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#### WHO WE ARE

At LifeStraw, we believe everyone deserves equitable access to safe drinking water. We design beautiful, simple, and functional products that provide the highest protection from unsafe water based on where and how they will be used. We are a certified B Corp and we take our responsibility to people and planet seriously. For every product sold, a child in need receives access to safe water for an entire year. We have been partners in the fight for the eradication of Guinea worm for 25 years, and we actively respond to emergencies across the globe. We are Climate Neutral Certified and from product to packaging, we measure and minimize our environmental impact. We strive to support underrepresented communities through our actions, our products, our marketing and our communications. We live, work and create with impact in mind. We fight for good and always err on the side of action.

## BY END OF 2022, **7,748,950**

CHILDREN HAVE RECEIVED SAFE WATER.

YOUR PURCHASE HAS IMPACT

1 PURCHASE = 1 YEAR SAFE WATER FOR 1 CHILD

#### WHY WE ARE DIFFERENT



#### IMPACT

LifeStraw is in business to bring safe drinking water to those who need it most. We are a humanitarian company that gives back. We also commit to ensuring that respect, diversity, and inclusion are a conscious part of all of our work.



#### RESPONSIBILITY

To responsibly impact people and planet, we strive to develop products that reduce waste and we recognize our obligation to measuring and minimizing our foot print and environmental impact.



## TECHNOLOGY & INNOVATION

We innovate technology powerful enough to protect some of the most harmful diseases and emerging contaminants in the world and we back it with the most rigorous testing in the business.



#### BEAUTIFUL DESIGN

We use simple, Danish design that ensures our products are beautiful, functional, and sustainable.



#### MAKING AN IMPACT

## IN 2022

**7,952** 

PROVIDED FOR EMERGENCY RESPONSE GENERATING ENOUGH SAFE WATER FOR

## 47,184

PEOPLE WHO WOULD NOT HAVE ACCESS OTHERWISE

#### Certified



This company meets the highest standards of social and environmental impact



LifeStraw is proud to officially be climate neutral certified, and a certified B Corporation

#### PRODUCT COMPARISON CHART











	LifeStraw <b>Peak Series</b> Solo Personal Straw	LifeStraw <b>Peak Series</b> Personal Straw	LifeStraw <b>Peak Series</b> Collapsible Bottle (650ms & 1L)	LifeStraw <b>Peak Series</b> 3L Gravity Filter	LifeStraw <b>Peak Series</b> 8L Gravity Filter	LifeStraw <b>Peak Series</b> 8L + 8L Gravity Filter	LifeStraw <b>Peak Series</b> 8L Gravity Purifier	LifeStraw Go Series (650ml + 1L)	LifeStraw <b>Go Series</b> Stainless Steel (530ml, 700ml + 1L)
REMOV BACTERIA PARASIT	&	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
REMOV MICROPLASTI		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
REDUC CHEMICA		No	No	No	No	No	No	Yes	Yes
REMOV CLOUDINE		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
REMOV VIRUS		No	No	No	No	No	Yes	No	No
MEMBRA FILT LIFETI	ER (2,000 L)	1,000 gal (4,000 L)	500 gal (2,000 L)	500 gal (2,000 L)	500 gal (2,000 L)	500 gal (2,000 L)	4,755 gal (18,000 L)	1,000 gal (4,000 L)	1,000 gal (4,000 L)
CARBON FILT LIFETI		-	-	-	-	-	-	26 gal (100 L)	26 gal (100 L)
FILTER PO SI	RE 0.2 micron	0.2 micron	0.2 micron	0.2 micron	0.2 micron	0.2 micron	0.02 micron	0.2 micron	0.2 micron
WEIG	1.7 oz HT (48.2 g)	2.3 oz (65 g)	650ml: 3.6 o: (102 g) 1L: 3.9 oz (110 g)	z 8.1 oz (228 g)	19 oz (536 g)	34 oz (966 g)	26.4oz (750g)	650ml: 8.7 oz (247 g) 1L: 9.4 oz (268 g)	530 ml:16.7 oz (468 g) 700 ml: 18 oz (515 g)
TESTI STANDA		NSF P231 & US EPA- bacteria and parasites	NSF P231 & U EPA-bacteria and parasites	& US EPA-	NSF P231 & US EPA- bacteria and parasites	NSF P231 & US EPA-bacteria and parasites	NSF P231 & US EPA - bacteria, parasites & virus	NSF 42-chlorine NSF P231 & US EPA-bacteria and parasites	1L: 22 oz (624 g) NSF 42-chlorine NSF P231 & US EPA-bacteria and parasites





