

# Choosing a waterfilter that is right **for you**

A short summary of the different types of waterfilters on the market. Their benefits, downsides and other important things you should keep in mind when you are going to purchase a water filter that is right for you



AQUATru®

# How do you choose the right waterfilter?

There are many different types of waterfiltration systems, with different filtration techniques in various price categories. Companies advertise with terms like carbon filtration, reverse osmosis and UV treatment like they are ordinary terms. Obviously, they are not.

Maybe you are already an expert in this area, but if you are not, have a look at this guide.

It clearly explains the difference between the various filtration techniques and will help you to determine for yourself what your water filtration needs are.

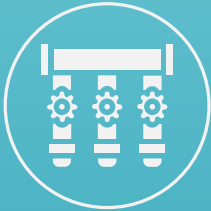
In this whitepaper we are going to discuss:

- 💧 The most commonly used filtration techniques on the market
- 💧 The importance of independant research and test results
- 💧 How to determine the user friendliness of a water filter
- 💧 All the various types of water filters on the market and their pros and cons
- 💧 What you should look for in the company that you are buying your water filter from

If you are already a waterfilter expert, have a look anyway. You might learn some things you were not aware of yet.



# Different filtration techniques



## Reverse Osmosis

Reverse osmosis uses a very fine membrane. Pressure is applied to the water, which will be pushed through the membrane. Because of the very small openings in the membrane, only the water is allowed to flow through. Almost all of the contaminants are left behind.

Reverse osmosis can filter fluoride, heavy metals, chemicals and medicines and other impurities from your water in a way that a carbon based filter can not.



## UV Treatment

This method is very effective when it comes down to removing bacteria from your water. Up to 99,9% of the bacteria can be removed by UV light.

However, treating your water with UV light does not remove any of the chemical substances (such as Glyphosate, PFA's etc.), heavy metals and VOC's (Volatile Organic Compounds).



## Carbon Filtration

Activated Charcoal is charcoal that has been treated with oxygen to open up millions of tiny pores between the carbon atoms. These pores can absorb organic chemicals, as well as substances like chlorine.

However, many other chemicals are not attracted to carbon at all. This means that an activated charcoal filter will remove certain impurities, while leaving others in your water behind.

According to several experts (Ben Greenfield, Dr. Zach Bush and Dr. Mercola) one gets the best filtration results when different techniques like carbon filtration and reverse osmosis are combined.

When a water filter combines RO filtration with various kinds of carbon filters, your water quality will improve significantly. Not every filter is the same though. There are big differences when it comes to the quality of a filter, even when different systems use the same technique. That is why it is important to keep in mind the test results on the next page.



# Test results



With these major differences in filter quality, how can you be sure that yours will remove all the toxins from your water?

It is very simple: you need test results! The best water filters are those that have been thoroughly tested by an independent organization (e.g. the National Science Foundation, NSF). Always look for reports or diagrams that prove which percentages of which substances are removed by the water filter.

Many companies claim that their water filter removes harmful substances from your tap water. But the most important thing is to know which specific substances in which quantities. If there are no independent test results available, how can you be sure that your filter is making your water absolutely pure and clean?



# User Friendliness



Filter techniques and test results are very important, but if your device is not user friendly, you probably will not use it a lot. That is why it is important to have a good look at user friendliness before you buy a new water filter.

Here are a couple of questions you can ask to get you started:

Is the water filter easy to install? Do you need tools? Can you do it yourself? Or do you need a plumber?

Is it easy to maintain? Think of cleaning and replacing the filters for example.

How long does it take to filter one liter of water?

Can you take the water filter with you, everywhere you want to go?

How much water can the filter hold?

How water-efficient is the filter? In other words: how many liters of tap water does it take the filter to produce one liter of filtered water?

Now you know:

What techniques are recommended by experts (RO and Carbon filtration)

The importance of independent test results

The importance of user friendliness and the things you should look at before buying

Next we will have a look at the different types of filtration systems available on the market.

# The different types of filtration systems



## Pitcher Filters

A pitcher filter is a pitcher with (often) just one filter. The filtered water that you get from these pitchers will probably taste a bit better than tap water.

