PUREOPPORTUNITY

Get To Know Your Business

For Life. For You.

TABLE OF CONTENTS

About Multipure • Pg 2

Getting Started • Pg 3

Product Overview • Pg 5

Compensation Plan• Pg 21

Building Your Business • Pg 28

10 Tips For Success **Pg 33**

What About Bottled Water? **Pg 34**

Business Essentials • Pg 35

NSF Certification • Pg 39

Additional Resources **Pg 54**

Terms & Conditions **Pg 55**

Contact Us • Pg 61

WELCOME TO MULTIPURE

Dear Multipure Builder

Since 1970, Multipure has followed the vision of brothers H. Allen Rice and Alvin E. Rice to provide cleaner, healthier drinking water to the public. As a pioneer and industry leader in carbon block filtration, Multipure and our family of Builders have brought our superior products and business opportunity to people throughout the United States, Canada, and US Territories. Today, Multipure sells drinking water systems and carbon block filters in countries all around the world.

As a Multipure Builder, you are joining us in improving people's lives through products for cleaner water, better health, and improved overall wellness. You are joining us in helping people earn an additional income and an opportunity for financial success. You are joining us in sharing our knowledge of healthier water and better living, and in improving your life and the lives of the people and families around you.

As a Multipure Builder, you do not just build your business. You build a loyal and dedicated customer base. You build a strong financial foundation and network. You build a better future.

We are more than an industry leader and provider of the best drinking water systems in the world. We are a company dedicated to helping people improve their lives, working toward this goal for over five decades. As a member of our family of Builders, it is our job to provide you with the tools and support you need to make a difference in your life and the lives of those around you. It is our job to help you, your family, your customers, and your fellow Builders become stronger, healthier, and happier. For Life. For You.

Welcome to Multipure, and congratulations on taking your first step toward a better tomorrow!

Zachary Rice, MBA
President

MULTIPURE®

H. Allen Rice
& Alvin E. Rice
Co-Founders

ABOUT MULTIPURE

Since 1970, Multipure has been guided by brothers and founders, H. Allen Rice and Alvin E. Rice, to provide cleaner, more healthful drinking water to the public. In 1974, they developed their signature technology, the solid carbon block filter; since then, the company has further grown and flourished, manufacturing and selling filters and drinking water systems for residential and commercial use around the world. As the original manufacturer of the solid carbon block filter, Multipure uses its network of Independent Builders to establish its products and opportunity throughout the United States, Canada, and US Territories. Multipure's success has been built upon its values of family, integrity, and innovation; its establishment and growth can be traced to its belief in the strength of family and the promotion of the health and success of families everywhere.

Mission & Vision

Multipure is a company that believes in improving quality of life, whether by providing products to make people healthier, or by providing the opportunity for financial success. Multipure believes in family, and in work that complements home and family life.

Multipure believes that everyone should have affordable access to high quality drinking water - water that is clean, delicious, and healthful; water that is free of contaminants that could negatively affect its taste, its appearance, and its healthfulness; water that is perfect for families, children, and pets.

Multipure wants to improve the world, one person at a time, one glass of water at a time.

GETTING STARTED

Thank you for joining the Multipure Family! You are now part of an exceptional group of people who have chosen to help others by providing cleaner water and the opportunity for success. Before you begin your journey toward financial freedom, make sure to read the following information, which is designed to get you up and running your own business as quickly and seamlessly as possible.

The foundation of the Multipure Business Opportunity is the ability and desire to improve people's lives. This is a twofold process, in which you introduce them to Multipure's superior products, and help them discover their own potential and success through the Multipure Business Opportunity.

The Multipure Business Opportunity is universal, because its requirements are not financial, but personal; this Opportunity asks only that you have a vision for success, and a commitment of time and effort. By joining the Multipure Business Opportunity, you are joining a family of thousands of people, like yourself, determined to control their own financial future by participating in the growth of an exciting industry. You determine your own success.

Through this Opportunity, you can develop into a complete, well-rounded entrepreneur; you can learn how to improve yourself as a Builder, and, in turn, recruit and develop other Builders.

Rules for Success

Become a Multipure Independent Builder, and discover how great the product is!

When you switch from drinking ordinary water to Multipure water, you understand how much cleaner, tastier, and healthier water can be, and you understand the power of Multipure's proprietary filter technology. The best salespeople are customers who use and believe in the product.

Talk to people.

Talk to people about the importance of great water, and the difference Multipure Drinking Water Systems can make. Talk to people about the costs of bottled water, and how much more cost-effective a Multipure Drinking Water System is. Talk to people about the Multipure Business Opportunity, and how

it can lead them toward financial freedom.

Help others succeed.

Use your experience to help others achieve success. Become both a teacher and a mentor, and develop your network to grow the success of both yourself and your downline.

Believe in the Product and the Opportunity.

As an Independent Builder, Belief may be the most powerful tool at your disposal. Belief creates Confidence, and confidence is contagious. When you believe in yourself, and you believe in the positive effect that Multipure has on your life, people will know that you aren't just selling them something – they will see that you are there to help them, their family, and their future.

Understand Network Marketing.

By becoming an Independent Builder, you are choosing to take control of your financial future through the power of Network Marketing. You are your own boss. You decide how much work and effort to put into your business; you can work as few or as many hours as you want, and meet as few or as many people as you want. You determine your own success.

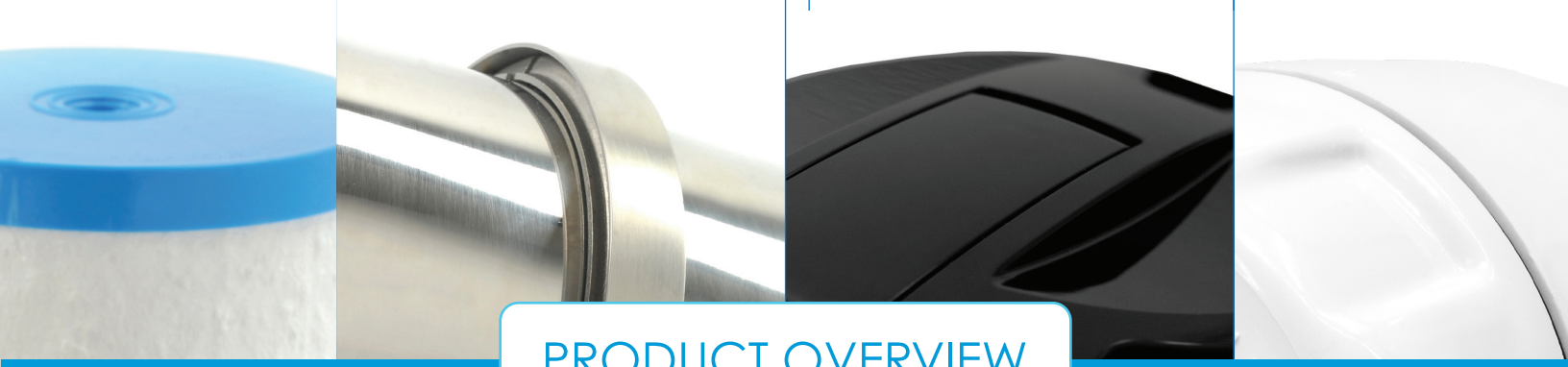
Although you are your own boss, it doesn't mean that you are alone. As a member of the Multipure family of Independent Builders, you are part of a network of people with similar goals and aspirations; learn from them, work with them, and share your advice and experiences with them. Help is available, when you need it.

Establish Relationships.

At its core, Network Marketing is a business about Relationships. Relationships create trust and confidence in the products and their benefits. Relationships enable people to believe in your Opportunity and make them want to work with you, as part of your business network. Relationships allow others to view you as a friend and mentor – a trusted business partner that can help them achieve their goals. To become a successful Independent Builder is to become someone that can establish strong connections and relationships with others.

Tips to Grow Your Business

1. Attend and bring guests to a Multipure Opportunity Meeting.
2. Invite guests to listen to a Multipure conference call or podcast.
3. Meet and network with fellow Builders for mutual training, assistance, and support.
4. Exhibit at fairs or trade shows.



PRODUCT OVERVIEW

The Multipure Philosophy

Multipure believes in the improvement of people's health, improvement of their quality of life, and improvement of the environment.

Multipure believes that one of the most effective ways to improve your health and the health of your family is to improve the quality of your drinking water. Through the superior, broad-range effectiveness of our carbon block filters, we provide a means to reduce contaminants that affect the taste, appearance, and healthfulness of your drinking water.

By providing a means to improve available drinking water at an affordable cost, Multipure is doing its part to reduce the waste inherent in disposable bottled water and lessen its environmental impact. For over 50 years, Multipure has been a green company, promoting eco-friendly solutions to everyday issues. Through innovation and responsibility, Multipure will continue to promote the health and wellness of the planet and its people. For Life. For You.

Product Categories

Multipure Drinking Water Systems are the most effective way to ensure that your home and family are provided with cleaner, safer, healthier water. Our industry-leading drinking water systems can be used on the countertop or below the sink, and have several options to customize their features for your needs.

- **Effective** – NSF-certified to reduce a broad spectrum of aesthetic and health contaminants
- **Powerful** – Multipure's solid carbon block filters reduce particulate matter as small as 0.5 microns in size
- **Convenient** – cleaner, healthier, tastier water right at your sink
- **Economical** – more cost effective than bottled water - $0.12/gallon for Multipure versus $2.85/gallon for bottled water
- **Responsible** – cleaner, healthier water without adding pollution to the environment

All Multipure Drinking Water Systems reduce a wide range of contaminants including Cysts, Lead, MTBE, Mercury, Asbestos, Pharmaceuticals, Chlorine, Chloramine, VOCs, Microplastics and other contaminants of health concern. Our most powerful systems treat additional health contaminants including Bacteria, Viruses, PFOA/PFOS, Microcystin, and Arsenic V.

Multipure Bath & Garden complement your Multipure Drinking Water System to provide specialized water filtration beyond the kitchen sink. Our Bath & Garden product line includes our Aquasource whole-house system and products designed to treat excessive amounts of chlorine in the yard, shower, and bath, such as our Aquagrow, Aquashower, and Aquasplash.

Our yard, shower, and bath filters also utilize crystalline quartz technology to improve the feel of the water, providing a more invigorating and rejuvenating experience.

The Multipure Aquasource Whole-House System installs at the home's point-of-entry as a fixed location filtration element in the garage, basement, or near the water heater. It uses an innovative triple-array of carbon block filters to treat the presence of chlorine or chloramine, as well as rust, dirt, or any other particulate matter in the water, while maintaining the water pressure necessary to supply cleaner water to all the sinks, baths, and showers in the house. Optional limescale-inhibiting filters can help Multipure's Aquasource prevent the buildup of limescale deposits that can damage or reduce the performance of the home's plumbing.

AQUALUXE

Multipure's Aqualuxe marks the next generation of water filtration. Filter innovation elevates the Aqualuxe to unprecedented levels of contaminant reduction. Design inspiration blends form and function into Multipure's first artwork appliance. Technological intelligence lets the Aqualuxe communicate and integrate with your home and lifestyle.

The Aqualuxe carries all the power and performance you expect from Multipure, refined and elevated to the next level.

Aqualuxe Features

- Quick-change filter cartridge
- Patented Self-sealing pressure vessel
- Leak detector
- Low battery indicator
- Replacement filter cartridge indicator
- Patented Multipure FilterSync technology

Specifications

Housing Composition	Plastic
Pressure Vessel Composition	Stainless Steel
Inlet	3/8" tube
Outlet	1/4" tube
Flow Rate	0.75 gpm
Water Pressure	100 psi max / 30 psi min
Particulate Retention Size	Sub-Micron (0.5 micron)
Housing Dimensions	11.4"h x 8"w
Housing Warranty	60 Months*

**Provided that filter has been replaced at least once a year*

The Aqualuxe is proven performance, third-party tested and verified:

NSF-certified to treat contaminants of Aesthetic Concern (Standard 42). NSF-certified to treat contaminants of Health Concern (Standard 53). NSF-certified to treat Emerging Contaminants/Incidental Compounds (Standard 401). NSF-certified to treat bacteria and viruses (Protocol P231).

The Aqualuxe is powerful enough to treat the contaminants of today, tomorrow, and beyond. The Aqualuxe is filtration evolved.

On the counter or below the sink, the Aqualuxe is the essential kitchen appliance. Sleek, modern, and striking, it blends with your décor while boldly catching the eye. Simple to use, yet sophisticated in its capabilities. Multipure's Aqualuxe is the ultimate water machine.

Base System (SKU# AQUALUXE) • Price: $1250

The base Aqualuxe system can be used inline with other existing hardware (e.g., existing faucet, ice maker, etc.), but includes no additional plumbing hardware. It can utilize compatible below-sink and countertop parts and accessories.

Aqualuxe Replacement Filter (SKU# CBLX) Price: $180 • 500 Gallons

System Options

Below-Sink Kit (SKU# AQLUXEBS)
Price: $75 with Standard Chrome-plated Faucet (SKU# MC653)
$90 with Decorative Color Faucet (SKU# MC653x)

This installation kit includes a stand-alone chrome faucet and the necessary hardware to install the system below the sink. The system connects to the cold water line with an included Adapta Valve, and the faucet requires a 0.5" hole available in the countertop or sink for installation.

A below-sink Aqualuxe can be converted for countertop use with the optional countertop kit (AQLUXECT).

Countertop Kit (SKU# AQLUXECT) • Price: $60

This installation kit includes a dual-hose diverter valve to connect to the sink faucet, providing push-button selection of either filtered or unfiltered water.

A countertop Aqualuxe is generally intended for use where below-sink installation restrictions are present (e.g., apartment or lack of below-sink space). It can be converted for below-sink use with the optional below-sink kit (AQLUXEBS).

Base System (SKU# AQUAPREMIER) • Price: $895

The base Aquapremier system can be used inline with other existing hardware (e.g., existing faucet, ice maker, etc.), but includes no additional plumbing hardware. It can utilize compatible below-sink and countertop parts and accessories.

Aquapremier
Replacement Filter
(SKU# CBXT)

Price: $180 • 340 Gallons

AQUAPREMIER

Multipure's Aquapremier Drinking Water System features not just Multipure's Solid Carbon Block technology but also includes a specially-developed Nanomesh media that provides for the removal of virus and bacteria. The Aquapremier features a stainless steel housing and is designed for both versatility and additional contaminant reduction performance.

NSF-certified to treat contaminants of Aesthetic Concern (Standard 42). NSF-certified to treat contaminants of Health Concern (Standard 53). NSF-certified to treat Emerging Contaminants/Incidental Compounds (Standard 401). NSF-certified to treat bacteria and viruses (Protocol P231).

Specifications

Housing Composition	Stainless Steel
Faucet Composition (if present)	Chrome-plated lead-free
Rubber Items	Silicone
Inlet	1/8" NPT
Outlet	1/8" NPT
AFlow Rate	0.71 gpm
Water Pressure	100 psi max / 30 psi min
Particulate Retention Size	Sub-Micron (0.5 micron)
Housing Dimensions	11"h x 5.75"w
Housing Warranty	Lifetime*

**Provided that filter has been replaced at least once a year*

System Options

Below-Sink Kit (SKU# AQKITB)

Price: $70 with Standard Chrome-plated Faucet (SKU# MC653)
$90 with Decorative Color Faucet (SKU# MC653x)

This installation kit includes a stand-alone chrome faucet and the necessary hardware to attach the system to a cabinet wall below the sink. The system connects to the cold water line with an included Adapta Valve, and the faucet requires a 0.5" hole available in the countertop or sink for installation.

A below-sink Aquapremier is intended for a more permanent installation, although it can be removed and converted for countertop use with the optional countertop kit (AQKITC). The below-sink Aquapremier is designed to mount on the side of the cabinet, but can rest on the floor of the cabinet with an optional acrylic base (MC840).

Countertop Kit

Dual-Hose (SKU# AQKITC)
Price: $60

Single-Hose (SKU# AQKITCSP)
Price: $60

This installation kit includes a dual-hose diverter valve or single-hose diverter and an acrylic base that allows the system to sit on top of the counter next to the sink. The system connects to the sink faucet with either diverter valve. The dual-hose diverter provides a push-button selection of either filtered or unfiltered water. The single-hose diverter valve outputs filtered water from a system-mounted spout.

A countertop Aquapremier is generally intended for use where below-sink installation restrictions are present (e.g., apartment or lack of below-sink space). It can be converted for below-sink use with the optional below-sink kit (AQKITB).

Capacity Monitor Kit (SKU# MC284ASBL)

Price: $35

This kit includes a battery-operated capacity monitor that measures the amount of water processed through the drinking water system and reminds you when to change the filter; an included light indicator is located at the base of the faucet and lights up when the filter needs to be changed.

NOTE: The Capacity Monitor Kit must be installed with a Below-Sink Kit (AQKITB). The monitor is battery-powered (2 x AA batteries not included); batteries need to be changed when the filter is changed. Customer needs to program meter upon receipt to specific Drinking Water Systems specification.

Base System (SKU# MP880) • Price: $695

The base Aquaperform system can be used inline with other existing hardware (e.g., existing faucet, ice maker, etc.), but includes no additional plumbing hardware. It can utilize compatible below-sink and countertop parts and accessories.

Aquaperform
Replacement Filter
(SKU# CB11As)

Price: $150 • 600 Gallons

AQUAPERFORM

Multipure's Aquaperform Drinking Water System features not just Multipure's Solid Carbon Block technology but also includes a specially-developed arsenic-adsorptive media that provides for the reduction of Arsenic V. The Aquaperform features a stainless steel housing and is designed for both versatility and additional contaminant reduction performance.

The Aquaperform is NSF-certified to treat contaminants of Aesthetic Concern (Standard 42), contaminants of Health Concern (Standard 53) – including Arsenic V, microcystin, and PFOA/PFOS, and Emerging Compounds/ Incidental Contaminants (Standard 401).