#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron

Membrane microfilter lasts up to 500 gal | 2,000 L Pore size: 0.2 micron

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

Weight: 1.7oz | 48.2 g Size: 1.3 in x 5.1 in | 3.30 cm x 12.9 cm

#### SOLO PERSONAL WATER FILTER

ULTRALIGHT FILTRATION FOR BACKPACKING, EMERGENCIES + TRAVEL

#### WHY YOU'LL LOVE IT:

- This ultralight, pocket-sized filter turns any standard water bottle into a filtration system.
- Go the distance: the durable materials and reengineered membrane will mean no breaks, blockages or flow rate issues while you're out there.

LifeStraw Peak Series Solo Water Filter is an ultra-lightweight (only 1.7oz), compact (just 5.1") portable water filtration device that removes bacteria, parasites, microplastics, silt, sand, and cloudiness from drinking water. The standard 28mm threading on the filter allows it to be screwed onto most common water bottles. The fast filtration rate enables you to fill up a 1L bottle in just 20 seconds.

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#### FOR BACKUP FILTRATION, EMERGENCY, & LIGHT HYDRATION

PERSONAL STRAW FILTER

#### WHY YOU'LL LOVE IT:

- Unlimited shelf life no need to worry about how long it's been in your go-bag unused.
- Extra versatility can also be attached to water bottles and to standard gravity hoses.

### ENHANCED MICROFILTER

Our re-engineered filter helps reduce clogging from sand & silt.

PERFORMANCE

#### EXTREME DURABILITY

Premium materials make it tougher and ultra leak-proof.

#### HIGHLY VERSATILE

Built-in gravity hose attachment and universal threading for squeeze bottles.

We took the most popular outdoor water filtration device on the market, and reimagined it for added versatility, sustainability,

a better grip experience, and updated design and colors. This ultra lightweight personal water filter is made from high performance premium sustainable materials, it has no extra parts to keep track of, and it boasts an enhanced flow rate for easy sipping. At 2 ounces and with 5-years of safe water in the palm of your hand, no backpack, pocket, or glove compartment should be without one.

#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron

Membrane microfilter lasts up to 1,000 gal | 4,000 L Pore size: 0.2 micron

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

Weight: 2.3 oz | 65 g Size: 1.26 in x 7.5 in | 3. 2 cm x 19. 5 cm





#### ULTRA COMPACT

Filter can be placed inside or outside of the squeeze pouch to maximize space.

#### HIGH FLOW RATE

Our re-engineered filter gets up to 3L per minute. That's really fast.

#### EXTREME DURABILITY

2x thicker, premium materials make it tougher and ultra leak-proof.

#### HIGHLY VERSATILE

The Collapsible Squeeze Bottle System is designed with every occasion in mind. Use as a bottle, push water through it into cooking containers or other drinkware, use as a straw, or connect to other Peak systems.

LifeStraw's new Peak squeeze filtration is an all-in-one water storage and filtration device. Made from premium durable materials that render it stronger than any squeeze

system on the market and won't tear or rip on your adventures. The membrane density has been optimized to reduce clogging and the over-cap features a custom cap prevent leakage.

#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron

Membrane microfilter lasts up to 500 gal | 2,000 L Pore size: 0.2 micron

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

 650 ml
 1 L

 Weight: 3.62 oz | 102 g
 Weight: 3.91 oz | 110 g

 Size: 4.1 x 10 in
 Size: 4.7 x 12.1 in

 10.5 x 25.6 cm
 12 x 30.8 cm





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#### **COLLAPSIBLE SQUEEZE BOTTLE** WATER FILTER SYSTEM

FOR TRAIL RUNNING, THROUGH HIKING, LIMITED SPACE TRAVEL, CYCLING + MORE!

