way, we didn't just throw filters and media together. Every component was chosen with purpose and tested for performance. We engineered a molecular-level response to modern water threats by designing each stage to activate at the exact moment it's needed. The result? A filtration system that works in perfect harmony to defend against what's in your water today... and tomorrow.

The *Science of Sequence*

Why It Works? Because timing matters. Each technology is positioned not just to remove but to optimize, to protect, and to preserve. By sequencing them scientifically, we create a filtration flow where water stays in balance from entry to exit.

No over-stripping. No chemical residue. Just clean, mineral-rich, pH-balanced water, the Pure Way.



Nano-Armor™: Breakthrough Technology

Revolutionary Filtration. Medical-Grade Origins.

NanoArmor is Pure Way's innovative filtration system that excels in capturing nano-sized contaminants while maintaining **high flow rates**, unlike competitors that slow down due to smaller pore openings.

This ***EXCLUSIVE Pure Way Technology***, previously limited to medical settings, now allows Pure Way to provide advanced filtration at home.

Developing our *Patented Revolutionary Filtration*:

Utilizing molecular-level design to replace membranes without electricity, operating efficiently with minimal pressure through pathways: averaging **2.5–3 microns**.



Inside the Tech:



Molecular
Level
Design



No Electricity
Needed



Operates at
Just 1.36 psi



Zero Backflushing or
Wastewater



Replaces Membrane Systems
without stripping water bare



The *Power* Behind the Protection

Why our Nano-Armor Isn't Just a Filter. It's a Fortress

This is what happens when science meets obsession.

NanoArmor isn't here to just trap contaminants, it's here to rewrite the rules of water filtration. **Born from the labs that protected patients and precision industries, NanoArmor brings that elite-level performance home... quietly, powerfully, and without compromise.**

Designed for Homes, *Inspired by Hospitals*

While others market "advanced filters," only Nano-Armor delivers the kind of performance that once required expensive, slow systems with electricity-hungry membranes. This is *molecular* filtration engineered for the real world.

What It Defends Effortlessly Against:



**PFAS, PFOS
&
Forever
Chemicals**

Trapped at the
nano level
before they
reach your glass



**Lead, Arsenic
& Heavy
Metals**

Captured
without
slowing flow



**Chlorine
Byproducts &
THMs**

Eliminated without
altering taste



**Microplastics &
Nanoplastics**

Gone, even
the ones you
can't see



**Bacteria,
Viruses &
Pathogens**

Neutralized by
Agion® silver &
electropositive
tech



Works Smarter

No electricity,
no backflushing,
no wasted water



Feels Better

Water tastes clean,
feels light, and
protects skin &
lungs



Performs Longer

10x dirt holding
capacity vs
traditional filters

Pure & Clean, not stripped.

Balanced & Beneficial.

What We Remove Because “Legal” Doesn’t Mean “Safe”

We go after what the EPA doesn’t, what your city doesn’t test for & what most other systems *can’t* catch all while keeping what your body needs.

What we Keep,



What we Remove.



Calcium:
for bones, nerves, & heart health

Magnesium:
for muscle function & hydration

Trace Minerals:
for real energy & electrolyte balance support





PFAS / PFOA/PFOS
("forever chemicals")


Arsenic &
Heavy Metals



Lead


Viruses


Pharmaceutical residues


Microplastics &
Endocrine disruptors


Pesticides,
herbicides,
& runoff


Chlorine &
Chloramines
VOCs & chemical
byproducts
and more

Not all filters are this smart.

This isn't just clean water, it's balanced water. Because your body runs on minerals & we preserve the minerals your body needs



Don't Fall For The TDS Water Testing Scam

The test isn't real. The scare tactic is.



The Truth About TDS Testing

The Science Says It's Safe

⚠ The World Health Organization (WHO) confirms: "No recent data links TDS in drinking water to health effects."

⚠ The U.S. FDA requires bottled mineral water to contain at least 250 mg/L of TDS.

⚠ The EPA also states TDS isn't a health risk.

⚠ Even U.S. courts have ruled against companies using this test to mislead homeowners.



"The Precipitator" Device

⚡ Uses electricity to react with natural minerals

💧 Makes safe water look dirty by creating harmless brown sludge

⚗ The change is **not** contaminants, it's minerals reacting!



What They Don't Tell You



TDS=MINERALS

What a High TDS Actually Means

✓ A higher TDS reading means your water has **more natural minerals** like calcium and magnesium, *not dirt or danger.*

✓ If your water **has minerals**, it will **change color**. That's normal.

✓ If your water **doesn't**, it's been **stripped** (like with RO systems). That's not necessarily better.