Specifications

Housing Composition	Stainless Steel
Faucet Composition (if present)	Chrome-plated lead-free
Rubber Items	Silicone
Inlet	1/8" NPT
Outlet	1/8" NPT
AFlow Rate	1.00 gpm
Water Pressure	100 psi max / 30 psi min
Particulate Retention Size	Sub-Micron (0.5 micron)
Housing Dimensions	11"h x 5.75"w
Housing Warranty	Lifetime*

**Provided that filter has been replaced at least once a year*

System Options

Below-Sink Kit (SKU# AQKITB)

Price: $70 with Standard Chrome-plated Faucet (SKU# MC653)
$90 with Decorative Color Faucet (SKU# MC653x)

This installation kit includes a stand-alone chrome faucet and the necessary hardware to attach the system to a cabinet wall below the sink. The system connects to the cold water line with an included Adapta Valve, and the faucet requires a 0.5" hole available in the countertop or sink for installation.

A below-sink Aquaperform is intended for a more permanent installation, although it can be removed and converted for countertop use with the optional countertop kit (AQKITC). The below-sink Aquaperform is designed to mount on the side of the cabinet, but can rest on the floor of the cabinet with an optional acrylic base (MC840).

Countertop Kit

Dual-Hose (SKU# AQKITC)
Price: $60

Single-Hose (SKU# AQKITCSP)
Price: $60

This installation kit includes a dual-hose diverter valve or single-hose diverter and an acrylic base that allows the system to sit on top of the counter next to the sink. The system connects to the sink faucet with either diverter valve. The dual-hose diverter provides a push-button selection of either filtered or unfiltered water. The single-hose diverter valve outputs filtered water from a system-mounted spout.

A countertop Aquaperform is generally intended for use where below-sink installation restrictions are present (e.g., apartment or lack of below-sink space). It can be converted for below-sink use with the optional below-sink kit (AQKITB).

Capacity Monitor Kit (SKU# MC284ASBL)

Price: $35

This kit includes a battery-operated capacity monitor that measures the amount of water processed through the drinking water system and reminds you when to change the filter; an included light indicator is located at the base of the faucet and lights up when the filter needs to be changed.

NOTE: The Capacity Monitor Kit must be installed with a Below-Sink Kit (AQKITB). The monitor is battery-powered (2 x AA batteries not included); batteries need to be changed when the filter is changed. Customer needs to program meter upon receipt to specific Drinking Water Systems specification.

Base System (SKU# MP750) • Price: $550

The base Aquaversa system can be used inline with other existing hardware (e.g., existing faucet, ice maker, etc.), but no additional plumbing hardware. It can utilize compatible below-sink and countertop parts and accessories.

Aquaversa
Replacement Filter
(SKU# CB6)

Price: $95 • 750 Gallons

AQUAVERSA

Multipure's Aquaversa Drinking Water System offers a powerful and convenient method to obtain cleaner, clearer, more healthful drinking water in your home or office. The Aquaversa features a stainless steel housing and is designed for installation versatility.

The Aquaversa is NSF-certified to treat contaminants of Aesthetic Concern (Standard 42), contaminants of Health Concern (Standard 53), and Emerging Contaminants/Incidental Compounds (Standard 401).

Specifications

Housing Composition	Stainless Steel
Faucet Composition (if present)	Chrome-plated lead-free
Rubber Items	Silicone
Inlet	1/8" NPT
Outlet	1/8" NPT
Flow Rate	0.75 gpm
Water Pressure	100 psi max / 30 psi min
Particulate Retention Size	Sub-Micron (0.5 micron)
Housing Dimensions	8.5"h x 5.75"w
Housing Warranty	Lifetime*

**Provided that filter has been replaced at least once a year*

System Options

Below-Sink Kit (SKU# AQKITB)
Price: $70 with Standard Chrome -plated Faucet (SKU# MC653)
$90 with Decorative Color Faucet (SKU# MC653x)

This installation kit includes a stand-alone chrome faucet and the necessary hardware to attach the system to a cabinet wall below the sink. The system connects to the cold water line with an included Adapta Valve, and the faucet requires a 0.5" hole available in the countertop or sink for installation.

A below-sink Aquaversa is intended for a more permanent installation, although it can be removed and converted for countertop use with the optional countertop kit (AQKITC). The below-sink Aquaversa is designed to mount on the side of the cabinet, but can rest on the floor of the cabinet with an optional acrylic base (MC240N).

Countertop Kit

Dual-Hose (SKU# AQKITC)
Price: $60

Single-Hose (SKU# AQKITCSV)
Price: $60

This installation kit includes a dual-hose diverter valve or single-hose diverter and an acrylic base that allows the system to sit on top of the counter next to the sink. The system connects to the sink faucet with either diverter valve. The dual-hose diverter provides a push-button selection of either filtered or unfiltered water. The single-hose diverter valve outputs filtered water from a system-mounted spout.

A countertop Aquaversa is generally intended for use where below-sink installation restrictions are present (e.g., apartment or lack of below-sink space). It can be converted for below-sink use with the optional below-sink kit (AQKITB).

Capacity Monitor Kit (SKU# MC284ASBL)
Price: $35

This kit includes a battery-operated capacity monitor that measures the amount of water processed through the drinking water system and reminds you when to change the filter; an included light indicator is located at the base of the faucet and lights up when the filter needs to be changed.

NOTE: The Capacity Monitor Kit must be installed with a Below-Sink Kit (AQKITB). The monitor is battery-powered (2 x AA batteries not included); batteries need to be changed when the filter is changed. Customer needs to program meter upon receipt to specific Drinking Water Systems specification.

Base System (SKU# AQUAMINI2) • Price: $395

This compact, stainless steel system has all the filtration power of our Aquaversa, but half the size. Its small size makes it the perfect travel system.

Aquamini
Replacement Filter
(SKU# CBMINI)

Price: $70 • 250 Gallons

AQUAMINI

Multipure's Aquamini provides powerful filtration in a compact size. It utilizes Multipure's industry-leading solid carbon block filter to reduce the presence of contaminants that can negatively affect the taste, odor, and healthfulness of your water, and its small countertop footprint makes it the perfect portable filtration solution for travelers, vacationers, and students. The Aquamini features a stainless steel housing.

The Aquamini is NSF-certified to treat contaminants of Aesthetic Concern (Standard 42), contaminants of Health Concern (Standard 53), and Emerging Contaminants/Incidental Compounds (Standard 401).

Specifications

Housing Composition	Stainless Steel
Diverter Composition	Chrome-plated brass
Rubber Items	Silicone
Inlet	1/8" NPT
Outlet	1/8" NPT
Flow Rate	0.5 gpm
Water Pressure	100 psi max/30 psi min
Particulate Retention Size	Sub Micron (0.5 micron)
Housing Dimensions	6.0"h x 5.0"w
Housing Warranty	Lifetime*

**Provided that filter has been replaced at least once a year*

System Options

Below-Sink Kit (SKU# AQKITB)
Price: $70 with Standard Chrome -plated Faucet (SKU# MC653)
$90 with Decorative Color Faucet (SKU# MC653x)

This installation kit includes a stand-alone chrome faucet and the necessary hardware to attach the system to a cabinet wall below the sink. The system connects to the cold water line with an included Adapta Valve, and the faucet requires a 0.5" hole available in the countertop or sink for installation.

A below-sink Aquamini is intended for a more permanent installation, although it can be removed and converted for countertop use with the optional countertop kit (AQKITC). The below-sink Aqumini is designed to mount on the side of the cabinet, but can rest on the floor of the cabinet.

Countertop Kit

Dual-Hose (SKU# AQKITCMD)
Price: $60

Single-Hose (SKU# AQKITCSM)
Price: $60

This installation kit includes a dual-hose diverter valve or single-hose diverter. The system connects to the sink faucet with either diverter valve. The dual-hose diverter provides a push-button selection of either filtered or unfiltered water. The single-hose diverter valve outputs filtered water from a system-mounted spout.

A countertop Aquamini is generally intended for use where below-sink installation restrictions are present (e.g., apartment or lack of below-sink space). It can be converted for below-sink use with the optional below-sink kit (AQKITB).

Capacity Monitor Kit (SKU# MC284ASBL)
Price: $35

This kit includes a battery-operated capacity monitor that measures the amount of water processed through the drinking water system and reminds you when to change the filter; an included light indicator is located at the base of the faucet and lights up when the filter needs to be changed.

NOTE: The Capacity Monitor Kit must be installed with a Below-Sink Kit (AQKITB). The monitor is battery-powered (2 x AA batteries not included); batteries need to be changed when the filter is changed. Customer needs to program meter upon receipt to specific Drinking Water Systems specification.

FAUCET OPTIONS

Dual Hose Diverter Valve (SKU# MC6400ASBL) • Price: $50
Single Hose Diverter Valve (SKU# MC6009) • Price: $45

Countertop accessory kits include a hose and diverter valve that connects to your existing faucet, allowing you to easily and conveniently switch between filtered and unfiltered water.

Chrome-Plated Designer Faucet (SKU# MC653) • Price: $50

Multipure below-sink accessory kits include a chrome-plated, lead-free designer faucet featuring a clean, modular design. It allows you to conveniently adjust the flow control at your kitchen sink.

Multipure Designer Faucets are also available in a variety of decorative colors and finishes for an additional cost. A complete list of faucet options can be found at the Multipure Online Store at www.multipure.com/products/parts-accessories/

NOTE: Chrome-Plated Faucet is Included with the Aquaversa, Aquaperform and Aquamini Below-Sink kits

Decorative Color Designer Faucet • Price: $70 each
($15 when purchased with an Aqualuxe, Aquaperform, Aquapremier, Aquaversa or Aquamini Below-Sink Kit)

1. **White** (MC653W)
2. **Oil Rubbed Bronze** (MC653OB)
3. **Matte Black** (MC653MB)
4. **Gloss Black** (MC653BL)
5. **Brushed Nickel** (MC653BN)
6. **Brushed Stainless** (MC653BS)

1 2 3 4 5 6

MULTIPURE DRINKING WATER SYSTEMS CHART

	Aqualuxe	Aquapremier	Aquaperform	Aquaversa	Aquamini
NSF-certified for Aesthetic Contaminant Reduction (Std. 42)	✓	✓	✓	✓	✓
NSF-certified for Health Contaminant Reduction (Std. 53)	✓	✓	✓	✓	✓
NSF-certified for Arsenic V Reduction (Std. 53)	✓	✓	✓		
NSF-certified for Microcystin Reduction (Std. 53)	✓	✓	✓		
NSF-certified for PFOA/PFOS Reduction (Std. 53)	✓	✓	✓		
NSF-certified for Emerging Contaminant Reduction (Std. 401)	✓	✓	✓	✓	✓
NSF-certified for Bacteria and Virus Reduction (Std. P231)	✓	✓			
Below-sink Use	+	+	+	+	+
Countertop Use	+	+	+	+	+
Capacity Monitor	✓	+	+	+	+
Multipure FilterSync Technology	✓				
Filter Capacity (gallons)	500	340	600	750	250
Base Price	$1250	$895	$695	$550	$395

✓= Standard + = Optional

BATH & GARDEN

Multipure Bath & Garden includes our Aquasource whole-house system and products designed to treat excessive amounts of chlorine in the shower, bath, and yard. In addition, our shower, bath, and yard filters feature crystalline quartz technology to create a more invigorating and rejuvenating feel to your water.

Multipure Aquasource

A whole-house water solution, providing powerful filtration at the point-of-entry, and ensuring that every water source in the home delivers cleaner, more healthful water. This system installs in the garage or basement, near the water heater, as a fixed-location filtration element. An array of multiple solid carbon block filters ensures that it reduces the presence of contaminants while maintaining the high water pressure needed to supply all the sinks, baths, and showers in your home. NOTE: The Multipure Aquasource must be installed by a licensed plumber in accordance with all applicable plumbing code.

Specifications

Housing Composition	304 Stainless Steel
Housing Dimensions	41"h x 16"d
Rubber Items	Silicone
Inlet	1" NPT
Outlet	1" NPT
Replacement Filter	CB20
Filter Capacity	33,000 gallons per cartridge
Flow Rate	10-12 gpm*
Water Pressure	30 psi (2.1 kg/cm2) to 100 psi (7.0 kg/cm2)
Operating Temperature Range	32° F (0° C) to 100° F (38° C) – for cold water use only
Housing Warranty	Lifetime**

Each CB20 cartridge has an estimated capacity of 33,000 gallons for chlorine taste and odor reduction. Flow rate varies depending on filter cartridges used.*

Aquasource with CB20HC Filters - Certified (SKU# AQSOURCE3) • Price: $2,450

The standard Aquasource utilizes three CB20 solid carbon block filters in parallel for superior contaminant reduction while maintaining the high water flow necessary to service all the outlets in your home. It is designed to reduce the presence of chlorine in the water throughout the house.

Aquasource with CB20HC-LSI Filters (SKU# AQSOURCELSI2) • Price: $2,575

This Aquasource utilizes three CB20LSI solid carbon block filters to reduce the presence of chlorine and inhibit the formation of limescale on the plumbing throughout the house.

Aquasource with CB20CLM Filters (SKU# AQSOURCECLM2) • Price: $2,575

This Aquasource utilizes three CB20CLM solid carbon block filters to reduce the presence of chloramine throughout the house.

Aquasource with CB20CLMLSI Filters (SKU# AQSOURCECLML2) • Price: $2,635

This Aquasource utilizes three CB20CLMLSI solid carbon block filters to reduce the presence of chloramine and inhibit the formation of limescale on the plumbing throughout the house.

Replacement Filters (SKU# CB20HCPK) • Price: $465
33,000 Gallons Per Cartridge

The CB20HC replacement filter is a set of three solid carbon block filters.

Replacement Filter with Scale Reducer (SKU# CB20HC-LSIPK) • Price: $525
33,000 Gallons Per Cartridge

The CB20LSI replacement filter is a set of three solid carbon block filters with a limescale inhibiting element.

Replacement Filters - Chloramine (SKU# CB20CLMPK) • Price: $525
33,000 Gallons Per Cartridge

The CB20CLM replacement filter is a set of three solid carbon block filters that reduces Chloramine.

Replacement Filter - Chloramine with Scale Reducer (SKU# CB20CLMLSIPK)
Price: $585 • 33,000 Gallons Per Cartridge

The CB20CLMLSI replacement filter is a set of three solid carbon block filters that reduce Chloramine and has a limescale inhibiting element.

NOTE: The Aquasource requires three identical filters to be installed for proper performance. Although a trio of CB20HC, CB20HC-LSI, CB20CLM or CB20CLMLSI filters can be installed, the filter types cannot be mixed or combined.

Aquagrow (SKU# AQGROW) • Price: $119 • 20,0000 - 30,000 Gallons

With the new Aquagrow Garden Filter, Multipure provides the benefits of cleaner, more healthful water to your yard and garden. By connecting the remarkable Aquagrow inline filter to your existing garden hose, you can provide your lawn, your garden, and any of your outdoor plant life with beneficial dechlorinated water. The Aquagrow provides the water that your plants need to truly thrive.

Specifications

Filter Application	Chlorine
Filter Efficiency	85%
Filter Media	KDF-55
Operating Temperature Range	40° F (5° C) to 110° F (43° C)
Housing	2.75"h x 10"w
Weight	2 lb 12 oz

Aquashower (SKU# AQSH) • Price: $90 • 25,000 Gallons
Replacement Cartridge (SKU# AQSF) • Price: $75

The Multipure Aquashower connects quickly and easily in-line with most existing showerheads, providing all the health benefits of Multipure dechlorinated water in your shower. The Aquashower is tested and certified by the Water Quality Association according to NSF/ANSI Standard 177 for the Reduction of Free Available Chlorine. (Extra replacement cartridge is included)

Specifications

Filter Application	Free Chlorine, sediment
Filter Efficiency	90%
Filter Media	KDF-55
Filter Capacity	25,000 gallons
Replacement Filter	AQSF
Operating Temperature Range	40° F (5° C) to 120° F (49° C)
Housing	4.75"h x 3"w
Weight	1 lb 4 oz

Aquasplash (SKU# AQBATH) • Price: $75 • 200 Baths (1 Year)
Replacement Filter Bag (SKU# AQBALL) • Price: $65

The Multipure Aquasplash bath dechlorinator provides the benefits of Multipure water without the need for plumbing attachments – simply swirl the Aquasplash in the bathwater for 30 seconds to reduce the presence of chlorine. The Aquasplash is great for children, infants, and pets.

Specifications

Filter Application	Chlorine, Chloramine
Filter Efficiency	Up to 100% (Chlorine), 25% - 30% (Chloramine)
Filter Media	KDF-55
Operating Temperature Range	40° F (5° C) to 120° F (49° C)
Housing	5"h x 4"w
Weight	1 lb 14 oz

COMPENSATION PLAN

At Multipure, your success starts from day one. Our powerful compensation plan empowers you to begin earning immediately and the more you grow, the more you earn. As you share the benefits of clean drinking water and build a team of passionate Builders, your income potential rises with every step.

You'll earn commissions on your personal sales, plus exciting bonuses from the success of your growing team. The best part? Your rewards increase as your impact expands. With every new customer and every Builder you support, your momentum builds which will bring you closer to financial freedom and a career with purpose.

With Multipure, the sky's the limit. Start strong, grow your network, and turn your passion into lasting success.

Methods Of Earning

You can earn income through your own personal sales and outreach and also through the growing success of your network. As you build and support your team, your impact, and your earnings can multiply. Every connection you make brings you one step closer to unlocking greater rewards and long-term financial growth.

- Personal Sales – Earn immediate commissions by helping customers choose cleaner, healthier water. Every product you share not only changes lives — it builds your income and brings you closer to your financial goals.
- 2nd Level Builder Sales – Boost your income when Builders you have personally sponsored make sales.
- Downline Sales – Expand your earning by receiving commission on sales made by Builders on your 2nd and 3rd levels
- Replacement Filter Sales – Earn commissions on sales made in your active 10 level network allowing you to build long term, income year after year (Senior Builder or above)
- CASH Sales – Extra earning when you are eligible for sales in our CASH program (Company Allocated Sales Handler). These are customer purchase by individuals with no selling Builder

First Purchase Requirement

As a Sponsor, you earn the commission on the first Drinking Water System (DWS) sold or purchased by your newly enrolled Builder. This "First Purchase" rewards your efforts in growing the team and helps your new Builder get started strong.

