



REVERSE OSMOSIS: CLAIM

On average, reverse osmosis systems waste over 50 percent of the influent water.*

Reverse osmosis systems can waste up to 80 percent of the influent water.*

Water from most reverse osmosis systems lacks minerals unless remineralized.*

*Based on a Verify Markets study of reverse osmosis systems in 2024.
This claim expires April 15, 2025.

Approved wording alternatives

- “reverse osmosis”
RO
- “percent”
per cent
%

verifymarkets