

# PureEffect System Vs. Gravity Filters



PURE EFFECT  
Ultra

GRAVITY FILTERS  
Compared to leading gravity  
filter



Works Without Electricity:	YES	YES
Works Outdoors / without faucet:	NO	YES
Conserves Water:	YES	YES
Easy Setup / Maintain:	YES	YES
Instant Fresh Water Flow:	YES	NO (Slow, Time-lapsed filtration limited to reservoir capacity)
Sufficient Media Contact Time:	YES	YES
Adds Natural Minerals:	YES	NO
Raises Alkaline PH:	YES	NO
Adds Electrolytes:	YES	NO
Reduces Volatile compounds:	YES	YES
Fluoride Reduction*:	YES	YES
	(alumina-free)	(uses alumina media)
Radiation Reduction (wide-range):	YES	NO
Chloramine Reduction:	YES	NO
Heavy Metal Reduction:	YES	YES
Micro Particulate Reduction:	YES	YES
Taste & Odor Removal:	YES	YES
Discourages Bacterial Growth:	YES	YES (Limited by exposure to contact & air during re-fills).
8-12 Month Cartridge Life <sup>†</sup> :	YES	YES (But Limited by Bacterial Overgrowth)

\*Using our advanced all-natural, alumina-free FluorSorb™ Fluoride Reduction Cartridge.

<sup>†</sup>Based on apx. 2 Gallons/Day Usage.