After this first transaction, the new Builder becomes eligible to earn commissions on all future personal sales — setting them on the path to success from their very next sale.

Commission Payment

Multipure rewards your hard work and commitment with weekly and monthly commission payments:

- Weekly Payments: Builders who have reached Master Builder level or higher and have been active for more than 3 months may receive commissions every Friday.
- Monthly Payments: All other active Builders receive commission once per month

Commission Calculations

Commissions are calculated based on your current level of achievement at the time of each sale, giving you real-time rewards for your growth and performance. Roll Up and Activity Bonuses and CASH Sales are paid with end of month commissions. Builders who Rank Advance during the month will be paid additional earnings based on this new rank at the end of the month.

Important Multipure Terminology

The Personal Activity Requirement (PAR) is your key to unlocking the full earning potential of your downline network. By becoming PAR-qualified, you ensure you're eligible to receive commissions and bonuses not just from your personal sales, but also from your active team's sales and filter replacement purchases.

- You become PAR-qualified when the commissionable net volume of PAR-eligible products reaches $180 or more in commissionable net value within a 3-month period. Once this threshold is met, you are PAR-qualified for the month in which the sale occurred, and the next two months.
- The sales volume of PAR-eligible products sold in a single month counts toward PAR for a total of three months: the month in which the sale was made, and the following two months; after two months, the sales volume for the initial month no longer counts toward PAR.
- Builders who are not PAR-qualified earn commissions only from their personal sales of drinking water systems and Bath and Garden Products, and from the filter replacements by their personal customers (Senior Builder rank or higher for filter replacement commissions).

PAR-eligible Products: Products that count toward PAR include Drinking Water Systems, and Multipure Bath & Garden (i.e., the Aquasource Whole House System, Aquagrow, Aquashower, and Aquasplash).

NOTE: Replacement filters, accessories, replacement parts, sales materials and Builder fees do NOT count toward PAR.

Personal Net Volume (PNV): This is the cumulative total of a Builder's sales of PAR-eligible products (based on the commissionable net value) .

Achievement Level Volume (ALV): This is the total commissionable net value of a Builder's sales of PAR eligible products over any period of time and is used to determine Achievement Level. ALV is equal to:

- 100% of your personal sales
- +50% of your 2nd level Builders' personal sales
- +25% of your 3rd level Builders' personal sales

Monthly Achievement Level Volume (MALV): This is the monthly commissionable net value of a Builder's sales of PAR-eligible products, equal to:

- 100% of your monthly personal sales
- +50% of your **active** 2nd level Builders' monthly personal sales
- +25% of your **active** 3rd level Builders' monthly personal sales

NOTE: Sales of Bath & Garden Products (Aquasplash, Aquashower and Aquagrow) are only credited to the ALV and MALV of the selling Builder.

Activity Bonus: This is a powerful way to boost your income based on your leadership and team performance. This bonus rewards you with 1% to 6% of the commissionable net value of sales made by the active Builders in your network — helping you earn more as your team grows and thrives.

Builders' MALV dictates the amount of eligible bonuses each month. Maximum bonus rate is determined by a Builders' level of achievement.

Rank Advancement Bonus: Every milestone deserves recognition. At Multipure we are proud to reward your progress with these Rank

Advancement Bonuses sent the month after you reach your new Rank.

- Executive Builder: $50
- Senior Builder: $100
- Master Builder: $250
- Network Director: $500
- National Network Director: $1000
- Executive National Network Director: $2000

Rollup Bonus: You can receive a Rollup Bonus on sales made by Builders in your 3 level network when they are at a lower achievement level, and you are PAR qualified. You would receive the unearned portion of the commission when not paid to another active Builder in your network closer to the sale. EXAMPLE: You are a Master Builder with a commission rate of 35%. A member of your downline network is a Junior Builder and earns a 20% commission for a product sale. The 15% difference between your commission rate and the selling Builder's commission rate will "roll up" to you, unless the 15% – or some portion thereof – is paid to another PAR-qualified Builder at a closer level in the network above the Junior Builder.

The Company Allocated Sales Handler (CASH) Program gives you a powerful way to earn additional income with no extra selling required!

- Eligible products
  - Drinking Water Systems (Aqualuxe, Aquapremier, Aquaperform, Aquaversa, and Aquamini)
  - Aquasource Whole House Systems
- How to Qualify for CASH Sales
  - Be PAR Qualified
  - Active Subscription to Back Office
  - Opt-In to the Cash Program through your Back Office
- How Much You Earn on CASH Sales
  - Active Builders earn 25% of their standard commission
  - Founders' Circle Members earn 50% of their standard commission
  - Executive Council Members earn 75% of their standard commission
  - Earn more on CASH sales by qualifying as a Founders' Circle or Executive Council member.
- Key Details About the CASH Program
  - If the purchasing customer also signs up as a new Builder, they will be assigned to the to the Builder that received commission on that CASH Sale
  - CASH commissions will be allocated to the qualified Builder only. Upline and downline commissions are not paid.
  - Orders allocated through CASH do not count toward ALV, MALV, PAR, PNV, EC/FC qualification.
  - CASH eligibility is determined by the PAR qualification month.
  - Builders who lose PAR-qualification will be skipped in the CASH list until they are PAR-qualified again.

Types of Builders

- Active Builders are Builders who are qualified for their Personal Activity Requirement (PAR). Commissions and bonuses are paid on the full three levels (if eligible) of drinking water systems sales and full ten levels (if eligible) of replacement filter cartridge sales by active Builders in the downline network.
- Inactive Builders are NOT PAR-qualified and therefore cannot receive commissions from their downline network sales; however, commissions are still paid on personal sales, including personal replacement filter sales (Senior Builder or above). To regain Active Builder status, Inactive Builders must become PAR-qualified.

Disclaimer

1. Both Active and Inactive Builders receive commissions on their personal sales, including personal replacement filter sales (Senior Builder or above), based on their Achievement Level. 2. Commissions and bonuses on downline sales are paid only to PAR-qualified Builders. 3. Network commissions and bonuses for drinking water systems sales will be paid to the first three levels of active (PAR-qualified) Builders in the downline network. Network commissions and bonuses for replacement filter cartridge sales will be paid to the first ten levels of active (PAR-qualified) Builders in the downline network. 4. Builders must be PAR-qualified at least once every 3 months in order to receive downline commissions. 5. Replacement filters, accessories, replacement parts, sales materials and Builder fees do not count toward PAR, PNV, ALV, or MALV. 6. The Multipure Compensation Plan is subject to change without notice. Please visit www.multipure.com to view the latest version of the Multipure Compensation Plan. 7. Commission calculated with Commissionable Net.

Income Disclaimer: The chart and the earnings figures displayed do not constitute a promise or guarantee of income. The success and potential earnings of a Multipure Independent Builder are dependent upon various factors including, but not limited to, business skill, communication ability, interpersonal relations, work effort, and market conditions. Multipure does not guarantee any level of income or success

COMPENSATION PLAN CHART

	Junior Builder	Executive Builder	Senior Builder	Master Builder
Rank Advancement Bonus		$50	$100	$250
Requirements	Submit Builder Application Form, purchase your Multipure Drinking Water System	Accumulate $1,000 in ALV over any period of time	Accumulate $5,000 in ALV over any period of time, or have 4 Executive Builders on 2nd level	Accumulate $10,000 in ALV over any period of time, or have 4 Senior Builders on 2nd level
Personal Replacement Filter Sales Commission			2%	3%
Network Commission	5% of 2nd level 2% of 3rd level	5% of 2nd level 2% of 3rd level	5% of 2nd level 2% of 3rd level	5% of 2nd level 2% of 3rd level
Network Replacement Filter Commission			2% of active 2nd - 8th level	3% of active 2nd - 10th level
Monthly Bonuses				
Requirements		$500 MALV	$800 MALV	$1,400 MALV
Personal Replacement Filter Bonus			6%	8%
Activity Bonus		3% on 2nd level 1% on 3rd level	4% on 2nd level 2% on 3rd level	5% on 2nd level 3% on 3rd level
Rollup Bonus		5% max	10% max	15% max

	Network Director	National Network Director	Executive National Network Director
Rank Advancement Bonus	$500	$1000	$2000
Requirements	Accumulate $25,000 in ALV over any period of time, and have 4 Master Builders on 2nd level, or sell a minimum of 500 Drinking Water Systems	Accumulate $50,000 in ALV over any period of time, and have 8 Master Builders on 2nd level (Annually PAR Qualified)	Be a qualified Executive Council Member and 3 Network Directors on 2nd level (Annually PAR Qualified)
Personal Replacement Filter Sales Commission	3%	3.5%	3.5%
Network Commission	5% of 2nd level 2% of 3rd level	5% of 2nd level 2% of 3rd level	5% of 2nd level 2% of 3rd level
Network Replacement Filter Commission	3% of active 2nd - 10th level	3.5% of active 2nd - 10th level	3.5% of active 2nd - 10th level
Monthly Bonuses			
Requirements	$2,200 MALV	$2,200 MALV	$2,200 MALV
Personal Replacement Filter Bonus	9%	9%	9%
Activity Bonus	5.5% on 2nd level 3.5% on 3rd level	6% on 2nd level 4% on 3rd level	6% on 2nd level 4% on 3rd level
Rollup Bonus	15% max	15% max	15% max
Network Replacement Filter Bonus	1% on active 2nd - 10th level	1% on active 2nd - 10th level	1% on active 2nd - 10th level
Executive National Network Director Bonus			10% Commission Override of 3-level Network Commissions.

PRODUCT COMMISSIONS

Drinking Water Systems (DWS): Commissions on up to 3 levels of your downline network, depending on your current Achievement Level. DWS models include the Aqualuxe, Aquapremier, Aquaperform, Aquaversa, and Aquamini.

Replacement Filters): Commissions on up to 10 levels of your downline network, depending on your current Achievement Level.

Aquasource: Commissions on up to 3 levels of your downline network. Aquasource replacement filters: Commissions on up to 10 levels of your downline network.

Bath & Garden: A flat rate commission is paid to the selling Builder on personal sales only.

Builder Registration does not earn commission.

*Commissions on DWS or Aquasource sales are based on Achievement Level. Except where specified for the Aquasource, Bath & Garden commissions are paid only to the selling Builder, and no network commissions are paid from downline sales of Bath & Garden products. Personal replacement filter sales commissions and network replacement filter sales commissions are based on Achievement Level.

Product	Retail Price	Commission Net	Junior Builder	Executive Builder	Senior Builder	Master Builder+
Aqualuxe	$1250	$1000	$200	$250	$300	$350
Aquapremier	$895	$650	$190	$222.50	$255	$287.50
Aquaperform	$695	$550	$170	$197.50	$225	$252.50
Aquaversa	$550	$400	$140	$160	$180	$200
Aquamini	$395	$180	$36	$45	$54	$63
Aquasource	$2450	$1200	$240	$300	$360	$420

Product	Retail Price	Commissionable Net	Commission
Aquashower	$90	$70	$10
Aquasplash	$75	$60	$9
Aquagrow	$119	$100	$13

REPLACEMENT FILTER COMMISSIONS

Product Model	Price	Commission Net	Master Builder (3%)	Master Builder (11%)*	Senior Builder (2%)	Senior Builder (8%)*
CB6	$95.00	$70.00	$2.10	$7.70	$1.40	$5.60
CB6A Subscription	$80.75	$59.50	$1.79	$6.55	$1.19	$4.76
CB6AD	$95.00	$70.00	$2.10	$7.70	$1.40	$5.60
CB6ADA Subscription	$80.75	$59.50	$1.79	$6.55	$1.19	$4.76
CBMINI	$70.00	$45.00	$1.35	$4.95	$0.90	$3.60
CBMINIA Subscription	$59.50	$38.25	$1.15	$4.21	$0.77	$3.06
CB11AS	$150.00	$125.00	$3.75	$13.75	$2.50	$10.00
CB11ASA Subscription	$127.50	$106.25	$3.19	$11.69	$2.13	$8.50
CBXT	$180.00	$150.00	$4.50	$16.50	$3.00	$12.00
CBXTA Subscription	$153	$127.50	$3.83	$14.03	$2.55	$10.20
CBLX	$180.00	$150.00	$4.50	$16.50	$3.00	$12.00
CBLXA Subscription	$153	$127.50	$3.83	$14.03	$2.55	$10.20
CB5	$85.00	$60.00	$1.80	$6.60	$1.20	$4.80
CB5A Subscription	$72.25	$51.00	$1.53	$5.61	$1.02	$4.08
AQSF	$75.00	$38.00	$5.00	N/A	$5.00	N/A
AQBALL	$65.00	$45.00	$8.00	N/A	$8.00	N/A
CB20 (3)	$465.00	$360.00	$10.80	$39.60	$7.20	$28.80
CB20A (3) Subscription	$395.25	$306.00	$9.18	$33.66	$6.12	$24.48
CB20CLM	$525.00	$420.00	$12.60	$46.20	$8.40	$33.60
CB20CLM Subscription	$446.25	$357.00	$10.71	$39.27	$7.14	$28.56
CB20LSI	$525.00	$420.00	$12.60	$46.20	$8.40	$33.60
CB20LSI Subscription	$446.25	$357.00	$10.71	$39.27	$7.14	$28.56
CB20CLMLSI	$585.00	$480.00	$14.40	$52.80	$9.60	$38.40
CB20CLMLSI Subscription	$497.25	$408.00	$12.24	$44.88	$8.16	$32.64
CBC110	$30.00	$8.50	$0.26	$0.94	$0.17	$0.68
CBC110 Subscription	$25.50	$8.50	$0.26	$0.94	$0.17	$0.68
CBC112	$40.00	$16.00	$0.48	$1.76	$0.32	$1.28
CBC112 Subscription	$34.00	$16.00	$0.48	$1.76	$0.32	$1.28
CBROM	$140.00	$103.00	$3.09	$11.33	$2.06	$8.24
CBROM Subscription	$119.00	$103.00	$3.09	$11.33	$2.06	$8.24

* commission number includes maximum Activity Bonuses

BUILDING YOUR BUSINESS

Experience the Multipure difference yourself. Install a Multipure Drinking Water System in your home and learn firsthand the performance and benefits of cleaner, more healthful drinking water. Your prospective customers will be more interested and engaged when you share your enthusiasm from personal experience.

Believe in the product! Although you do not have to know every detail about Multipure's products to demonstrate and sell to customers, it is important to believe in the products and confidently convey that belief to your customers. People are more likely to purchase your products and join your opportunity when they share in your belief.

Understand the need. Understand customers' specific needs and motivations for their interest in a drinking water system. These needs include aesthetics, health effects, emerging contaminants, environmental concerns, or financial reasons.

- Aesthetic improvement: Multipure Drinking Water Systems can help improve the taste, appearance, and odor of drinking water by reducing the presence of chlorine, chloramines, and particulate matter (e.g., dirt).

- Health effects: Multipure Drinking Water Systems provide healthier water by reducing a wide range of contaminants of health concern, including cysts, lead, PCBs, MTBE, mercury, asbestos, VOCs, PFOAs and other harmful contaminants.

- Emerging contaminants: Multipure Drinking Water Systems offer protection against emerging compounds and incidental contaminants, such as prescription and over-the-counter pharmaceuticals, pesticides and herbicides, BPA and Microplastics.

- Microbiological purification: Multipure's Aqualuxe and Aquapremier Drinking Water Systems are microbiological purifiers, which means they remove harmful bacteria and viruses from drinking water.

- Environmental concerns: Multipure Drinking Water Systems are much more environmentally-

friendly than disposable bottled water. Billions of water bottles are consumed each year, and the vast majority of these bottles end up in garbage and landfills, where they can take several hundred years to degrade. One Multipure filter can be equal to 750 gallons of water, which is equivalent to 12,000 8-ounce bottles of water.

- Financial reasons: Multipure Drinking Water Systems are much more economical than disposable bottled water. While the average cost of bottled water is roughly $2.84 per gallon, the cost of Multipure filtered water can be as low as 12¢ per gallon.

Own a demonstration unit. Either use your own Drinking Water System or obtain a dedicated demonstration unit to show customers the effectiveness and convenience of a Multipure system. Familiarize yourself with the system and its installation so that you can best explain and demonstrate it to customers.

Make a list of prospects. Take note of everyone you know as potential customers or prospects: friends, neighbors, coworkers, acquaintances, relatives, and even other people that sell you products and services, such as your hair stylist, doctor, or gardener. Don't prejudge their level of interest – let them decide whether or not they are interested in better water, better health, and better financial security.

Talk to people. Call, email, text message, or use other methods to contact your prospects. Arrange to demonstrate a Multipure Drinking Water System in their home, or invite them to your home to experience better water. Let them know the contaminant reduction advantages of a Multipure system, and explain how a system can fit their specific needs.

Presenting to a Customer

1. Confirm and prepare. Confirm your appointment with your customer, and prepare all the materials you need for your presentation. Always have a supply of current brochures and forms on hand.

2. Share your knowledge. At the presentation, share your concerns about the quality of drinking water in your area; emphasize your knowledge by showing relevant news clippings and water quality information.

3. Share your story. Let the customer know why you bought your Multipure Drinking Water System and how it has benefited you. Explain how a Multipure system is relevant to their needs.

4. Connect and demonstrate. Take the demonstration system to the kitchen sink and connect the system to the faucet. Show the customer how easy and convenient it is to install and use.

5. Ask for the order. Reiterate the benefits and value of a Multipure Drinking Water System. Explain the exceptional warranty and customer satisfaction guarantee. If the prospect needs more time, implement one of the following:

    - Offer to let them try the system in their home for 3 to 5 days (you will need a free-trial system on hand for this purpose). Leave a brochure with your name and information, and schedule a follow-up appointment at the end of the free-trial period.
    - Leave your prospect with additional brochures and information, and direct them to the Multipure website for further insight. Schedule a follow-up appointment to go over any additional questions or concerns.

6. Sign them up as an Independent Builder. Tell the customer about the Multipure Business Opportunity. Explain how they can earn extra income and develop their own business network by sharing the chance for better water and better health with their friends, relatives, and neighbors.