"The Precipitator" TEST

⊘ RO water has no minerals, *so it stays clear!*

🧂 But add a pinch of salt? *It'll turn brown too!*

⊘ That's all the test is doing, *faking a "dirty" result!*

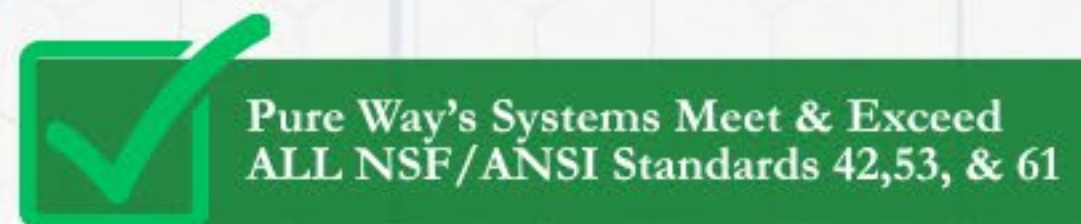
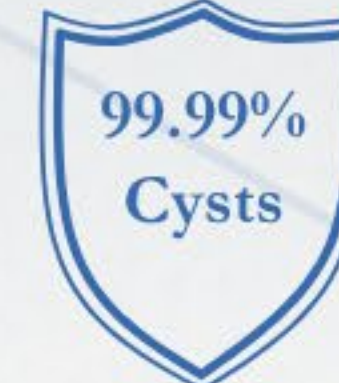
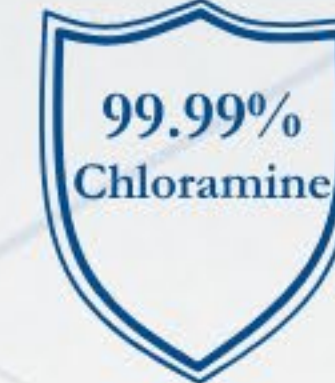
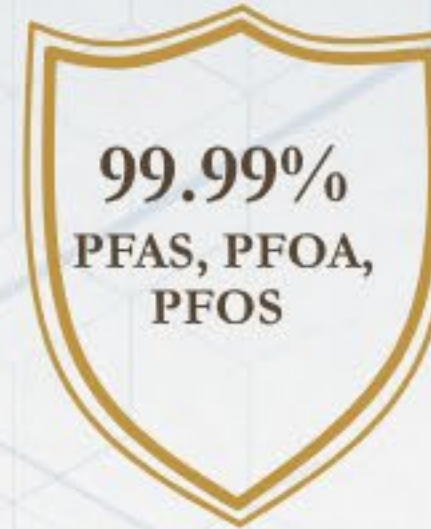
PURE WAY 99.99% CLUB™

Join the Exclusive PURE WAY 99.99% Club and elevate your home's water to medical-grade purity right at home. As a member, you'll enjoy water that's been proven to eliminate 99.99% of contaminants seen below. Backed by rigorous in-house testing and independent third-party validation, the 99.99% Club ensures you're not just getting clean water you're joining an elite community of homeowners who demand the very best.



Tested, Trusted, Transparent.

Real-World Performance You Can Trust
Experience medical-grade water protection at home, with proven contaminant reduction:





System-Level Testing

Independent Lab Validation

All three stages of our Next-Gen system undergo rigorous performance testing at AmTest Labs using EPA-approved methods:

- EPA Method 200.7 (Metal analysis)
- EPA Method 524.2 (Volatile organics)
- EPA Method 300.0 (Inorganic anions)

AmTest Report # 25--A012C718, June 26-2025

Lab: AmTest Labs

(EPA-certified methods 200.7, 524.2, 300.0)

As Arsenic: (99.99%)

Cr Chromium: (99.9%)

Cu Copper: (99.9%)

Pb Lead: (99.99%)

Hg Mercury: (100%)

HAA Haloacetic Acid HAAs: (99.99%)

Dichloroacetic, Trichloroacetic, Monochloroacetic, Dibromoacetic.

THM Total Trihalomethanes Total THMs: (>99.99%)

Chloroform, Bromoform, Bromodichloromethane,

VOCs Volatile Organic Compounds VOCs & SOCs: (>99.99%)

SOC-Pesticides, Insecticides, Herbicides, Organochlorines, Phenoxyherbicides, Glyphosate

Dual-Level Protection

Tested by Us. Certified by Them.

Pure Way systems are independently tested to meet or exceed relevant NSF/ANSI performance standards.



EPA Methods

200.7, 524.2, 300.0

AmTest Labs

Report #25-A012C718

June 26, 2025

Independent Data. Real World Performance. Pure Confidence.



Certified Components

Tested and Trusted.

Pure Way systems are built using select components that are tested by independent, recognized labs to NSF/ANSI specifications and certified by those independent labs to meet or exceed NSF/ANSI Standards 42, 51, 60, 61 and/or 372.

Our filtration media is sourced from industry-leading suppliers who have independently tested their components to meet or exceed the following NSF/ANSI standards.

Components Tested To Meet or Exceed NSF/ANSI Standards

NSF/ANSI Standard 42 (NSF & WQA)

NSF/ANSI Standard 51 (NSF)

NSF/ANSI Standard 60 (NSF & WQA)

NSF/ANSI Standard 61 (WQA)

NSF/ANSI Standard 372 (NSF & WQA)

NOTE: These certifications apply to the individual filtration elements Pure Way uses within its whole house filtration system, not to the system as a whole. While our complete system is not NSF-certified as a single unit, we carefully source each internal component from industry-recognized suppliers whose materials are held to the highest standards for contaminant reduction, structural integrity, and drinking water safety.



“Where the water’s always cleaner.”