But when it comes down to the quality of your water, it is a different story. Independent research shows that in most cases no more than 15% of harmful compounds are removed.



## Bottle Filters

The name says it all: it's a bottle, with a filter inside. In most cases, this will be a low quality carbon filter. Just like the pitcher filters, it will improve the taste, but does not improve your water quality much.

Some bottles contain UV treatment techniques. This means that there is a UV lamp inside, which can be turned on to remove bacteria in your water and your bottle. This form of filtration can be very effective against bacteria, but not against chemicals like pesticides, heavy metals and drug residues.



## Built-in Systems

These are installed on your water supply, for example under your sink. This is often done by a professional. These systems vary in price between €500 and €3000, excluding installation and maintenance costs.

On average, they use 4,67 liters of tapwater to get 1 liter of clean water. That's 3,67 liters of water down the drain for every liter you drink.



### Gravity Filters

These are pretty capable when it comes to improving your water quality. Installation and maintenance aren't much of a hassle either. But there's one big disadvantage, they tend to filter really slow

It can take a couple of hours before you have just one liter of filtered water. In the long run, user experience shows that people stop using these filters because it takes too long to get their water filtered, and filtered water is not available when needed.



### Power Filters

These filters have a lot in common with gravity filters. They are easy to install, easy to maintain and they can improve your water quality significantly. Instead of relying on gravity, these filters are powered by an electrical pump.

This means that they can filter a lot more quickly and accurately than gravity filters. Overall, powered filters do not use a lot of electricity to get this done, but it is always good to check.

The most important difference with other water filters is that powered filters can build up pressure to push your tap water through a RO membrane. As discussed before, RO-filtration is the only technique to make your water absolutely clean.



# Who are you buying from?



Now you know which criteria are important when it comes down to picking the waterfilter that is right for you. It is probably best to look for a business that addresses your questions in a straightforward and clear way. This sounds obvious, but why?

Imagine you want to buy a car. You are talking to the car salesman, and he tells you that it is a very safe car. They have used several best practices and techniques to make sure of it. But when you ask him about how they came to that conclusion, he keeps rambling on about their cutting-edge techniques, while avoiding the real question. Which is: has it been tested by an independent organization and do those results show that it is a safe car?

Of course, there is the possibility that the car is safe. But if you could choose between a car that does not have any proof supporting its safety and quality, and a car that does, which one would you choose?

The same goes for water filters. In your search for a good one, you will come across many companies that claim to have a 'great' or 'the best' water filter. However, there is little to no evidence to support their claims.

It is best to look for a company that has gone through the trouble of testing its own products. If you do not see any test results and you would not be able to get these from them, there is a chance that the water filter will not filter properly, like you would want it to.

# Congratulations!

Congratulations on becoming a water filter expert. Now you know which type of systems there are and how they differ from each other. Combine that with the knowledge and the answers to the questions that you have read about earlier, and you have all the knowledge you need to pick the right water filter, one that suits you.

By now, you might wonder what the AquaTru water filter is like. We did not mention any names of any systems so far because it was our goal to inform you. Not to persuade you to become an AquaTru user.

But of course we are very enthusiastic about our own product. If you wonder how AquaTru performs on all these topics, please read the paragraph below. We will get into all the details about AquaTru and its performance on the before mentioned topics.

We hope you enjoyed the read and we sincerely hope it will help you to choose the water filter that is right for you.





# Putting AquaTru to the test

In the following paragraph you will find all the answers to the questions we asked in previous chapters.

## Techniques

AquaTru is a unique four stage filtration system, which combines four different filtration techniques successively. The device contains three cylinders with filters inside.

- (1-2) **Pre-Carbon Filter:** contains the Mechanical Pre-Filter (1) and the RO Pre-Filter (2). It removes bacteria, sediment and other large particles from your water.
- (3) **Reverse Osmosis filter:** removes even the smallest and most chemical substances from you tap water. The cylinder contains the finest RO membrane.
- (4) **VOC Carbon filter:** This filter contains coconut fibres and gives the water its fine pristine taste.