Starting a Conversation

The first step of selling is often one of the most difficult – starting a conversation with a prospective customer. But remember that everyone drinks water, so a conversation that begins about water can lead to conversation about water quality and Multipure Drinking Water Systems.

Use Multipure's Hydration Solution as a convenient resource of information about the need for drinking water and the advantages of Multipure filtered water over tap water or bottled water. This resource can be found online in multiple formats on our website:

- **Audio**
  https://soundcloud.com/multipure/multipure-hydration-solution or search for Multipure on iTunes and Spotify.

- **Webpage**
  www.multipure.com/hydration-solution/
- **PDF**
  www.multipure.com/content/hydration-solution.pdf

The following are some sample questions that can lead to discussion about better water and Multipure.

1. Do you currently buy bottled water? If the answer is "Yes," then explain how much money can be saved by using a Multipure Drinking Water System instead of bottled water. Use Multipure product brochures to highlight the advantages of cleaner, more healthful, more economical Multipure filtered water. *If the answer is "No," proceed to Question #2.*

2. Have you ever purchased bottled water in the past? If the answer is "Yes," then find out if they stopped buying bottled water because of the high cost. Explain the great savings enjoyed through a Multipure Drinking Water System compared to bottled water. *If the answer is "No," proceed to Question #3.*

3. Have you ever considered purchasing bottled water? If the answer is "Yes," find out the reasons why they decided against buying bottled water. Cost? Inconvenience? Environmental impact? This provides you with an opportunity to discuss the many advantages of a Multipure Drinking Water System compared to bottled water.

4. Have you ever tasted cleaner, fresher, truly delicious drinking water? Whether the answer is "Yes" or "No," extend to them the opportunity to enjoy cleaner, fresher, tastier Multipure water through the use of a Multipure Drinking Water System on a free trial. Allow the customer to taste the difference themselves. *If the customer is not interested in a free trial, proceed to Question #5.*

5. Are you aware of the growing concerns about contaminants in drinking water? Contaminants such as lead, asbestos, pesticides, pharmaceuticals, and volatile organic chemicals?

   NOTE: You may want to keep a file of local and national news stories regarding drinking water contamination to share with your prospects, as well as a water report from the local water district.

If the answer is "Yes," offer them a Multipure Drinking Water System on a free trial.

If the answer is "No," provide them with brochures and contact information, and tell them to contact you with any questions or concerns.

Before you leave, ask them if they know anyone who is interested in better water for just 12 cents a gallon!

Tools for Success

Multipure provides Builders with a variety of tools, programs, and incentives to help build a successful business. These include:

- Training Seminars: Multipure provides pre-recorded training podcasts and videos on our products and business opportunity, as well as Virtual Opportunity Meetings.
- Source of Success Newsletter: Our monthly newsletter, the Source of Success, provides the latest news, updates, and promotions straight from Multipure headquarters. It is delivered by email and accessible on the Multipure website by using the link in the footer of the website.
- Multipure Websites: Multipure has an entire suite of websites and online tools for our Builders and customers, including Multipure.com and the Multipure Back Office.
- Free Personal Training: Reserve your spot by going to **calendly.com/mpriest-2/builder-training**

Conducting a Demonstration

To view the official Multipure product demonstration and OTO test, please visit https://youtu.be/GOlcqMG2SS0.

To conduct an effective product demonstration, you should have the following items available:

- A Multipure Countertop Drinking Water System to demonstrate (e.g., Aquamini or a DWS with a countertop installation kit)
- OTO solution (SKU# D400)
- Paper towels
- Clear water glasses or white demo cups (SKU# SA900, SA932)
- Stir sticks or spoons
- Cut away filter (D100, D110, or D130)

1. Connect and Explain

    - In the kitchen, connect the Drinking Water System to the faucet.
    - Let the water run through the system for one minute.
    - During this time, discuss the three stages of water filtration; the Multipure Cut Away Filter and Multipure product brochures can help illustrate the stages:

        - The outer wrap of the filter acts as a pre-filter: it physically traps large particles and electrokinetically adsorbs particles too small for mechanical filtration.
        - The Solid Carbon Block mechanically filters particles as small as 0.5 microns.
        - The Solid Carbon Block physiochemically adsorbs contaminants such as chlorine, pesticides, lead, and mercury.
        - The post-filter increases the strength and integrity of the system and prevents material degradation.

2. Compare the Appearance of the Water.

    - Fill one clear, tall glass with tap water.
    - Fill a second clear, tall glass with Multipure filtered water.
    - Let your customer look into the glasses from the top, to demonstrate any differences in clarity.
    - Empty, clean, and dry the glasses.

3. Explain the OTO Test.

    - Explain that many municipalities add chlorine to tap water to kill harmful bacteria and other pathogens.
        - Explain that chlorine in tap water can negatively affect the taste of the water and possibly create harmful chemical byproducts, such as trihalomethanes, a known carcinogen.
        - Explain that tap water without chlorine has less protection against microscopic organisms.

    - Explain that Multipure Drinking Water Systems reduce the presence of chlorine, microscopic organisms, and other contaminants including asbestos, lead, mercury, pharmaceuticals, and volatile organic compounds.
    - Explain that an OTO test can highlight the presence of chlorine in the water and demonstrate how a Multipure filter can reduce the chlorine.

4. Test the Water for Chlorine. (NOTE: Do NOT drink the water in the test glasses after OTO has been added.)

   - Fill one clear, tall glass with tap water.
   - Add 3 to 5 (no more than 5) drops of OTO to the water, and stir.
     - If the water does not turn yellow, orange, or green, there is no chlorine in the water. Reiterate that chlorine is useful in killing bacteria in the water, and that a lack of chlorine means that the water has less protection against bacteria or other microscopic organisms. Proceed to the Odor and Taste Test.
     - If chlorine is present in the water, it will react with the OTO and change color (yellow, orange, or green). Reiterate that chlorine is useful for killing bacteria but can negatively affect the taste and healthfulness of the water.
   - Fill a second clear, tall glass with Multipure filtered water.
   - Add 3 to 5 drops of OTO to the water, and stir (using a different spoon from the first test).
   - The water will remain clear, demonstrating the effectiveness of the Multipure system at reducing chlorine.
   - Position both the tap water glass and Multipure filtered water glass next to each other, to highlight the difference between the colored OTO test water and the clear OTO test water.
   - Ask the customer which water they would prefer to drink (do NOT drink the water, as it contains the OTO testing solution).
   - Empty, clean, and dry the glasses.

5. Compare the Odor and Taste of the Water.

   - Fill one clear, tall glass with Multipure filtered water.
   - Fill one clear, tall glass with tap water.
   - Let the customer smell and taste the Multipure water.
   - Let the customer smell and taste the tap water.
   - Ask the customer if they could tell the difference. If so, ask which one they prefer.

6. Ask for the Order.

   - Ask the customer which Multipure Drinking Water System they would like to purchase.
   - If the customer does not wish to purchase at this moment, offer additional discussion and information.

7. Ask if they would like to become an Independent Builder.

   - Explain how they can make money selling Multipure Drinking Water Systems and other products.
   - Explain how the Multipure Business Opportunity is designed to fit their schedule and their available time and effort.
   - Explain how Independent Builders can earn money by directly selling products to customers or by building their own network of Builders.
   - Explain how Independent Builders can earn a residual income through the sales of replacement filters and the sales by their business network.
   - Explain how Independent Builders gain the satisfaction of helping people obtain better quality water.
   - Ask if they would like to sign up as an Independent Builder now or if they would like additional information and future discussion.

10 TIPS FOR SUCCESS

1. Learn from the Leaders. Look to the most successful performers to see how they built their business. Ask for advice, and learn from their experiences. Listen to Multpure podcast covering a variety of topics. Visit us at https://soundcloud.com/multipure

2. Get as much training as possible. Attend as many opportunity meetings and training sessions that Multipure and Independent Builders sponsor. Listen online to Multipure's Podcasts.

3. Keep it simple. You don't have to be an expert in drinking water technology or network marketing to be a success in this business. Keep your presentations simple and approachable. Make the information easy to understand, while sharing your enthusiasm for Multipure's products and business opportunity.

4. Commit yourself to the business. Network marketing is about effort and dedication. It is also a numbers game, in that in many ways recruiting prospective Builders is less about convincing skeptics and more about identifying and sorting out those that may have an interest and entrepreneurial spirit. You may receive more "No" responses from a larger pool of people, but you will also receive "Yes" responses.

5. Be registered for CASH and your 5% Online Discount Code. Multipure's Company Allocated Sales Handler (CASH) (www.multipure.com/assets/mp-cash-program.pdf) allows Builders to receive commissions on products purchased directly through Multipure, i.e., without a selling Builder. All you need to do is be PAR-qualified, registered for the Back Office, and Opt-in to CASH through the Back Office. Builders can also register for a unique Online Discount Code to give customers a 5% discount on orders placed through the Multipure online store. To register for this code, simply fill out the form at www.multipure.com/builder-discount-registration.html.

6. Focus on quality over quantity. Focus on recruiting prospects that have the attitude and potential for success. Train Builders to be the best that they can be. An expansive network offers no benefits unless its members are performing. When your network succeeds, you succeed.

7. Treat your business like a business. Whether you are pursuing this opportunity full-time or part-time, remember that it is a business, not a hobby. Treat it with the respect and diligence that your business deserves. This means devoting the time, resources, and commitment to do the job properly. It takes dedication and effort to approach customers, establish a marketing presence, train yourself and your network, and look for new avenues to promote your products and your business opportunity. Establish and stick to a schedule and routine to make sure that you devote the necessary resources to your business.

8. Follow up with prospects. Don't be shy with your prospects. If they are undecided and need more time, do not count on them getting back to you; take the initiative to contact them back, answer their questions, and continue to generate interest.

9. Understand your audience. People purchase Multipure products and pursue the Multipure Business Opportunity for a variety of reasons. Some are interested in the health benefits of the products and in promoting a healthier lifestyle to others. Others are interested in combating the negative environmental impact of disposable bottled water. Others are interested in the freedom to be their own boss and determine their own success while promoting excellent products. Always seek to understand the motivations of your audience and explain the ways that Multipure can suit their needs

10. Be creative in marketing your business. Always be on the lookout for new and interesting ways to spread your business presence. Use some of the following ideas or let them inspire you to come up with your own ideas for your business:

    - Advertise on classified ad websites, Facebook, eBay, or other sales or social media websites.
    - Set up a booth at a fair, tradeshow, swap meet, or other communal marketplace.
    - Establish a social media presence on Facebook, Instagram, TikTok and YouTube.
    - Sell products to tea houses, coffee shops, health stores, and restaurants.
    - Write an online blog to promote your business and let others get a better idea of who you are.
    - Sponsor people in other direct sales businesses to complement their products (e.g., nutritional supplements, health foods, etc.).
    - Advertise in real estate, network marketing, and entrepreneurial magazines and websites.
    - Advertise on community bulletin boards, university boards, church boards, and athletic center boards.
    - Sell to builders, contractors, remodelers, architects, and plumbers.
    - Participate in online forums related to the environment, entrepreneurship, or health.

WHAT ABOUT BOTTLED WATER?

Americans spend an estimated $12 billion each year on bottled water. The average cost of a gallon of bottled water is $2.85, and yet an estimated 25% of bottled water is actually repackaged tap water.*

The cost of bottled water extends beyond the wallet bottled water exacts a stiff toll on the environment:

17 million barrels of oil are used each year just to manufacture bottled water.

The total energy required to manufacture, fill, transport, and dispose of one single bottle is equal to filling up that very same bottle a quarter of the way with oil.

2 million tons of plastic bottles are put into landfills each year.

Some plastic water bottles can release Bisphenol-A (BPA), a carcinogen, into the water.

750 Gallons Of Water Would Be Equal To

150 Five-Gallon Bottles

Cost = $1.71 per gallon
Cost (750 Gallons) = $1,282

5,680 16.9 oz (500 ml) bottles

Cost = $2.23 per gallon**
Cost (750 Gallons) = $1672.50

1 Multipure Filter

Cost = 13¢ per gallon
Cost (750 Gallons) = **$95**

BUSINESS ESSENTIALS

Ordering Information

1. For fast, easy ordering - go to www.multipure.com. Multipure Builders may also use a unique discount code (register here: www.multipure.com/builder-discount-registration) to give their customers a 5% discount for online orders only.
2. Have the following information to ensure proper order processing and commissioning:

    - **Builder ID#**
    - **Sales Tax** in accordance with the customer's local rate

3. Prices are subject to change without prior notice.

Acceptable Payment Types - NOTE: Different payment types are acceptable depending on order method.

1. Credit or Debit Card

    - Visa
    - MasterCard
    - Discover
    - American Express

2. Personal Check

    - Must be made payable to Multipure. Checks returned for insufficient funds incur a $45 chargeback fee.

3. Bank Draft

    - Must be made payable to Multipure.

4. Money Order

    - Must be made payable to Multipure.

Ordering Methods

1. Online Order

    - Builders can register for a 5% discount on most Filter orders, Drinking Water Systems and Bath & Garden by visiting www.multipure.com/builder-discount-registration
    - Navigate your web browser to the Multipure Online Store at www.multipure.com.
    - Add the desired items to the Shopping Cart and click Checkout.
    - Make sure to put your 5% discount code in where it says coupon code.
    - Fill out the required information and click Submit Order.
    - Acceptable Online Order payments:

        - Credit Card

2. Telephone Order

    - Multipure accepts Telephone Orders for the following products and services:

- Drinking Water Systems
- Replacement Filters
- Marketing Materials
- Parts and Accessories

- Before you call, please have the customer's information on-hand (e.g., credit card number, expiration date, billing address, etc.).
- Call the Multipure Order Number at 702.360.8880 (USA). Se Habla Español. The Multipure Order Department is available Monday – Friday from 7:30 a.m. to 4:30 p.m., Pacific Time.
- Acceptable Telephone Order payments:
  - Credit Card
  - Debit Card
- 5% Discount not available on telephone orders.

Additional Fees

1. Sales Tax

Multipure is required to collect sales tax on sales made in all states that have sales tax. The Customer's local sales tax must be collected even if the selling Builder resides in a different state from the Customer. Failure to include sales tax will delay the processing and shipment of orders.

2. Resale Certificates

Multipure does not honor Resale Certificates. As such, all sales must include any and all relevant state and local sales taxes in the final price calculation, and Builder Resale Certificates cannot be applied.

3. Shipping

- Shipping is FREE to the continental US.
- Shipping fees must be included in the total payment for the order to Hawaii, Puerto Rico, Alaska and Canada.

  NOTE: Discounts are available when shipping multiple systems and/or multiple filters to the same address.

- Product shipping fees are listed during checkout at the Multipure Online Store.
- Contact the Multipure Customer Care Department at 702.360.8880 if you have additional questions about shipping fees.

Canadian Orders

1. Builders serving communities in Canada may submit their orders directly to Multipure.
2. The price for a Multipure DWS in Canada is the same as in the United States.
3. Shipment by First Class/airmail will be made via the Postal Service for direct-to-door delivery in Canada.
4. The customer is responsible for the payment of all duties and taxes to Canadian Customs. The product is delivered by the Canadian Postal Service along with a Canadian Customs Department invoice. The customer must pay Canadian Customs directly after receipt of their product.
5. Multipure accepts credit card payments from Canadian customers. Multipure processes the charges in U.S. dollars, and the customer's bank handles the currency conversion.
6. Canadian customers and Builders can contact Multipure for additional information at 702.360.8880.

Returns

1. Any returns must include the packing slip and a written reason for the return. If you do not have a packing slip, contact Multipure Customer Care at 702.360.8880 and request a Return Authorization Number.
2. Ship all returns prepaid to:
   Multipure Headquarters,
   7251 Cathedral Rock Dr.,
   Las Vegas, NV 89128.
3. Multipure recommends that you insure any return shipments.

Commission Processing

1. Commission Payment Period

Commissions are calculated based on your current level of achievement at the time of each sale, giving you real-time rewards for your growth and performance. Roll Up and Activity Bonuses and CASH Sales are paid with end of month commissions.

- Weekly Payments: Builders who have reached Master Builder level or higher and have been active for more than 3 months may receive commissions every Friday.
- Monthly Payments: All other active Builders receive commission once per month
- Earnings of less than $10 per order will accumulate until cumulative earnings equals $25 or a single payment exceeds $10 in any one month.

2. Commission Timing

- **U.S. Mail:** Multipure pays commissions on all orders received by the last day of the month.
- **Online:** Online orders must be submitted by midnight Pacific Standard Time the last day of the month.
- **Email:** Emailed orders must be received by the last day of the month.
- **Telephone:** Telephone orders may be submitted by the last day of the month and still count for commission. Orders after the last day count toward the next month's commission.

3. Additional Charges and Fees

- Commission checks that are lost, stolen, or no longer negotiable can be reissued for a fee. NOTE: "No Longer Negotiable" is defined as any check deemed expired or too old (i.e., "stale") for acceptance by a bank or other financial institution for cash exchange, deposit, or other purpose.
- The fee to reissue a lost or stolen check is $30.
- Stop payments on lost commission checks incur a $30 fee.
- The fee to reissue a check that is less than two years old and no longer negotiable is $10. The original check must be returned to Multipure.
- The fee to reissue a check that is more than two years old and no longer negotiable is $30. The original check must be returned to Multipure.

4. Policy on Unpaid Commissions:

- Unpaid commissions occur when earned commissions remain below the $25 minimum value for Multipure to issue a commission payment.

5. Taxpayer Identification Number

- Multipure is required to file an information return form (Form 1099) with the Internal Revenue Service, reporting Builders' annual earnings of $600 or more. Because of this, every Builder must furnish their Taxpayer Identification Number (TIN) to ADP WorkForce.
- The TIN must be furnished regardless of tax filing requirement status or coverage by Social Security.
- For individuals, the TIN is the Social Security Number (SSN).
- For other entities, the TIN is the Employer Identification Number (EIN). This will need to be provided upon registration as a Builder.

