

Introducing the HALO PURE Water Pitcher

Cutting-edge water purification at a fraction of the cost

Top-quality drinking water, something which for years was taken for granted, has recently become a global priority. There are many products on the market which filter drinking water, but this is very different to purifying it. Filters remove unwanted sediments and tastes, but they do not kill germs. Clear water does not mean pure water; and if it's not pure, it's not safe to drink.

Enter the HALO PURE water pitcher, which has recently been released in South Africa. HALO PURE is the only household pitcher on the market today which affordably and effectively improves and disinfects water by purifying it. It kills 99.9% of bacteria, among them notable nasties such as Poliovirus, Rotavirus, E.Coli, Cholera and Salmonella.

The HALO PURE cartridge was developed in the United States by leading water scientists at Halo Source. They had a vision of providing affordable, reliable solutions that would give people all over the world access to clean water, and they have certainly realised it. The cartridge uses hugely innovative, patented N-halamine beads which quickly kill and inactivate any germs which come into contact with them, thanks to the biocide resident in the beads.

The pitcher itself is stylish, lightweight, easy to pour from and compact enough to fit in your fridge, while the cartridge purifies 375l of water before requiring replacement.

The HALO PURE pitcher is ideal for use at home or in the office but it is equally suited to outdoor activities such as camping or fishing as it is the only product on the market which can turn semi-potable* water into pure drinking water...with a great taste to boot. The Halo Pure water pitcher is approved by the Environmental Protection Agency and the Water Quality association in the United States and the Ministry of Health in China.

Other pitchers may remove sediment or bad taste from semi-potable water, but they will not kill germs present in the water, which means that it will not be safe to drink. HALO PURE quite literally disinfects the water while it filters, and it does so while being exceptionally good value for money.

Pure water is life's most basic necessity, and the HALO PURE makes this a reality for people from all walks of life throughout South Africa and the world.

The HALO PURE retails at R599 and is available at selected stores nationwide.

Notes:

*water not entirely suitable for consumption.

ENDS.

Issued by Hayley Upson Communications on behalf of USABCO.

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