#### WHY YOU'LL LOVE IT:

- It's durable enough to last you on your long haul adventures without having to worry about rips, tears and punctures.
- Ultralight & collapsible at less than 4 oz means you can grab and go.
- The filter is removeable so you can also use as a water storage solution.
- Super versatile the filter itself can be screwed on to other water bottles or other Peak gravity systems.

8 | LIFESTRAW

LifeStraw #

650 ml

#### ENHANCED MICROFILTER PERFORMANCE

Our re-engineered membrane and custom backwash accessory means better performance against sand & silt to ensure a great flow over the long haul.

#### EXTREME DURABILITY

Premium materials make it tougher and ultra leak-proof.

#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron

Membrane microfilter lasts up to 500 gal | 2,000 L Pore size: 0.2 micron

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

Weight: 8.1 oz | 228 g Size: 8.6 in x 20.8 in | 22 cm x 52.9 cm Hose Length: 47 in | 1.2 m



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#### **3L GRAVITY BAG** WATER FILTER SYSTEM

FOR BACKPACKING & SMALL GROUP CAMPING

#### WHY YOU'LL LOVE IT:

- Ultralight and ultra-durable. Take it hiking, camping, or hang it from the RV.
- Designed to be fully leak-proof to use as storage while moving about.
- Ultra-versatile; filter can also be used as a straw or with standard water bottles.
- Great for small campsites of 2-3 people.

It's the simple, economic, lightweight and compactible option for back-country camping and backpacking.

HIGHLY VERSATILE

The 3L Gravity System is designed with every occasion in mind: use as a gravity

system, a large squeeze bottle, a straw, or use the filter with a water bottle.

The optimized filtration cartridge boasts a high flow rate and ability to remove sand and silt without clogging. The water storage bag is extra strong and leak-proof so it can stand up to the same toughness and usage that you put your other gear through. You'll never have to buy another.

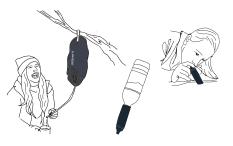
#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron

Membrane microfilter lasts up to 500 gal | 2,000 L Pore size: 0.2 micron

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

Weight: 19 oz | 536 g Size: 14 in x 23.5 in | 35.6 in x 59.7 cm Hose length: 47 in | 1.2 m



#### **8L GRAVITY BAG** WATER FILTER SYSTEM

FOR BASE CAMP, LARGE GROUPS, VAN & RV TRAVEL

#### WHY YOU'LL LOVE IT:

- The toughest gravity bag on the market to stand up to your adventures.
- Hangs from a tree or RV for quick hydration at base camp.
- · Leak-proof cap included for easy water storage.
- Ideal for larger camping groups only one person has to carry water for the group!

The best in dromedary bags meet the best in filtration performance. This high-capacity, 8 liter system is made of high performance materials for long term durability. The large cap allows for easy filling, cleaning and leak-proof mobility. It has multiple carrying options, while also boasting a simple but enhanced filtration system designed to prevent clogging. It's the only system you'll need for you and the whole crew for as long as you're on your adventure.

ENHANCED MICROFILTER

Our re-engineered membrane

and custom backwash accessory means better perfor-

mance against sand & silt to ensure a great flow over the

EXTREME DURABILITY

Constructed of durable 840

during your travels.

a water bottle.

HIGHLY VERSATILE Can remove the filter from

the gravity bag and use it as a straw on the go or with

denier double TPU laminated nylon reinforced fabric, which is resistant to punctures & rips

PERFORMANCE

long haul.