6. Address Corrections

- In the event of a change of address, please notify the Multipure Builder Support Department as soon as possible, by telephone at 702.360.8880, extension 83, or by email at BuilderSupport@multipure.com.
- In the event of mail returned by the U.S. Postal Service to Multipure, future mailings will not be sent to that address.
- It is the responsibility of the customer and/or Builder to update Multipure with their current information.
- You can also update your Address in the customer portal on the multipure website.
- You will also need to update your address with WorkMarket by ADP through your portal.

7. Unclaimed Property

- In the event purchased products are returned by the delivery service to Multipure, Multipure will attempt to contact the buyer by telephone, email, and/or letter to arrange for redelivery, alternate delivery, or order cancellation.
- If the customer cannot be contacted within a reasonable amount of time after delivery return, the order will be cancelled and refunded, less the cost for shipping.
- If the products are returned by the delivery service due to delivery refusal by the buyer, then the order will be immediately cancelled and refunded, less the cost for shipping.

Replacement Filters

Multipure Drinking Water Systems are designed and engineered to provide the customer with

superior filter performance. To maintain optimum performance and the Lifetime Warranty on the system housing, the filter must be replaced at least once per year. Genuine Multipure solid carbon block filters offer broad performance certifications, superior capabilities, and exceptional quality backed by robust third-party NSF certification. Ensure the optimal performance and lifetime warranty of your Multipure Drinking Water System by always using genuine Multipure replacement filters. Multipure recommends that customers replace their filter when the first of the following occurs:

- A year has passed since the last filter change.
- The system's capacity is reached.
- The flow rate diminishes.
- The filter becomes saturated with bad tastes and odors.

Filter Replacement Programs

Multipure offers several convenient programs for customers to replace their filters.

1. Automatic Filter Replacement Plan (Subscribe & Save)

This plan allows the customer to have their replacement filters automatically shipped to them each year (or sooner, depending on the specified interval). The Automatic Filter Replacement Plan provides the customer with a 15% discount on the cost of their filters. You can sign up by choosing 6, 9, 12 or 18 months on the replacement filter product page.

2. Online Order

Filters can be ordered from the Multipure Online Store at www.multipure.com/products/replacement-filters/ A credit card is required for the online order.

- Builders can register for a 5% discount on most Filter orders, Drinking Water Systems and Bath & Garden by visiting www.multipure.com/builder-discount-registration

3. Telephone Order

Filters can be ordered by calling Multipure's Customer Care Department at 702.360.8880. A credit card is required for the telephone order.

4. Filter Reminder Service

The customer can receive annual email filter change reminders by filling out Multipure's reminder service form at http://exchange.multipure.com:88/FilterReminder.

Register Your Customers for Continual Earnings

When you register your customers with Multipure, their names and addresses are entered into Multipure's database, and the customers routinely receive annual filter replacement reminders. Qualified Builders automatically earn commissions when their customers purchase replacement filters.

How to Register a Customer:

1. Call the Multipure Customer Care Department and place a "FOR INFORMATION ONLY" customer registration order.

2. Register online at www.multipure.com/product-registration

NSF CERTIFICATION

NSF Certification is an assurance of quality, performance, and integrity. It states that:

- The system meets the contaminant reduction claims of the manufacturer
- The system is not adding anything harmful to the water
- The system is structurally sound
- Advertising, literature, and labeling are not misleading
- The materials and manufacturing process do not change

From extensive product testing and material analysis to unannounced plant inspections, NSF undertakes a complete evaluation of every aspect of a product's development before it can earn certification. NSF Certification is not a one-time activity – NSF requires regular on-site inspections of manufacturing facilities, as well as periodic retesting of products against the most current national standards. For the consumer, this allows NSF certified products to be purchased and used with confidence.

The NSF Difference

Some companies tout their products as "tested according to NSF standards" or "meets NSF testing requirements." Unless they have been officially NSF certified, such claims are not a guarantee of quality. Manufacturer-driven testing, even to NSF's standards, does not equate to the continual process of inspection and testing that comes with NSF Certification. NSF assures quality and integrity because NSF does not let the manufacturer affect the testing process, and NSF does not stop the testing and evaluation process. Multipure products are NSF certified to demonstrate the quality and integrity of their performance.

Additional Resources

For questions about certifications of drinking water treatment systems, contact:

NSF International
789 N. Dixboro Road
Ann Arbor, MI 48113
Phone: 800.673.6275
Email: info@nsf.org
www.nsf.org

For questions about Federal drinking water standards and contaminant monitoring programs, contact:

EPA
Office of Drinking Water (4601)
1200 Pennsylvania Ave., NW
Washington, DC 20460
Phone: 800.426.4791
www.epa.gov/safewater

For questions about water treatment technologies, contact:

Water Quality Association
Consumer Affairs Department
4151 Naperville Road
Lisle, IL 60532
Phone: 630.505.0160
Email: info@wqa.org
www.wqa.org

For questions about certification for the Aquasource wholehouse system, contact:

IAPMO R&T
4755 East Philadelphia St.
Ontario, CA 91761
909.472.4100
info@iapmort.org
iapmort.org

Product Performance Registered/Certified

• NSF International • California Department of Public Health

Industry Associations

Water Quality Association (WQA) • EPA Establishment No: 074784NV001

Multipure Drinking Water Systems: Superior Performance, Tested and Certified

The effectiveness of any drinking water treatment device is measured by the performance of its filter. NSF testing in accordance with NSF/ANSI standards provides the consumer with the highest level of assurance that certified products will perform as claimed. A close review of NSF Listings shows that Multipure's solid carbon block filters are the most effective for reducing a broad spectrum of contaminants of both aesthetic and health concern.

The Multipure Aqualuxe, Aquapremier and Aquaperform are designed to reduce pentavalent arsenic. They do not convert trivalent arsenic to pentavalent arsenic. The systems may remove some trivalent arsenic, although it has not been evaluated for its ability to remove trivalent arsenic. Under lab conditions, as defined in ANSI / NSF Standard 53, the Aquaperform reduced 0.050 mg/L (ppm) pentavalent arsenic to 0.010 mg/L (ppm) – the U.S. EPA standard for drinking water – or less. The performance of the system may be different at your installation.

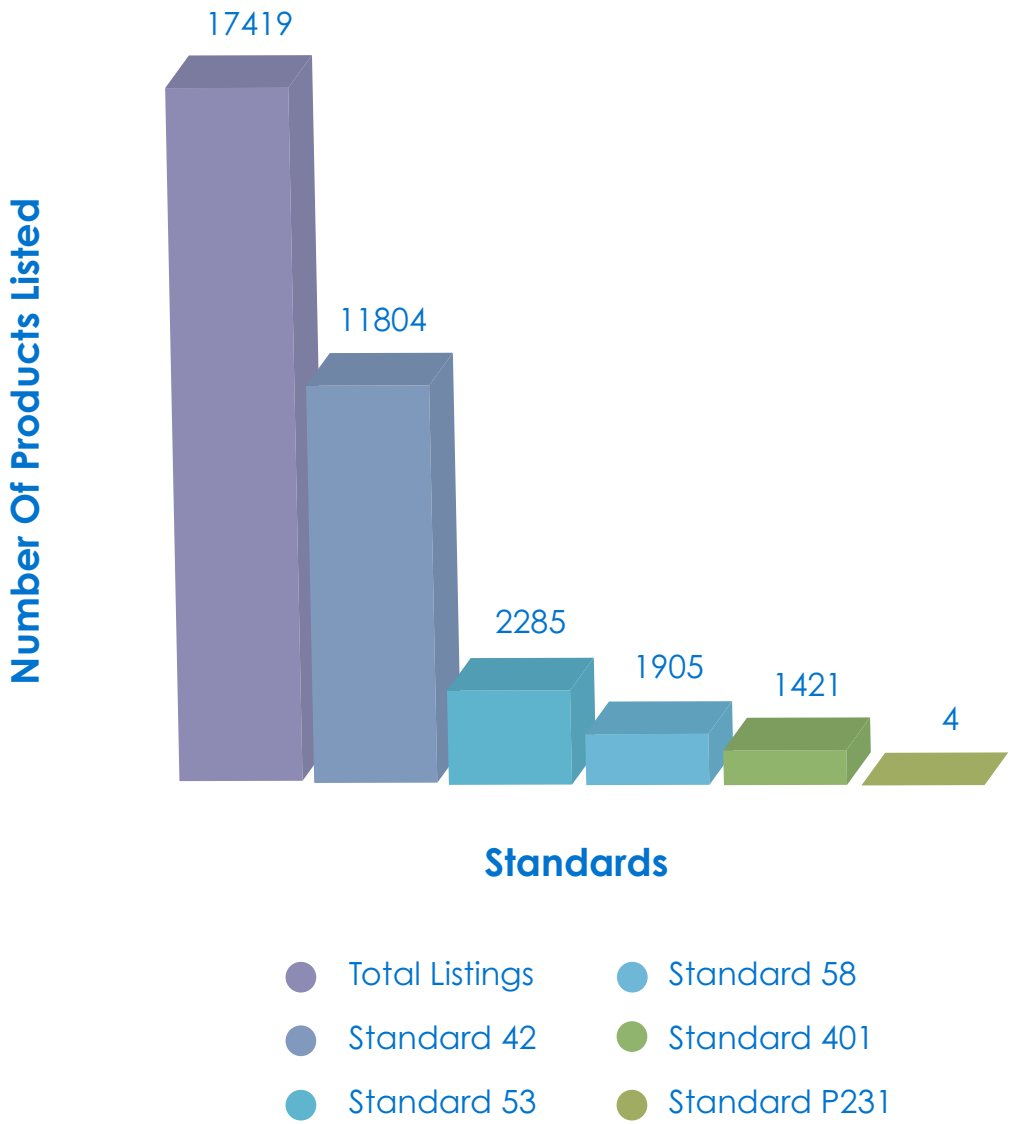
Facts About Arsenic

Arsenic (abbreviated As) is a naturally-occurring contaminant found in many ground waters. Arsenic in water has no color, taste, or odor, and must be measured by lab test. Public water utilities must have their water tested for arsenic, and these test results are typically available from your municipal water utility.

There are two forms of arsenic:

1. pentavalent arsenic, also called Arsenic V, As(V), As(+5), or arsenate
2. trivalent arsenic, also called Arsenic III, As(III), As(+3), or arsenite

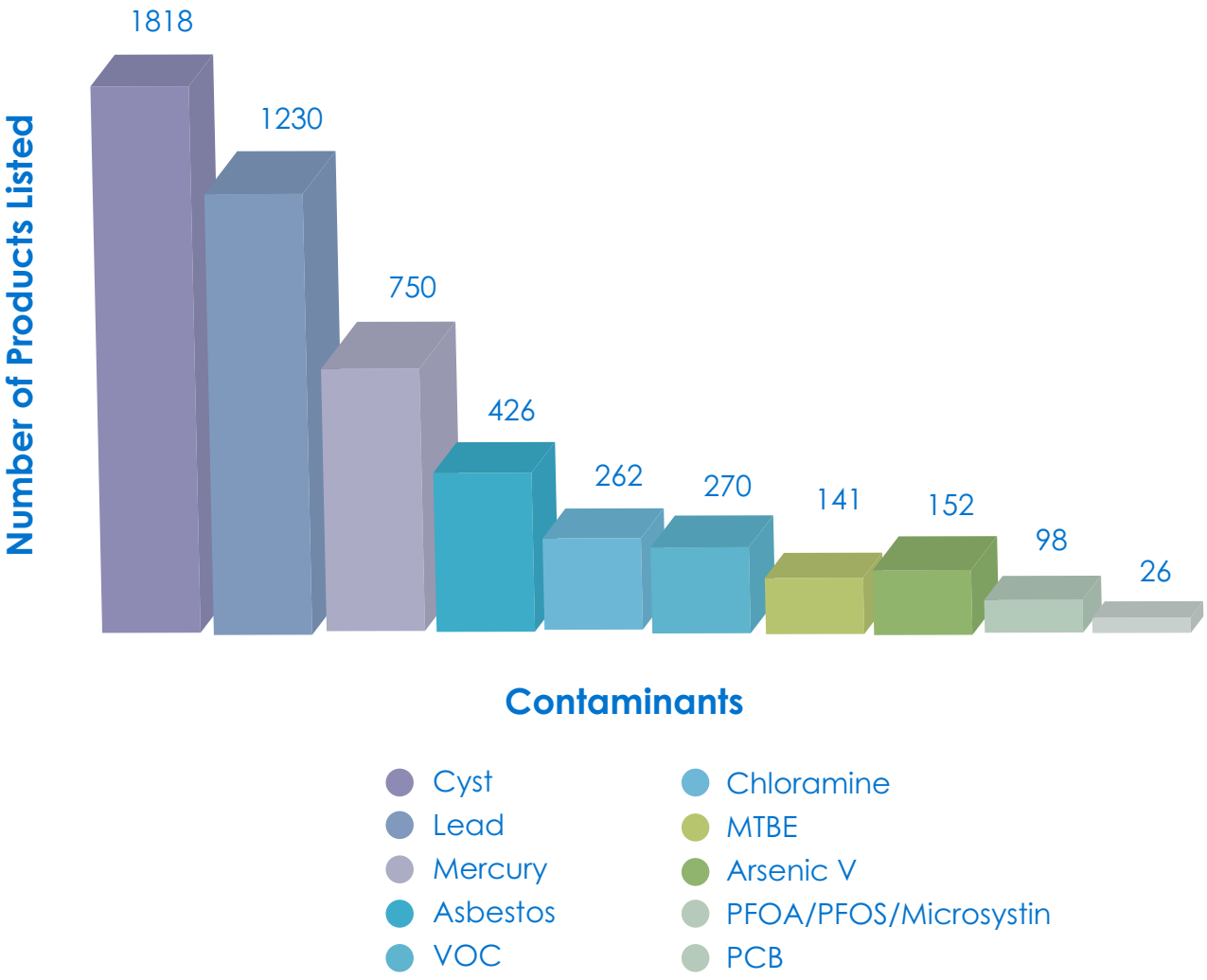
NSF LISTING BY STANDARD



By Standard	Products
Aesthetics, Standard 42	11804
Health Effects, Standard 53	2285
Reverse Osmosis, Standard 58	1905
Emerging Contaminants, Standard 401	1421
Microbiological Purifier, P231	4
Total	17419

NSF Online Listings - July 29, 2025

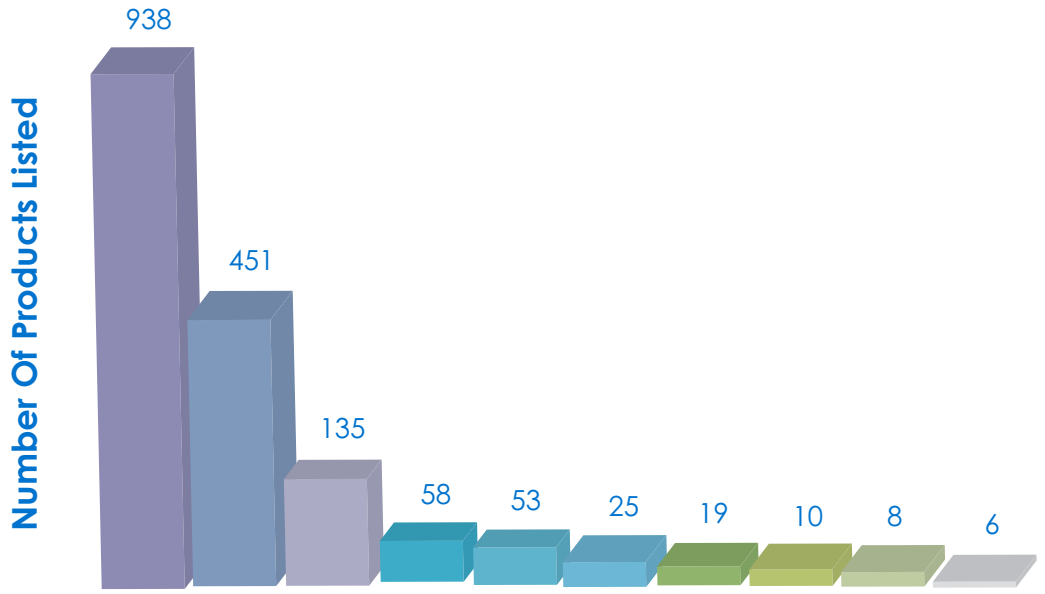
NSF LISTING BY SINGLE CONTAMINANT



By Single Contaminant	Health Effects	Reverse Osmosis	Total Products
Cyst	1794	61	1818
Lead	1200	132	1230
Mercury	786	0	750
Asbestos	424	3	426
VOC	255	4	262
Chloramine	242	0	270
MTBE	136	0	141
Arsenic V	8	132	152
PFOA/PFOS/Microsystin	84	0	98
PCB	24	0	26

NSF Online Listings - July 29, 2025

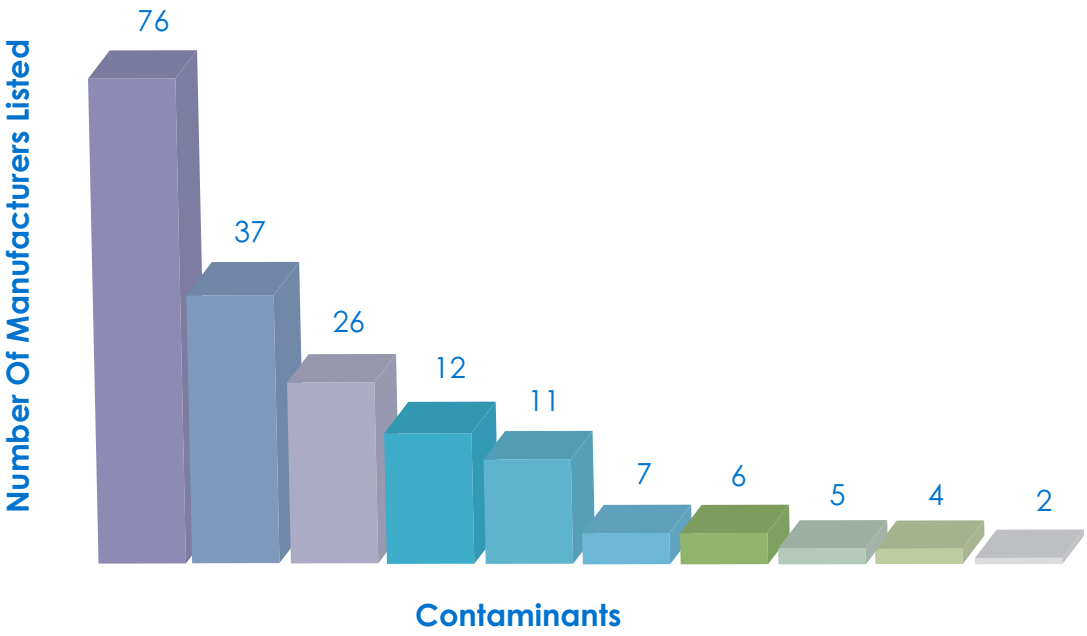
NSF LISTING BY COMBINATION OF CONTAMINANTS



