

# PureEffect System Vs. Reverse Osmosis



PURE EFFECT  
Ultra

REVERSE OSMOSIS



## Features / Performance:

Works Without Electricity:	YES	NO (if Requires booster Pump)
Conserves Water:	YES	NO (Wastes about 4 gallons of water to purify 1)
Easy Setup:	YES	NO (Some Drilling & Plumbing may be required)
Easy to maintain:	YES	NO (High maintenance efforts/expense).
Instant Fresh Water Flow:	YES	NO (Takes time to filter & then holds water in steel tank)
Unbreakable Membrane*:	YES	NO (Thin Membrane can clog or break, leaking im-pure water).
Adds Natural Minerals:	YES	NO (Does not allow mineral passage)
Raises Alkaline PH:	YES	NO (Acidifies water by mineral removal)
Adds Natural Electrolytes:	YES	NO (Removes Electrolytic Potassium & Magnesium Salts)
Reduces Volatile compounds:	YES	NO (Chloramines, MTBE, etc... may pass through)
Fluoride Reduction:	YES	YES
Heavy Metal Reduction:	YES	YES
Micro Particulate Reduction:	YES	YES
Taste & Odor Removal:	YES	YES
8-12 Month Average Filter Life <sup>+</sup> :	YES	NO (Membrane can break, clog or grow bacteria and must be replaced)
Discourages Bacterial Growth:	YES	NO (R.O. Membranes are known to breed Bacteria)

\* When using the optional 0.05 Micron Ultrafiltration Membrane. <sup>+</sup>Based on apx. 2 Gallons/Day Usage.

## ADDITIONAL FACTS SUGGESTING REVERSE OSMOSIS IS INADEQUATE

Source: University of Nevada Study Findings

Chemical	Comment
Aluminum	Concentrations in feed water greater than 5 ppm can lead to membrane clogging
Bacteria	R/O units will remove bacteria but are not recommended for this use
Benzene	Not effective
Calcium	High levels of calcium can result in membrane clogging
Chloroform	Not effective
Chlorine	Low levels of chlorine pass through the membrane. High levels destroy the membrane
Cyanide	Does not remove cyanide under acidic conditions or most organocyanides (nitriles)
Iron	Concentrations greater than 5 ppm can result in membrane clogging.
Jet Fuel	Standard household membranes are not designed to remove solvents
Magnesium	Under high hardness conditions, magnesium carbonate scale may clog membranes
Mercury	Does not remove methyl mercury
Naphthalene	Not effective
Pesticides	Some are not removed
Radon	Home R/O systems are not designed to remove gasses
Sand	Will destroy membranes
Selenium	R/O units do not remove hydrogen selenide
Silica	Silica at levels above 50 ppm can precipitate in the membrane cartridge and clog the system
Sulfide	Not removed at pH of less than 7 because it occurs as hydrogen sulfide gas. Rate of removal increases with increasing pH
Toluene	Not effective
Tritium	Not effective