#### **PROTECTS AGAINST:**

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron

Membrane microfilter lasts up to 500 gal | 2,000 L Pore size: 0.2 micron

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

Dirty Water Bag Weight: 19 oz | 536 g Weight: 15.2 oz | 430 g Size: 14 in x 23.5 in 35.6 cm x 59.7 cm Hose length: 47 in | 1.2 m

Safe Storage Bag Size: 14 in x 23.5 in 35.6 cm x 59.7 cm

8L + 8L GRAVITY BAG SAFE WATER STORAGE SYSTEM

BASE CAMP HYDRATION, VAN & RV TRAVEL, LARGE GROUPS

#### WHY YOU'LL LOVE IT:

- Hangs from a tree or RV for guick hydration at base camp.
- Easy pour spout.
- Ideal for larger camping groups Only one person has to carry water for the group!

is resistant to punctures & rips during your travels. STORAGE SYSTEM The included safe water storage bag has a custom screw spout for fast flow and a hose attachment for versatility.

ENHANCED MICROFILTER

Our re-engineered membrane and custom backwash

performance against sand &

silt & maintaining great flow over the long haul.

Constructed of durable 840 denier double TPU laminated

nylon reinforced fabric, which

Screw caps throughout make it

PERFORMANCE

accessory means better

EXTREME

DURABILITY

ultra-leakproof. The ultimate basecamp highcapacity filtration system that allows for seamless guick-connect safe storage. Both are fully leak-proof systems allowing for mobility, and the safe-water storage bag has a custom twistcap for high flow rate and a hose adapter to add functionality. Made of high-performance materials for long term durability. Also boasts a simple but enhanced filtration system designed to prevent clogging. It's the only system you'll need for you and the whole crew for as long as you're on your adventure.

# LifeStraw #



- 99.99% of viruses
- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.02 micron

Membrane Ultrafilter lasts up to 4,755 gal | 18,000 L Pore size: 0.02 micron

Meets US EPA & NSF P231 standards for the removal of viruses, bacteria and parasites

Weight: 26.4 oz | 750 g Size: 74.7 in | 189.7 cm Hose length 47 in | 1.2 m

#### EXTREME DURABILITY

Constructed of durable 840 denier double TPU laminated nylon reinforced fabric, which is resistant to punctures & rips during your travels.

The LifeStraw Peak Series Gravity Water Purifier is a portable, high-capacity water purification system that removes viruses, in addition to bacteria, parasites and microplastics from drinking water. This rugged, 8L system boasts a high flow rate of 30L/ hr and has a lifetime capacity of 18,000 liters – about five years of safe drinking water for a family of five. The product is ideal for emergency preparedness and survival situations as well as camping, adventure and international travel.

ENHANCED ULTRAFILTER

The new ultrafilter contains

double the membrane capacity

of our previous gravity purifier,

maintaining virus removal at a pore size of 0.02 micron

enabling higher flow raters while

PERFORMANCE

EASY TWIST

CONTROL

ON|OFF FLOW

**REMOVES VIRUS** 

LifeStraw #

#### **8L GRAVITY PURIFIER**

VIRUS PROTECTION FOR THE WHOLE CREW

#### WHY YOU'LL LOVE IT:

• A rugged, high flow rate water purifier that removes virus!

THE ULTIMATE SIDEKICK HAS ARRIVED MEET THE GO SERIES WATER FILTER BOTTLES

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LifeStraw<sup>®</sup>#

#### **GO SERIES** BPA-FREE WATER FILTER BOTTLE

FOR EVERYDAY FILTRATION, ROAD TRIPS, TRAVEL

#### WHY YOU'LL LOVE IT:

- Award-winning filtration technology, on the go.
- Use all day at the office, on the road, or on your next adventure
- Available in 22 oz and 1 L sizes. Every fill avoids the need for single-use plastic water bottles.

LifeStraw Go is an advanced water bottle with filter that protects against bacteria, parasites, microplastics, chemicals, like chlorine, and improves water taste. The BPA-free bottle is ideal for travel and everyday use. Simply fill with water from a lake, river or tap and filter on the go. LifeStraw filters are rigorously tested to meet protocols established by the US Environmental Protection Agency (EPA) and NSF International/ANSI.