By Combinations of Contaminants	Health Effects	Reverse Osmosis	Total Products
Cyst, Lead	889	49	938
Cyst, Lead, Mercury	451	0	451
Cyst, Lead, Mercury, Asbestos	135	0	135
Cyst, Lead, Mercury, Asbestos, VOC	58	0	58
Cyst, Lead, Mercury, Asbestos, MTBE, VOC	53	0	53
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB	25	0	25
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramine	19	0	19
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramine, Emerging Contaminants (all three groups)	10	0	10
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramine, Arsenic V	8	0	8
CCyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramines, Arsenic V, Emerging Compounds (all three groups), PFOA/PFOS/Microsystin	6	0	6

NSF Online Listings - July 29, 2025

MANUFACTURERS BY COMBINATION OF CONTAMINANTS



By Combinations of Contaminants	Health Effects	Reverse Osmosis	Total Products
Cyst, Lead	66	10	76
Cyst, Lead, Mercury	37	0	37
Cyst, Lead, Mercury, Asbestos	26	0	26
Cyst, Lead, Mercury, Asbestos, VOC	12	0	12
Cyst, Lead, Mercury, Asbestos, MTBE, VOC	11	0	11
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB	7	0	7
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramine	6	0	6
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramine, Arsenic V	5	0	5
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramine, Emerging Contaminants (all three groups)	4	0	4
Cyst, Lead, Mercury, Asbestos, MTBE, VOC, PCB, Chloramines, Arsenic V, Emerging Compounds (all three groups), PFOA/PFOS/Microsystin	2	0	2

NSF Online Listings - July 29, 2025

AQUALUXE - NSF PERFORMANCE DATA

Multipure's Aqualuxe Drinking Water System is tested according to NSF/ANSI Standard 42 (Aesthetic Effects), NSF/ANSI Standard 53 (Health Effects), NSF/ANSI Standard 401 (Emerging Contaminants), and NSF Protocol P231 (Microbiological Purifier).

NSF/ANSI 42 - Aesthetic Effects

Multipure's Aqualuxe Drinking Water System has been tested according to NSF/ANSI Standard 42 for the reduction of the following substances. The concentration of the indicated substances in water entering the system was reduced to a concentration less than or equal to the permissible limit for water leaving the system.

Substance	Percent Reduction**	Influent challenge concentration (mg/L unless specified)	Maximum permissible product water concentration (mg/L unless specified)
CHLORAMINE	>97.5%	3.0 ± 10%	0.5000
CHLORINE	>97.5%	2.0 ± 10%	≥ 50%*
Particulate Class I	99.8%	min. 10,000 particles/mL	≥ 85%*

NSF/ANSI 53 - Health Effects

Multipure's Aqualuxe Drinking Water System has been tested according to NSF/ANSI Standard 53 for the reduction of the following substances. The concentration of the indicated substances in water entering the system was reduced to a concentration less than or equal to the permissible limit for water leaving the system.

Substance	Percent Reduction**	Influent challenge concentration (mg/L unless specified)	Maximum permissible product water concentration (mg/L unless specified)
ALACHLOR*	>98%	0.0500	0.0010
ARSENIC (pentavalent As (V); As (+5); arsenate @ 6.5 pH	>98%	0.050 ± 10%	0.0100
ARSENIC (pentavalent As (V); As (+5); arsenate @ 8.5 pH	97.6%	0.050 ± 10%	0.0100
ASBESTOS	>99%	10^7 to 10^8 filbers/L	99%*
ATRAZINE*	>97%	0.1000	0.0030
BENZENE*	>99%	0.0810	0.0010
BROMODICHLOROMETHANE (TTHM)*	>99.8%	0.300	0.015
BROMOFORM (TTHM)*	>99.8%	0.300	0.015
CARBOFURAN (Furadan)*	>99%	0.1900	0.0010
CARBON TETRACHLORIDE*	98%	0.0780	0.0018
CHLORDANE	>99.5%	0.040 ± 10%	0.0020
CHLOROBENZENE (Monochlorobenzene)*	>99%	0.0770	0.0010
CHLOROPICRIN*	99%	0.0150	0.0002
CHLOROFORM (TTHM)* (surrogate chemical)	>99.8%	-	95%*
CYST (Giardia; Cryptosporidium; Entamoeba; Toxoplasma)	>99.95%	minimum 50,000/L	99.95%*
2, 4-D*	98%	0.1100	0.0017
1,2-DCA (see 1,2-DICHLOROETHANE)*	95%	0.088	0.0048
1,1-DCE (see 1,1-DICHLOROETHYLENE)*	>99%	0.083	0.001
DIBROMOCHLOROMETHANE (TTHM; Chlorodibromomethane)*	>99.8%	0.300	0.015
DIBROMOCHLOROPROPANE (DBCP)*	>99%	0.0520	0.0000
o-DICHLOROBENZENE (1,2 Dichlorobenzene)*	>99%	0.0800	0.0010
p-DICHLOROBENZENE (para-Dichlorobenzene)*	>98%	0.0400	0.0010
1,2-DICHLOROETHANE (1,2-DCA)*	95%	0.0880	0.0048

Substance	Percent Reduction**	Influent challenge concentration (mg/L unless specified)	Maximum permissible product water concentration (mg/L unless specified)
1,1-DICHLOROETHYLENE (1,1-DCE)*	>99%	0.0830	0.0010
CIS-1,2-DICHLOROETHYLENE*	>99%	0.170	0.0005
TRANS-1,2- DICHLOROETHYLENE*	>99%	0.0860	0.0010
1,2-DICHLOROPROPANE (Propylene Dichloride)*	>99%	0.0800	0.0010
CIS-1,3- DICHLOROPROPYLENE*	>99%	0.1700	0.0005
DINOSEB*	99%	0.1700	0.0020
EDB (see ETHYLENE DIBROMIDE)*	>99%	0.044	0.00002
ENDRIN*	99%	0.0530	0.0006
Entamoeba (see CYSTS)	99.95%	minimum 50,000/L	99.95% reduction requirement
ETHYLBENZENE*	>99%	0.0880	0.0010
ETHYLENE DIBROMIDE (EDB)*	>99%	0.0440	0.0000
Furadan (see CARBOFURAN)*	>99%	0.19	0.001
Giardia Lamblia (see CYST)	>99.95%	minimum 50,000/L	99.95% reduction requirement
HALOACETONITRILES (HAN)*			
BROMOCHLOROACETONITRILE	98%	0.0220	0.0005
DIBROMOACETONITRILE	98%	0.0240	0.0006
DICHLOROACETONITRILE	98%	0.0096	0.0002
TRICHLOROACETONITRILE	98%	0.0150	0.0003
HALOKETONES (HK):*			
1,1-DICHLORO-2-PROPANONE	99%	0.0072	0.0001
1,1,1-TRICHLORO-2-PROPANONE	96%	0.0082	0.0003
HEPTACHLOR*	>99%	0.0250	0.0000
HEPTACHLOR EPOXIDE*	98%	0.0107	0.0002
HEXACHLOROBUTADIENE (Perchlorobutadiene)*	>98%	0.0440	0.0010
HEXACHLOROCYCLOPENTADIENE*	>99%	0.0600	0.0000
LEAD (pH 6.5)	>99.7%	0.15 ± 10%	0.0100
LEAD (pH 8.5)	>99.3%	0.15 ± 10%	0.0100
LINDANE*	>99%	0.0550	0.0000
MERCURY (pH 6.5)	>96.6%	0.006 ± 10%	0.0020
MERCURY (pH 8.5)	>96.7%	0.006 ± 10%	0.0020
METHOXYCHLOR*	>99%	0.0500	0.0001
Methylbenzene (see TOLUENE)*	>99%	0.078	0.001
Microcystin	99.5%	0.004 ± 10%	0.0003
Monochlorobenzene (see CHLOROBENZENE)*	>99%	0.077	0.001
MTBE (methyl tert-butyl ether)	97%	0.015 ± 20%	0.0050
POLYCHLORINATED BIPHENYLS (PCBs , Aroclor 1260)	>96.8%	0.01 ± 10%	0.0005
PCE (see TETRACHLOROETHYLENE)*	>99%	0.081	0.001
PENTACHLOROPHENOL*	>99%	0.0960	0.0010
Perchlorobutadiene (see HEXACHLOROBUTADIENE)*	>98%	0.044	0.001
PFOA/PFOS	>95.5%	0.0015 ± 10%	0.0001
Propylene Dichloride (see 1,2 -DICHLOROPROPANE)*	>99%	0.080	0.001
SIMAZINE*	>97%	0.1200	0.0040
Silvex (see 2,4,5-TP)*	99%	0.2700	0.0016
STYRENE (Vinylbenzene)*	>99%	0.1500	0.0005
1,1,1-TCA (see 1,1,1 - TRICHLOROETHANE)*	95%	0.084	0.0046
TCE (see TRICHLOROETHYLENE)*	>99%	0.180	0.0010
1,1,2,2- TETRACHLOROETHANE*	>99%	0.0810	0.0010

Substance	Percent Reduction**	Influent challenge concentration (mg/L unless specified)	Maximum permissible product water concentration (mg/L unless specified)
TETRACHLOROETHYLENE*	>99%	0.0810	0.0010
TOLUENE (Methylbenzene)*	>99%	0.0780	0.0010
TOXAPHENE	>95%	0.015 ± 10%	0.0030
Toxoplasma (see CYSTS)	>95%	0.015 ± 10%	0.0030
TRIBROMOACETIC ACID*	>98%	0.0420	0.0010
1,2,4 TRICHLOROBENZENE (Unsymtrichlorobenzene)*	>99%	0.1600	0.0005
1,1,1-TRICHLOROETHANE (1,1,1-TCA)*	95%	0.0840	0.0046
1,1,2-TRICHLOROETHANE*	>99%	0.1500	0.0005
TRICHLOROETHYLENE (TCE)*	>99%	0.1800	0.0010
TRIHALOMETHANES* (TTHM) (Chloroform; Bromoform; Bromodichloromethane; Dibromochloromethane)	95%	0.3000	0.0150
TURBIDITY	99%	11 ± 1 NTU	0.5 NTU
Unsym-Trichlorobenzene (see 1,2,4-TRICHLOROBENZENE)*	>99%	0.160	0.0005
Vinylbenzene (see STYRENE)*	>99%	0.150	0.0005
XYLENES (TOTAL)**	>99%	0.0700	0.0010

Standard 401
Incidental Contaminants / Emerging Compounds

Multipure's Aqualuxe Drinking Water System has been tested according to NSF/ANSI 401 for reduction of the substances listed below. The concentration of the indicated substances in water entering the system was reduced to a concentration less than or equal to the permissible limit for water leaving the system, as specified in the NSF/ANSI 401***.

Substance	Percent Reduction**	Influent challenge concentration (mg/L unless specified)	Maximum permissible product water concentration (mg/L unless specified)
Microplastics	99.8%	min. 10,000 particles/mL	≥ 85%*
Group I			
Atenolol	>96.4%	200 ± 20%	0.00003
Carbamazepine	>98.5%	1400 ± 20%	0.00020
DEET	>98.6%	1401 ± 20%	0.00020
Linuron	>96.5%	140 ± 20%	0.00002
Meprobamate	>95.3%	400 ± 20%	0.00006
Metolachlor	>98.7%	1400 ± 20%	0.00020
Trimethoprim	>96.8%	140 ± 20%	0.00002
Group II			
TCEP (Group 2)	>98.0%	5000 ± 20%	0.00070
TCPP (Group 2)	>97.9%	5000 ± 20%	0.00070
Group III			
Bisphenol A (Group 3)	>99.0%	2000 ± 20%	0.00030
Estrone (Group 3)	>96.6%	140 ± 20%	0.00002
Ibuprofen (Group3)	>95.1%	400 ± 20%	0.00006
Naproxen (Group 3)	>96.4%	140 ± 20%	0.00002
Nonyl phenol (Group 3)	>95.6%	1400 ± 20%	0.00020
Phenytoin (Group 3)	>95.4%	200 ± 20%	0.00003

NSF P231 - Microbiological Water Purifiers

Substance	Percent Reduction**	Influent challenge concentration (mg/L unless specified)	Minimum Log Reduction Requirement
Bacteria, R. Terringena (ATCC-33257)	≥ 99.9999%	2.8 x 10^7/100 mL	6 log
Virus, MS2 (ATCC-15597-B1)	≥ 99.99%	4.3 x 10^4/mL	4 log
Cryptosporidium (CYST)	>99.99%	1,000,000 /L	3 log

Facts About Arsenic

Arsenic (As) is a naturally occurring contaminant found in many ground waters. It generally occurs in two forms (valences or oxidation states): pentavalent arsenic (also known as As(V), As(+5), and arsenate)and trivalent arsenic (also known as As(III), As(+3), and arsenite). In natural ground water, arsenic may exist as trivalent arsenic, pentavalent arsenic, or a combination of both. More information about arsenic and its toxicity can be found at the agency for Toxic Substances and Disease Registry Toxicological Profile on Arsenic website at http://www.atsdr.cdc.gov/toxprofiles/phs2.html, and at the U. S. Environmental Protection Agency website at http://www.epa.gov/safewater/arsenic.html.

Arsenic does not generally impart color, taste, or smell to water; therefore, it can only be detected by a chemical analytical test. Public water supplies are required to monitor delivered water for arsenic (trivalent arsenic plus pentavalent arsenic) and the results are available to the public from the utility. Consumers using private water sources will need to make arrangements for testing. An arsenic test usually costs about $15-30 and it is recommended that the test be conducted by a certified laboratory. Local health departments or environmental protection agencies can help provide consumers with a list of certified laboratories. Some laboratories may also be able to analyze specifically for (speciate) the form(s) of arsenic present in a water sample if requested.

Trivalent arsenic is generally more difficult to reduce from drinking water than pentavalent arsenic. Trivalent arsenic can be converted to pentavalent arsenic in the presence of an effective oxidant such as free chlorine. The arsenic in water containing detectable free chlorine or that has been treated with another effective oxidant will be in the pentavalent arsenic form. Treatment with chloramine (combined chlorine) is not sufficient to ensure complete conversion of trivalent arsenic to pentavalent arsenic.

Consumers using public water supplies can contact their utility to verify whether free chlorine treatment chemicals are being used. Private water supplies and waters that do not have detectable free chlorine residuals should be analyzed to determine the form(s) of arsenic present and the potential need for oxidation of trivalent arsenic to pentavalent arsenic. This Aqualuxe system is designed to reduce only pentavalent arsenic. This treatment system is not designed to convert trivalent arsenic to pentavalent arsenic. The system has not been evaluated for the removal of trivalent arsenic, but it may reduce some trivalent arsenic.

This treatment system was tested under laboratory conditions as defined in NSF/ANSI 53: Drinking Water Treatment Units – Health Effects, and was found to reduce [influent arsenic challenge concentration, either 0.30 mg/L or 0.050 mg/L] of pentavalent arsenic in the test water to less than 0.010 mg/L, for [tested treatment capacity] gallons of delivered water, the life of the system under standard testing conditions. Actual performance of the system may vary depending on specific water quality conditions at the consumer's installation. Following installation of this system, the consumer should have the delivered water tested for arsenic to verify that arsenic reduction is being achieved and the system is functioning properly.

The arsenic removal component of this system must be replaced at the end of its useful life of 500 gallons. The replacement component, CBLX, can be purchased from the original source of this system (retailer or Builder), from other sources of this treatment system, or directly from the manufacturer at www.multipure.com or call 702.360.8880.

Footnotes

*Chloroform was used as a surrogate for claims of reduction of Volatile Organic Chemicals (VOC). Multipure Systems tested at >97.5% actual reduction of Chloroform. Percent reduction shown herein reflects the allowable claims for VOCs as per tables in the Standard.

**Percent reduction reflects actual performance of the Multipure product as specifically tested (at 120% of capacity). Percent reduction shown for VOCs reflects the allowable claims for Volatile Organic Chemicals/Compounds as per Tables. Chloroform was used as a surrogate for VOC reduction claims: Multipure Systems tested at >97.5% actual reduction of Chloroform (at 120% of capacity).

***NSF Standard 401 has been deemed as "incidental contaminants/emerging compounds". Incidental contaminants are those compounds that have been detected in drinking water supplies at trace levels. While occurring at only trace levels, these compounds can affect the public acceptance/perception of drinking water quality.