## Test Results

AquaTru has been extensively tested by IAPMO (International Association of Plumbing and Mechanical Officials). This is an independent, international organization that focuses on the safety, performance and reliability of water supplies.

AquaTru has been tested by IAPMO on the basis of NSF / ANSI certifications 42.53.58 and 401. NSF (National Science Foundation) is the American authority when it comes to food and water safety. The NSF is an independent organization that tests food products. These certifications prove that up to 99% of all contaminants in your tap water are removed by the AquaTru.

AquaTru is recommended by world-renowned health experts like Dr Mark Hyman, Mike Adams and Ocean Robbins. If you are curious about their reviews, check out the next page.

# Endorsements

We are not the only ones that are enthusiastic about our waterfilter.



**Dr. Mark Hyman** | MD and ten times #1 NY times bestselling author

' It removes the major contaminants that you've read about in the news including lead, chromium 6, PFOA and PFA plus other dangerous toxins like disinfection byproducts (carcinogens), perchlorate (rocket fuel), MTBE (gasoline additive), and prescription drug residue (think anti-depressants and hormones from birth control).

I have been looking for a system like this for years. It is easy to set up, maintain and move. ' [Read article.](#)



**Mike Adams** | Owner of [naturalnews.com](http://naturalnews.com)

' In short, the AquaTru is now the most innovative consumer-level countertop water purifier available on the planet. It's powered, of course, so it's in a separate category from gravity water filters (such as Big Berkey). But in terms of water purification for your kitchen -- without any plumbing complexities -- the AquaTru is now the water purifier to beat. ' [Watch video.](#)



**Ocean Robbins** | CEO of the Food Revolution Network

' Food Revolution Network CEO, Ocean Robbins, has been researching the best home water filtration system for years, and his top choice is a new countertop RO unit that includes excellent carbon filter technology, and that delivers amazing quality water and flavor, slashes the purchase cost, requires no installation fees, and has extremely minimal maintenance costs.

The manufacturer is AquaTru, and they state that their water filtration system removes chromium-6 (and a great many other contaminants) from your tap water. ' [Read article.](#)

# User-Friendliness



## **Is the AquaTru easy to install?**

AquaTru is very easy to install. You do not need any tools or a plumber. The only things you have to do is take it out of the package, twist the filters in the right spot and plug it into your power socket (see our manual for the details). When you place the filled up tap water tank on the device, it will start filtering automatically.

## **Is the waterfilter easy to maintain?**

AquaTru users spend an average of 10 minutes on maintenance every month. We recommend cleaning your tanks once every two weeks and to replace your filters in time. AquaTru will tell you when it is the right time to do so. The number of the filter will light up on the display at the front, meaning that it is time for a replacement. In addition, you will also receive a reminder e-mail a month before a filter needs to be replaced.

Simply turn your old filter counter clockwise, take it out and put the new one in. Close the side panel and press the 'filter reset' button, so that AquaTru knows that you have put a new filter in (see our manual for more details).



## **How long does it take to filter my water?**

On average, AquaTru will take 12-15 minutes to provide you with 3 liters of filtered water.

## **How much water does the filter hold?**

AquaTru needs 4 liters of tapwater to provide you with 3 liters of filtered water.

## **How much electricity does AquaTru use?**

AquaTru uses approximately €2 of electricity per year.

## **How long is the warranty on the AquaTru?**

AquaTru gives a guarantee of 2 years on technical defects and problems with the base of the waterfilter system. In addition, our customers are very enthusiastic about our customer service. We will always assist you in the best way possible!



# Thank you for reading!

We hope that you have found all the information you need. If you have any further questions, please visit our FAQ page. If you have any friends who could find this information useful, feel free to share this guide with them. Could you not find the answer to your questions? Then please contact us.

You can do this via the contact form on our website [www.aquatruwater.eu](http://www.aquatruwater.eu), by telephone on +31 6 49 536 820 or by e-mail to [info@aquatruwater.eu](mailto:info@aquatruwater.eu). We wish you success in choosing the right water filter.

Sincerely,  
AquaTru team



AQUATru<sup>®</sup>