#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron
- Chlorine & organic chemical matter to improve taste

Membrane microfilter lasts up to 1,000 gal | 4,000 L Pore size: 0.2 micron

Activated carbon filter lasts up to 26 gal | 100 L

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

22 OZ 1L Weight: 8.7 oz | 247 g Weight: 9.4 oz | 268 g Height: 27.4 cm Height: 27.4 cm

LifeStraw<sup>®</sup>#

LifeStraw<sup>®</sup>#

650 ml



#### GO SERIES STAINLESS STEEL INSULATED WATER FILTER BOTTLE

FOR EVERYDAY FILTRATION, ROAD TRIPS, TRAVEL

#### WHY YOU'LL LOVE IT:

- Award-winning filtration technology, on the go.
- Use all day at the office, on the road, or on your next adventure
- The double wall vacuum insulated stainless steel bottle will keep your water cool for all-day hydration.







#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron
- Chlorine & organic chemical matter to improve taste

Membrane microfilter lasts up to 1,000 gal | 4,000 L Pore size: 0.2 micron

Activated carbon filter lasts up to 26 gal | 100 L

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites

24 OZ 1 L Weight: 18 oz | 515 g Weight: 22 oz | 624 g Height: 28.1 cm Height: 28 cm

The LifeStraw Go double wall vacuum insulated stainless steel water bottle contains an advanced filter that protects against bacteria, parasites, microplastics, chemicals like chlorine, and improves taste. The insulated, stainless steel bottle is ideal for keeping your water cool while you are on the move. Simply fill with water from fountains, lake, river or tap and filter on the go. Keeps water cool for all-day hydration. There's no more need for single-use plastic bottled water.



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LifeStraw **#** 

650 ml

1 L



#### GO SERIES 180Z STAINLESS STEEL INSULATED WATER FILTER BOTTLE

FOR EVERYDAY FILTRATION, ROAD TRIPS, TRAVEL

#### WHY YOU'LL LOVE IT:

- Award-winning filtration technology, on the go.
- Fits in standard car cup holders
- The double wall vacuum insulated stainless steel bottle will keep your water cool for all-day hydration.



#### PROTECTS AGAINST:

- 99.999999% of bacteria
- 99.999% of parasites
- 99.999% of microplastics
- Silt, sand, and cloudiness greater than 0.2 micron
- Chlorine & organic chemical matter to improve taste

Membrane microfilter lasts up to 1,000 gal | 4,000 L Pore size: 0.2 micron

Activated carbon filter lasts up to 26 gal | 100 L

Meets US EPA & NSF P231 standards for the removal of bacteria and parasites 18 OZ Weight: 16.65 oz | 468 g Height: 28.1 cm

The LifeStraw Go Series double wall vacuum insulated stainless steel water bottle contains an advanced filter that protects against bacteria, parasites, microplastics, chemicals like chlorine, and improves taste. The insulated, stainless steel bottle is ideal for keeping your water cool while you are on the move. Simply fill with water from fountains, lake, river or tap and filter on the go. Keeps water cool for all-day hydration. There's no more need for single-use plastic bottled water.



LifeStraw #

530 ml

## **COLOR CHARTS**

Get ready to explore the world while staying hydrated with the LifeStraw Peak Series and the LifeStraw Go Series! These two collections offer a range of color options that will make your outdoor adventures even more exciting. The Peak Series comes in 3 different color ways: Mountain Blue, Dark Mountain Gray, and Mountain Navy. The Go Series comes in 11 vibrant color options: White, Nordic Noir, Aegean Sea, Icelandic Blue, Laguna Teal, Kyoto Orange, Terrace Green, Cherry Blossom, Merlot Me Away, Seafoam, and Provence Purple.





#### WHAT SETS LIFESTRAW APART

Tough and Minimalist: Our products are made with minimal spare parts and are used in the toughest conditions around the world.

LifeStraw is the only water filter brand that owns and operates its own fully equipped ISO certified water laboratory.

4-step quality control including microbiological testing over every single batch of filters.

We give back: We provide a year of safe water to a child in need for every LifeStraw product sold.

Transparent testing: We share all internal and external lab reports publicly, on our website.

Optimal flow rates: Optimized to operate off of human sucking & last longer in sandy & silty conditions. 7.

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Sustainable packaging: All packaging is free of plastic and is fully recyclable or compostable.

It's all about the 9s: We report log removal (99.999999%) data for all of our microbiological claims.

## LifeStraw<sup>®</sup>##