1. The Multipure Aqualuxe Drinking Water System is not intended for use converting raw sewage or other waste/refuse sources.
2. Multipure Drinking Water Systems have been certified, as indicated, by NSF International for compliance to NSF/ANSI Standard Nos. 42, 53, 401, and P231. Multipure Drinking Water Systems are registered by the State of California Department of Public Health for the reduction of specific contaminants.
3. Filter life will vary in proportion to the amount of water used and the level of impurities in the water being processed. For optimum performance, it is essential that the filter be replaced on a regularly scheduled basis as follows: (a) annually; (b) when the system's rated capacity has been reached; (c) when the flow rate diminishes; or (d) when the filter becomes saturated with bad tastes and odors.
4. Do not allow water to freeze in the system. If the system is exposed to freezing temperatures, drain all water from the system and remove the filter.
5. Do not allow water to sit in the system for extended periods of time (10 or more days) without being used. If the system is to be left unused for more than 10 days, drain all water from the system and remove the filter. Upon your return, reconnect the filter in the housing/pressure vessel and continue use. In the event that water sits in the system for 10 or more days, the system should be flushed by allowing water to flow to waste for 10 minutes; after the system is flushed, resume use as normal.
6. The Multipure Aqualuxe's interior stainless steel pressure vessel is warranted for use for a Lifetime (provided that the filter is replaced at least once a year). The Aqualuxe system electronics and Plastic outer housing shell are warranted for use for 60 Months. All exterior hoses and attachments are warranted for defects in material and workmanship for 12 Months. Please refer to the User Guide for complete product guarantee and warranty information.
7. Please refer to the Installation Guide for installation instructions. Please refer to the User Guide for operating procedures.
8. In compliance with New York law, it is recommended that before purchasing a water treatment system, NY residents have their water supply tested to determine their actual water treatment needs. Please compare the capabilities of the Multipure system with your actual water treatment needs.
9. While testing was performed under standard laboratory conditions, actual performance may vary.
10. The list of substances which the Aqualuxe Drinking Water System reduces does not necessarily mean that these substances are present in your tap water.
11. Multipure's Aqualuxe has been tested for the treatment of water containing pentavalent arsenic (also known as As(V), As(+5), or arsenate) at concentrations of 0.30 mg/L or less. This system reduces pentavalent arsenic, but may not reduce other forms of arsenic. This system is to be used on water supplies containing a detectable free chlorine residual at the system inlet or on water supplies that have been demonstrated to contain only pentavalent arsenic. Treatment with chloramine (combined chlorine) is not sufficient to ensure complete conversion of trivalent arsenic to pentavalent arsenic. Please refer to the Arsenic Facts section for further information.
12. The Aqualuxe includes a capacity monitor that automatically flashes a red light when it is time to replace your filter.

Performance data for other Multipure Drinking Water Systems can be found at
www.multipure.com/builder-resources

CONTAMINANTS REDUCED BY MULTIPURE DRINKING WATER SYSTEMS

Contaminant	Potential Health Effects
ARSENIC RULE	
Arsenic V (Aqualuxe and Aquaperform ONLY)	Cancer risk; cardiovascular, dermal effects
PESTICIDES	
2,4-D*	Nervous system, liver, kidney damage
Carbofuran (Furadan)*	Nervous system, kidney, reproductive system, liver damage; anemia, leukemia
Chlordane	Nervous system, muscle damage; cancer
cis-1,3-Dichloropropylene*	Bladder, kidney damage
Endrin*	Nervous system, kidney, liver, heart damage; anemia, cancer
Heptachlor*	Cancer
Heptachlor Epoxide*	Cancer
Lindane*	Nervous system, liver, kidney damage
Methoxychlor*	Nervous system, liver, kidney damage; anemia, cancer
Toxaphene	Endocrine disrupter; cancer
HERBICIDES	
Alachlor*	Cancer; nervous system damage
Atrazine*	Cancer; nervous system, mammary glands damage
Dinoseb*	Thyroid, reproductive organ damage
Pentachlorophenol*	Liver, kidney damage; cancer
2,4,5-TP (Silvex)*	Nervous system, liver, kidney damage; cancer
Simazine*	Nervous system damage; cancer
CHEMICALS	
Benzene*	Cancer, leukemia, anemia
Carbon Tetrachloride*	Cancer
Chlorobenzene (Monochlorobenzene)*	Nervous system, kidney, liver damage
DBCP (Dibromochloropropane)*	Reproductive system damage; cancer
o-Dichlorobenzene*	Cancer; kidney, liver, lung damage
p-Dichlorobenzene (para-Dichlorobenzene)*	Cancer
1,2-Dichloroethane (1,2-DCE)*	Cancer
trans-1,2-Dichloroethylene*	Liver, kidney, nervous, circulatory system damage
1,1-Dichloroethylene (1,1-DCE)*	Cancer; kidney, liver damage
cis 1,2-Dichloroethylene*	Liver, kidney, nervous, circulatory system damage
1,2-Dichloropropane*	Nervous system, kidney, liver damage
Ethylbenzene*	Nervous system, liver, kidney damage
EDB (Ethylene Dibromide)*	Reproductive, other organ damage
Hexachlorobutadiene (Perchlorobutadiene)*	Pending study
Hexachlorocyclopentadiene*	Kidney, stomach damage
meta-Xylene*	Nervous system, liver, kidney, lung, mucous membranes
Methyl Tert Butyl Ether (MTBE)	Lymphoma, leukemia, testicular tumors, thyroid tumors, kidney tumors
o-Xylene (Ortho-Xylene)*	Nervous system, liver, kidney, lung, mucous membranes
para-Xylene*	Nervous system, liver, kidney, lung, mucous membranes
Perfluorooctanoic Acid (PFOA)	Fetal development, cancer, liver, immune system, thyroid damage
Perfluorooctane Sulfonate (PFOS)	Fetal development, cancer, liver, immune system, thyroid damage
Polychlorinated biphenyls (PCBs)	Endocrine disruptor; cancer
Styrene*	Nervous system, kidney, liver damage
1,1,2,2-Tetrachloroethane*	Pending study
Tetrachloroethylene*	Nervous system damage; cancer
Toluene (Methylbenzene)*	Nervous system, liver, kidney damage
1,2,4-Trichlorobenzene*	Liver, kidney damage
1,1,1-Trichloroethane (1,1,1-TCA)*	Nervous system, liver damage
1,1,2-Trichloroethane*	Kidney, liver, nervous system damage
Trichloroethylene (TCE)*	Cancer

DISINFECTION BYPRODUCTS (DBPs; VOCs)	
Chloropicrin*	Pending study
Haloacetonitriles*	Pending study
Bromochloroacetonitrile*	
Dibromoacetonitrile*	
Dichloroacetonitrile*	
Trichloroacetonitrile*	
Haloketones (HK)*	Pending study
1,1-Dichloro-2-Propanone*	
1,1,-Trichloro-2-Propanone*	
Tribromoacetic Acid*	Pending study
Trihalomethanes (THMs; TTHMs)*	Cancer; other effects; reproductive problems
Bromodichloromethane*	Cancer; liver, kidney, reproductive problems
Bromoform*	Cancer; nervous system, liver, kidney effects
Chloroform*	Cancer; liver, kidney, reproductive effects
Dibromochloromethane*	Nervous system, liver, kidney, reproductive effects
CYSTS	
Cryptosporidium	Gastroenteric diseases
Giardia	Gastroenteric diseases
HEAVY METALS	
Lead	Nervous system, kidney damage; highly toxic to infants and pregnant women
Mercury	Kidney, nervous system disorders
INORGANICS	
Asbestos	Cancer
Turbidity	Interferes with disinfection; related to disinfection byproducts
AESTHETIC TREAMENT	
Chlorine	None known; however, creates disinfection byproducts that have been linked to cancer
Chloramine	None known; however, consumers advised not to use water that contains chloramines for home dialysis machines or aquariums and ponds
Particulate Matter	None known
EMERGING COMPOUNDS/ INCIDENTAL CONTAMINANTS NSF/ANSI STD. 401 (Reduced by Aqualuxe, Aquaperform, Aquaversa, and Aquadome)	
Atenolol	Heart, blood pressure medication
Bisphenol A	Plastic, epoxy component
Carbamazepine	Seizure, nerve pain, bipolar disorder medication
DEET	Insect repellent
Estrone	Hormone
Ibuprofen	Pain reliever – NSAID
Linuron	Herbicide
Meprobamate	Tranquilizer
Metolachlor	Herbicide
Naproxen	Pain reliever – NSAID
Nonylphenol	Used in detergents, paints, pesticides, and plastics
Phenytoin (seizure medication)	Seizure medication
TCEP (biochemical reducing agent)	Biochemical reducing agent
TCPP (flame retardant, plasticizer)	Flame retardant, plasticizer
Trimethoprim (antibiotic)	Antibiotic

*These contaminants are covered by our VOC reduction claim. Chloroform was used as a surrogate for claims of reduction of Volatile Organic Chemicals (VOC). Multipure Systems tested at >99.8% actual reduction of Chloroform.

PERFORMANCE COMPARISON

Comparing Multipure Drinking Water Systems with other NSF certified devices reveals the superior performance and consumer value of Multipure systems.

Contaminant	Multipure	Pentair Everpure	Kenmore Refrigerator	Brita Pitcher	Pur Faucet Mount	Kohler
Initial Investment Price	$395 - $1250	$134 - $342	N/A	$19.99 - $39.99	$19.99 - $49.99	$163 - $615
Filter Price	$70 - $180	$173 - $306	$34.99 - $72.99	$6.58 - $16.99	$17.99	$81.00 - $273.75
Capacity (Gallons)	250 – 750	750	200 – 500	40 – 120	100	400 - 792
Filter Change (Approx.)	6 – 12 months	12 months	6 months	2 – 6 months	2 – 3 months	6 – 12 months
Annual Filter Cost (year)	$70 – $180	$173 – $306	$69.98 - $145.98	$33.98 - $39.48	$71.96 - $107.94	$162.00 - $273.75
Cost per Gallon	13¢ - 36¢	23¢ - 41¢	14¢ - 36¢	14¢ - 16¢	18¢	20¢ - 35¢
Arsenic V*	•					
Asbestos	•	•			•	•
Chloramine	•	•				
Chlordane	•					
Chlorine	•	•	•	•	•	•
Cyst	•	•	•	•	•	•
Emerging Contaminants**	•	•				
Lead	•	•	•	•	•	•
Mercury	•	•	•	•	•	•
MTBE	•	•				•
Particulate Matter	•	•	•	•	•	•
PCBs	•	•				
Toxaphene	•					
Turbidity	•	•	•	•	•	•
VOCs	•	•			•	•
Bacteria***	•					•
Waterborne Viruses***	•					•

**Multipure Aqualuxe and Aquaperform **Multipure Aqualuxe, Aquapremier, Aquaversa, and Aquamini ***Multipure Aqualuxe*

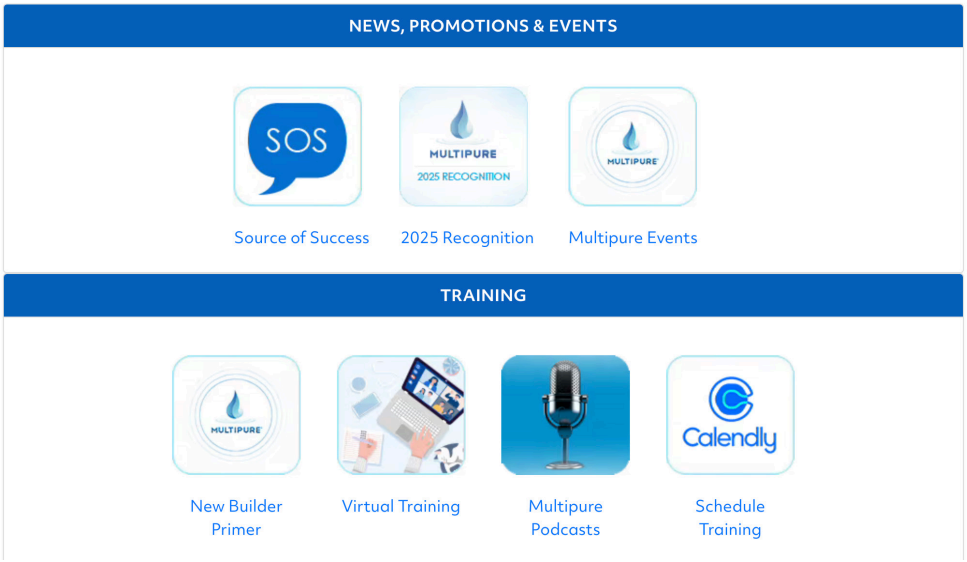
COMPLETE VOC LIST

Some systems are certified to reduce a few chemicals, typically those which are more easily removed; Multipure systems are certified for VOC reduction that includes 51 different chemicals, pesticides, and DBPs.

Contaminant	Multipure	Pentair Everpure	Kenmore Refrigerator	Brita Pitcher	Pur Faucet Mount	Kohler
Capacity (Gallons)	250 – 750	300 - 1000	200 - 500	40 – 120	100	400 – 792
Alachlor	•	•			•	•
Atrazine	•	•	•	•	•	•
Benzene	•	•	•	•	•	•
Bromodichloromethane (TTHM)	•	•			•	•
Bromoform (TTHM)	•	•			•	•
Carbofuran	•	•		•	•	•
Carbon Tetrachloride	•	•		•	•	•
Chlorobenzene	•	•			•	•

Chloroform (TTHM)	•	•			•	•
Chloropicrin	•	•			•	•
2,4-D	•	•	•	•	•	•
Dibromochloromethane (TTHM)	•	•			•	•
Dibromochloropropane (DBCP)	•	•			•	•
o-dichlorobenzene	•	•			•	•
p-dichlorobenzene	•	•			•	•
1,2-dichloroethane	•	•			•	•
1,1-dichloroethylene	•	•			•	•
cis-1,2-dichloroethylene	•	•			•	•
trans-1,2-dichloroethylene	•	•			•	•
1,2-dichloropropane	•	•			•	•
cis-1,3-dichloropropylene	•	•			•	•
Dinoseb	•	•			•	•
Endrin	•	•			•	•
Ethylbenzene	•	•			•	•
Ethylene Dibromide (EDB)	•	•			•	•
Haloacetonitriles (HAN):	•	•			•	•
bromochloroacetonitrile	•	•			•	•
dibromoacetonitrile	•	•			•	•
dichloroacetonitrile	•	•			•	•
trichloroacetonitrile	•	•			•	•
Haloketones (HK):	•	•			•	•
1,1-dichloro-2-propanone	•	•			•	•
1,1,1-trichloro-2-propanone	•	•			•	•
Heptachlor	•	•			•	•
Heptachlor Epoxide	•	•			•	•
Hexachlorobutadiene	•	•			•	•
Hexachlorocyclopentadiene	•	•			•	•
Lindane	•	•	•	•	•	•
Methoxychlor	•	•			•	•
Pentachlorophenol	•	•			•	•
Simazine	•	•		•	•	•
Styrene	•	•			•	•
1,1,2,2,-Tetrachloroethane	•	•			•	•
Tetrachloroethylene (PCE)	•	•		•	•	•
Toluene	•	•		•	•	•
2,4,5-TP (silvex)	•	•			•	•
Tribromoacetic acid	•	•			•	•
1,2,4-trichlorobenzene	•	•			•	•
1,1,1 trichloroethane	•	•			•	•
1,1,2-trichloroethane	•	•			•	•
Trichloroethylene (TCE)	•	•			•	•
Trihalomethanes (TTHMs)	•	•		•	•	•
Xylenes (total)	•	•			•	•

ADDITIONAL RESOURCES



Business Resources

Multipure's Business Resources web page is your destination to access, download, and print a variety of important business tools, including:

- Builder Handbook
- Promotional Flyers
- Product Information Sheets
- Multipure Newsletters
- Product Price Lists
- Warranty Information
- Certifications

The Business Resources page can be accessed at www.multipure.com/business-resources.

MENS BASEBALL T-SHIRT
$26.00

24 OZ MULTIPURE STAINLESS STEEL WATER BOTTLE
$30.00

★★★★★
MULTIPURE CLEAR CUP
$8.00

Multipure Logo Merchandise

Display your Multipure pride with our exciting new line of branded bags, caps, and shirts, great for work, play, or home. Show off your Multipure style, put forth your branding, promote your business, and help people discover their opportunity for better health and a better life. The Multipure Logo Merchandise Store can be accessed at www.multipure.com/products/multipure-logo-merchandise/

TERMS & CONDITIONS

Multipure Independent Builder Terms & Conditions

Subject to the terms and conditions set forth herein applicant hereby applies for a Builder Business with Multipure International and agrees to read as soon as possible the guidelines and policies set forth in the Builder Handbook and agrees to follow same.

1. The individual named in this agreement (hereinafter called Builder) agrees to use his/her best efforts to promote the sale of Multipure International (hereinafter called MPI) products in a manner favorable to Builder and MPI.
2. Builder serves as an independent contractor and as such is responsible for their own business; therefore, Builder will pay all costs of marketing and distributing MPI products and agrees to hold MPI harmless from all costs.
3. Builder's rights and responsibilities will be determined by the Builder Handbook, website and other MPI publications. It is understood and agreed that MPI has the right to alter, modify or change the terms and conditions of this Agreement, including such items as discount level and commission provisions, at any time. Written notice of such alteration, modification or change may be given by MPI to the Builder by regular mail, email, or by posting a notice on MPI's web site. Builder is bound by such altered, modified or changed terms and conditions as reflected in the most current Builder Agreement, or as altered, modified or changed, from time to time as permitted herein. No oral modifications, additions, deletions or exceptions to the Builder Agreement are permitted.
4. Builder is not obligated to make a financial investment nor maintain an inventory. To become a Builder of Multipure International a person must pay the Independent Builder Registration Fee and agree to abide by both the Builder Handbook provisions and the provisions of this agreement. Multipure recommends that each Builder purchase their own drinking water system because there is no more powerful testimonial than personal experience.
    a. Builder is entitled to a 100% refund of the Builder Registration Fee within 30 days of enrollment as a Multipure Independent Builder.
5. First Purchase Requirement (FPR)
    a. A new Builder is required to purchase or sell a Drinking Water System (DWS) to qualify to earn commissions for sales of DWS and replacement filter cartridges.
    b. The first level commission on the first DWS sale or purchase by a new Builder is allocated to the Sponsor.
    c. After the new Builder has fulfilled the FPR, the new Builder is now qualified to receive commission on all future personal sales.
        I. If the First Purchase is an order containing more than one DWS, the order will commission as follows:
            i. The DWS with lesser value will count as the new Builder's FPR (Sponsor will receive commission).
            ii. The other DWS will commission as a sale for the new Builder, meaning that new Builder will receive full commission on these sales.
    d. Options to fulfill the First Purchase Requirement:
        I. The Builder purchases a personal-use DWS from their Sponsor.
        II. The Builder sells a DWS to a customer.
    e. If the new Builder had previously purchased a Multipure DWS (from a Builder or directly from Multipure) before registering as a Builder, then the Sponsor can, at their discretion, waive the First Purchase Requirement.
6. All applicants for a Builder Business must be 18 years of age or older. Only one Builder Business is allowed per household.
7. Multipure® is a trademarked name and may not be used by Independent Builders for any purpose without prior written consent of MPI. All sales aids, brochures, literature, etc. are the property of MPI and cannot be reproduced without prior written consent of MPI. Builders are encouraged to advertise and promote Multipure products and Builder Business opportunities. All proposed promotions or advertisements must include only official Multipure claims, logos, trademarks, etc. as shown in the official MPI literature and sales aids. Builders must submit proposed advertising and promotional materials to Multipure's Director of Builder Engagement for prior approval.
8. A Builder may be terminated by MPI immediately if Builder's actions discredit MPI or violate these terms and conditions, or if Builder makes claims contrary to MPI's literature, labels, violates the provisions of the Builder handbook, or for other good cause.
9. Builders accepted by MPI agree to comply with all governmental laws and regulations including Federal, State, County, and Municipal codes and regulations.
10. Builders may sell Multipure Drinking Water Systems and sponsor new Builders anywhere within the United States and its territories and Canada. Builders are not limited to or given exclusive territories or markets within the United States and its territories and Canada.
11. Builders may not sell or sponsor in other countries.
12. Sales Tax
    a. Multipure is required to collect sales tax on sales made in all states that have sales tax.
    b. The Customer's local sales tax must be collected even if the selling Builder resides in a different state from the Customer.
    c. Failure to include sales tax will delay the processing and shipment of orders.
    d. Multipure does not accept Resale Certificates.

13. Third-Party Fulfillment
    a. Multipure Builders may not use any third-party fulfillment service, freight/shipping forwarder, or warehouse/distribution service, including, but not limited to, Fulfillment by Amazon (FBA), ProLog Fulfillment, or any other similar service.
    b. Multipure products can only be shipped directly to end-users/customers for personal use, and/or directly to Builders for personal use or inventory purposes.
    c. Multipure Builders found in violation of this policy will be subject to punitive measures, including, but not limited to, immediate termination of their Builder Business and forfeiture of all Builder rights and commissions from the date of termination.
    d. By continuing as a Multipure Builder, you agree to this policy update and waive any rights to a) dismiss, circumvent, or contest the terms and limitations of this policy, and b) contest any punitive measures that may result as a violation of this policy.
14. Policy Regarding Online Pricing
    a. Multipure Builders may not list Multipure product prices on websites accessible outside of the United States, U.S. Territories, and Canada.
    b. Any websites, webstores, or other online retailer portals whose online presence is accessible outside of the allowable listed areas must either:
        i. Adjust the accessibility or visibility of any web pages featuring Multipure products so that pricing of said products is not accessible or visible outside of the United States, U.S. Territories, and Canada, or
        ii. Remove any specific pricing information regarding Multipure products.
    c. Pricing information can be replaced according to the Multipure Builder's discretion, e.g., "Contact us at contact@company.com for pricing and ordering information", "To order this Multipure product, call us at 123-456-7890", etc., so long as no specific price values are listed directly or through implication.
15. Builders will represent Multipure products and the Builder Opportunity program completely and honestly without exaggeration to all potential customers and new Builders. Builders will not engage in deceptive or unlawful consumer practices nor make fraudulent claims about Multipure International, its products or its programs.
16. Personalized Multipure webpages are available for Builders to use subject to certain terms and conditions. A Builder may use Multipure's trade names, trademark, logos, and copyrighted material in connection with the Builder's personalized Multipure webpage in compliance with all of Multipure's rules. A Builder may have a website not affiliated with Multipure's corporate site; however, use of the Multipure® name, logo, photos, product codes, etc. requires written approval from Multipure. Multipure® in any form, with or without a hyphen, may not be used by an Independent Builder as a key word or meta tag in connection with any internet service.
17. It is acknowledged that Multipure does not recommend that Builders install the Multipure Drinking Water Systems they sell. However, should Builders choose to install systems, they are solely responsible for their own installations and agree to hold MPI harmless from all costs. MPI recommends that any Builder that chooses to install Multipure Drinking Water Systems also carry "Plumbing Insurance" or "Installation Insurance" as a precaution against general or professional liability. The MPI Warranty describes the extent of its liability. MPI shall not incur any obligation or liability for damages, including consequential damages, arising out of or in connection with installations of Multipure Drinking Water Systems by Builders.
18. Builders may not transfer from their Builder network to a different Builder network without authorization from the Builder's original Sponsor, their new Sponsor and from Multipure. Exceptions to this policy may be considered on a case-by-case basis depending on extenuating circumstances.
19. Personal Activity Requirement
    a. DEFINITION: Personal Activity Requirement (PAR) enables Builders to receive commission and bonuses on their active downline network's sales and filter replacements.
        i. The sales volume of PAR-eligible products sold in a single month counts toward PAR for the current month plus an additional two months; after this period, the sales volume for the initial month no longer counts toward PAR.
        ii. When the cumulative sales volume reaches $180 or more in a month, the Builder qualifies for PAR for that month.
        iii. Builders cannot PAR-qualify for longer than the current month plus the next two months.
    b. PAR-eligible Products: Products that count toward PAR include Drinking Water Systems and Multipure Bath & Garden products (i.e., the Aquasource Whole House System, Aquagrow, Aquashower, or Aquasplash)
    NOTE: Replacement filters, accessories, replacement parts, and sales materials do NOT count toward PAR.
    c. Builders who are not PAR-qualified are considered Dormant and earn commissions only from their personal sales and from the filter replacements of their personal customers. To regain Active Builder status, Dormant Builders must become PAR-qualified.
20. Rank Advancement
    a. Builders will be promoted to a higher Achievement Level (Rank) when they have successfully met the Rank Advancement criteria for a higher Rank according to the current Compensation Plan.
        i. A Builder who has transferred from one network into a different network DOES NOT count toward the Rank Advancement criteria of their new upline Builder upon their transfer.
        ii. A transferred Builder who advances in rank after their transfer will still count toward upline Rank Advancement criteria.
    b. A Builder's new Rank will take effect in the month the criteria for Rank advancement have been met.

21. Builder Classification
    a. Active Builders are Builders who qualify for their Personal Activity Requirement (PAR). Commissions and bonuses are paid on the full ten levels (if eligible) of Active Builders in the downline network.
    b. Dormant Builders are NOT PAR-qualified and therefore cannot receive commissions from their downline network sales; however, commissions are still paid on personal sales, including personal replacement filter sales (Senior Builder or above). To regain Active Builder status, Dormant Builders must become PAR-qualified.
22. Assigned Customer Transactions and the Original Builder
    a. When a customer purchases a Drinking Water System (DWS) or other Multipure product, either a) directly from a Multipure Independent Builder, b) through Multipure with a referring Builder, or c) through Multipure without a referring Builder but assigned to a Builder through CASH, that customer is assigned to that specific Builder for commission purposes. The customer is now an Assigned Customer to that Original Builder.
    b. When an Assigned Customer purchases a Multipure product from an Alternate Source, such as through a New Builder or directly through Multipure without a referring Builder (and assigned to a New Builder through CASH), the commission for that sale is assigned according to the product(s) sold and the status of the Original Builder.
        I. When an Assigned Customer purchases a DWS from an Alternate Source, the commission is allocated to the Original Builder if their status is Active (i.e., PAR-qualified).
            i. If the Original Builder's status is Dormant, the commission from the sale is allocated to the New Builder and the customer remains assigned to the Original Builder.
        II. When an Assigned Customer purchases a Multipure Replacement Filter from an Alternate Source, the commission is allocated to the Original Builder if their status is Active or Dormant.
            i. If the Original Builder's status is Dormant, the commission from the sale is allocated to the New Builder and the customer is reassigned to the New Builder.
        III. When an Assigned Customer purchases a Multipure Bath & Garden product or Multipure product other than a Drinking Water System, Aquasource, or replacement filter from an Alternate Source, the sale and commission is assigned to the Original Builder, regardless of their status (i.e., Active or Dormant).
        IV. When an Assigned Customer purchases any product from an Alternate Source and Multipure, after a good faith effort to identify the Original Builder, remains unable to identify the Original Builder, the Assigned Customer is considered orphaned. Commission from the sale is allocated to the New Builder and the orphaned customer is reassigned to the New Builder.
23. Unpaid Commissions:
    a. Unpaid commissions occur when earned commissions remain below the $25.00 minimum value for Multipure to issue a commission check.
    b. Dormant Builders with earned but unpaid commissions remaining on their account will receive a commission check from Multipure upon request.
24. Opt-In: As a Multipure Builder, you acknowledge that your contact information may be provided to your upline Builders for business support purposes only. Your contact information will not be provided to any other parties for any other uses except as previously stated. Becoming an Independent Builder and accepting the Terms and Conditions thereof serves as acknowledgement and agreement of the Opt-In clause.
25. (Arbitration) - Any dispute, claim or controversy arising out of or relating to this Agreement or the breach, termination, enforcement, interpretation or validity thereof, including the determination of the scope or applicability of this agreement to arbitrate, shall be determined by arbitration in Las Vegas, NV., before one arbitrator. At the option of the first to commence an arbitration, the arbitration shall be administered and governed either by JAMS, pursuant to its Comprehensive Arbitration Rules and Procedures, or by ADR SERVICES pursuant to its Rules of Procedure, NRS 38.206 et.seq., (Nevada Arbitration Law) as existing at the time of signing this Agreement, or as later modified or replaced. Judgment on the Award may be entered in any court having jurisdiction. This clause shall not preclude parties from seeking provisional remedies in aid of arbitration from a court of appropriate jurisdiction. The arbitration shall be held before a single arbitrator and shall be binding with no right of appeal, other than as permitted by then existing State Law.

Multipure Advertising Guidelines

1. Multipure encourages Builders to promote their business, whether through print, radio, television, or the Internet. When advertising, Builders must follow the guidelines listed below. In addition, all advertising must be pre-approved by Multipure prior to its distribution or posting on the web. Please allow 5-7 business days for approval of advertising. Some examples of advertising include:

    - Flyers
    - Business cards
    - Signs
    - Banners
    - Posters
    - Yellow page ads
    - Door hangers
    - Mailers
    - Web pages/Blogs
    - Magazine ads
    - Newspaper ads
    - Infomercials

2. The Following Terms Apply To All Forms Of Advertising:

    - Builders will represent Multipure products and the Business Opportunity program completely and honestly without exaggeration to all potential customers and new Builders. Builders will not engage in deceptive or unlawful consumer practices nor make fraudulent claims about Multipure International (MPI), its products, or its programs.
    - Multipure® is a registered trademark owned by Multipure International and may not be used by Independent Builders for any purpose without prior written consent of MPI. The use of Multipure® in any form by an Independent Builder on the internet, in print advertising, video presentations, or any other promotional materials is prohibited without the prior written consent of MPI.
    - Builders may use Multipure's trade names, trademark, logos, and the copyrighted material in their advertisement in compliance with all of Multipure's rules. In addition, Builders may use the Multipure® name, logo, photos, product codes, etc. with prior written approval from Multipure's Marketing Department. In addition, the Builder must list the words "Independent Builder" along with their Builder number and the name Multipure; this is designed to identify the advertisement as developed and owned by the Builder and not Multipure. This information should be at the top of the advertisement.

3. The Following Applies To Internet Advertising:

    - Multipure offers a Builder webpage that is automatically linked to Multipure's web site with Promotions and Discount codes displayed on the Builders landing page.
    - Builders may develop their own website, independent of the corporate Multipure website, and with approval may link to Multipure's site (please contact our Marketing Department for details). All websites that contain the Multipure name, product, photos, or product codes must be approved by Multipure (mpriest@multipure.com) and must follow the standard advertising guidelines.
    - Multipure recommends against establishing any portal that links any other website or web page to Multipure's corporate web site because Multipure is not able to identify the originating site or page. Multipure® in any form, may not be used by an independent Builders for a domain name/URL or email address.

4. Use of the Multipure Builder Logo and Label:

    - There are certain rules for the use of the Multipure logo. Each and every time that an Independent Builder uses the Multipure logo in self-generated advertisements, promotion, or literature, the registered trademark symbol (®) must accompany the logo.
    - The words "Independent Builder" must appear below the logo in order to identify the advertisement, promotion, or literature as being produced by an Independent Builder (i.e., not produced by Multipure). Even if a Builder uses language from a Multipure brochure, these guidelines regarding use of the logo must be adhered to.

5. Performance and Certification Claims:

    - Performance claims must conform to specifications in the most current version of Multipure literature. Claims regarding Multipure Drinking Water Systems must be true and accurate. False, confusing, misleading, or implied claims will not be tolerated. Claims of contaminant reduction must be specific and not generic in nature.
    - With the exception of the Aqualuxe and claims regarding bacteria and virus removal, general product performance claims professing that Multipure "removes" contaminants of health concern, aesthetic concern, or emerging contaminants are not acceptable. Multipure filters typically reduce the presence of these contaminants by 95 - 99.9%. Acceptable terminology includes the words "reduces", "treats", "filters", "virtually eliminates", etc.
    - Pricing of products and shipping prices must be consistent with the current prices of Multipure.

- Generic and absolute statements about a system's performance cannot be used. You must be specific in your performance claims.

  Examples:
  Unacceptable = "Takes all cancer-causing contaminants out of your water"
  Acceptable = "Certified to reduce many cancer causing contaminants that may be found in your water"

  Explanation: Multipure is not certified to reduce EVERY contaminant and cannot make the absolute claim. In addition, because the exact composition of a customer's water is not known with 100% certainty, there should be no unjustified implication that their water contains harmful contaminants. The performance of Multipure Drinking Water Systems has been certified by NSF. This agency does not rate a system as "the best", but instead certifies that Multipure's product performance claims are true. Statements regarding certification should reflect this and not imply otherwise. It is unacceptable to state, "Certified by NSF to be the best." It is acceptable to state, "Certified by NSF to reduce the widest range of contaminants."

6. Sales Tax

   - Builders must charge the customer all applicable sales taxes on purchases, based on the customer's location.

7. Advertising Discounts Or Other Specials

   - Builders may only advertise to the general public the manufacturer's suggested retail price (MSRP) on any and all forms of advertising or marketing materials, including, but not limited to online advertisements, printed literature, and physical displays. The inclusion of non-sanctioned discounts or promotions, including, but not limited to sales tax discounts due to Builder Resale Certificates, gift cards, gift certificates, reward points, installation incentives, or rebates are also prohibited.

8. Resale Certificates

Multipure does not honor Builder Resale Certificates. As such, all sales must include any and all relevant state and local sales taxes in the final price calculation, and Builder Resale Certificates cannot be applied.

9. Multipure Sponsored Sales Promotions

Builders may advertise via flyers, displays, Internet sites, etc. Multipure sponsored promotions that are available to all Builders; advertisement is allowed only during the applicable promotion effective dates. EXAMPLE: Buy a drinking water system between July 1 and September 30, and receive a FREE shower filter. Customers must pay any fees associated with the promotions. The fees cannot be paid by the selling Builder.

10. Enforcement Of Advertising Guidelines

    - Infractions to these guidelines should be reported in writing (fax, US mail or email) to Multipure's Compliance Department (editor@multipure.com).

      - The Builder in question will be contacted via e-mail or telephone and asked to make the necessary changes to bring their advertisement into compliance.
      - If Multipure does not receive a response from the e-mail/telephone call within 10 business days, a letter will be sent via certified mail.
      - Those in violation have 5 business days to comply and make the necessary changes to their advertisement/website. If they have not made the necessary changes by the end of this time period, Multipure will not accept orders from this Builder until the violation has been corrected.
      - The offending Builder, if still non-compliant, will then receive another letter informing them that their orders will not be processed until their advertisement/website has been brought into compliance. They will be given 30 days from the date of this letter to comply with Multipure's published advertising guidelines. Failure to meet this deadline will result in the termination of their Builder Business.

    - A Builder Business may be terminated by Multipure immediately if a Builder's actions discredit Multipure Corporation or if the Builder makes claims contrary to Multipure's literature, labels, or for other good cause.

11. Replacement Filters

Replacement filters may be sold by Builders. Builders are not required to sell replacement filters. Multipure encourages Builders to provide a link to the Multipure website or Multipure's toll-free number as a customer convenience. Commissions on replacement filters will be paid to the Builder who originally sold the customer their Drinking Water System in compliance with Multipure Builder Policy #22: Assigned Customer Transactions and the Original Builder. Customers are encouraged to purchase replacement filters directly from Multipure to ensure that they are purchasing genuine Multipure filters and that they are maintaining the Lifetime Warranty on their Multipure System.

CONTACT US

Multipure Corporate Headquarters is available Monday through Friday from 7:30 a.m. Pacific Time to 4:30 p.m. Pacific Time. Multipure is closed on most major holidays.

NOTE: On Mondays, Multipure experiences higher than normal call volumes. Calls made on other days of the business week may allow for faster response and service. The busiest hours are between 7:30 a.m. Pacific Time and 1:00 p.m. Pacific Time. Calls received after 1:00 p.m. can be handled more expeditiously.

All calls will be answered by the Multipure Operator and routed to the department that can best meet your needs. Please help our operators expedite your call by identifying the department that can assist you.

The following is a list of Multipure Departments, their list of responsibilities, and their contact information.

Customer Care Department

Telephone: 702.360.8880, ext. 843
Online Chat available through our website
Email: CustomerCare@multipure.com

- For assistance with tracking shipments or researching orders
- To check delivery schedules for back ordered products
- For technical support questions
- To place orders paid for by credit card
- For questions regarding the Automatic Filter Replacement Plan

Builder Support Department

Telephone: 702.360.8880, ext. 83
Email: BuilderSupport@multipure.com

- For assistance regarding commission payments
- To report Builder or customer change of address

Online Chat

Chat with our staff during businees hours on our Multipure Chat.

www.multipure.com

7251 Cathedral Rock Drive, Las Vegas, NV 89128
702.360.8880