



A Marketing Minute from Multipure

The Coronavirus pandemic is a constant reminder of the precious and fragile nature of our lives. We need to be aware of threats to our health, whether they be pathogenic microorganisms such as COVID-19 or environmental contaminants that can be present in our water. Multipure is a rock-solid barrier to many of these threats.

Here in Las Vegas, the pandemic is keeping us on our toes as regulations and restrictions continue to change. After a brief period of opening to the public in June, Multipure HQ is once again closed to customers and visitors. We are happy to take phone or internet orders and deliver them “curbside” to customers who come to the parking lot of the building. Rest assured, we are taking the necessary precautions to provide a safe and healthy environment for our staff so that we can be here for you during this crisis.

In other news, we are proud to announce that Multipure's Aquamini compact drinking water system is officially NSF-certified to treat drinking water contaminants under NSF/ANSI Standard 42 (Aesthetic Effects), 53 (Health Effects), and 401 (Emerging Compounds/Incidental Contaminants). This is a terrific little stainless steel filtration system, and really is perfect for use in dorm rooms, hotels, and RVs. It's small enough to pack in your luggage, and a great way to bring the best filtered water with you when you're on a trip or vacation.

In online news, this month's Multipure Spotlight is “By the Numbers,” because sometimes the most effective way to present our products is to simply let the numbers speak for themselves. For example, 1 Aquaversa filter only costs 9-cents per gallon of filtered water, compared to anywhere from \$1.50 a gallon to \$6.40 a gallon for disposable plastic bottled water. Or how Multipure is NSF-certified to treat more than 85 different contaminants in drinking water - the broadest array of contaminants in home drinking water filtration. So check out our By the Numbers social media posts and articles, and use the power of the data help spread the word of Multipure for your business.

Finally, remember that with the summer heat fully upon us, to stay hydrated and healthy. And nothing beats the heat like a cold, refreshing glass of Multipure drinking water.

Dedicated to Your Success,

Kenton Jones
Vice President of Marketing

Multipure's Aquamini Is Now NSF-Certified

Great news! As of June 15, 2020, Multipure's Aquamini Drinking Water System is NSF-certified under NSF/ANSI Standards 42 (Aesthetic Effects), 53 (Health Effects), and 401 (Emerging Compounds/Incidental Contaminants).* With its durable stainless-steel housing, and a filter certified to a capacity of 250 gallons, the Aquamini is truly a miniature version of Multipure's popular Aquaversa system. Compact yet powerful, the Aquamini is the perfect system for portable use, such as in dorm rooms, hotels, or recreational vehicles.

For additional information, or to purchase an Aquamini, please visit www.multipure.com/aquamini.html

For the Aquamini NSF certification listing, please visit www.nsf.org

*The Aquamini's NSF-certified contaminant reduction performance is similar to the Aquaversa, with the exception of the following contaminants: radon and chloramine.

Multipure Headquarters Update

Due to new rules initiated by the state to curb the spread of COVID-19, as of June 26, 2020, Multipure Headquarters is again CLOSED to all non-employees. Local customers may continue to place orders via Internet or phone at 1.800.622.9206, ext. 83 (credit card preferred). Products will continue to be shipped to customers, but local pickups will instead be facilitated curbside, outside of Multipure HQ.

We thank you for your continued patronage, and wish for the continued health and safety of all of our customers, Builders, and employees.

- COVID-19 and Water Safety Facts - www.multipure.com/covid-19-water-facts.html
- Bottled Water Alternative video - www.youtube.com/multipure4u
- Bottled Water Frenzy Podcast - www.soundcloud.com/multipure/bottled-water-frenzy

Multipure Spotlight

Multipure's Spotlight for July 2020 is "Multipure By the Numbers," which means that this month, our blog posts and social media will focus on some enlightening, eye-opening, and sometimes startling numbers and statistics related to drinking water contamination and filtration.

Visit our social media on our Purely Social Blog, Facebook page, and more, to read about "Multipure by the Numbers," "NSF by the Numbers," and more.

- Multipure's Blog - www.multipure.com/purely-social/blog/
- Facebook - www.facebook.com/multipure
- SoundCloud - <https://soundcloud.com/multipure>

Multipure Promotion & Contests

Free WET System Promotion

From July 1, 2020 through September 30, 2020, customers can request a FREE Water Emergency Treatment (WET) System with the purchase of a Drinking Water System or Drinking Water System Starter Kit at regular price – an \$85 value!

Multipure's WET System allows you to manually treat unknown quality water sources for contaminants, providing you with cleaner, healthier drinking water when a safe water source is unavailable.

NOTE: This promotion is not automatically applied to qualifying purchases, and must be REQUESTED at the time of purchase. Shipping and handling fee of \$13 must be included for the WET System. For additional details, please visit www.multipure.com/promo.html

Earn Your Way to Our 2021 Vegas Vacation: Update on Multipure's 50th Anniversary Celebration

Due to unforeseen outside circumstances, and for the safety and health of our Builders and employees, we have moved our 50th Anniversary Conference from Fall 2020 to Spring 2021.

For those who have earned prizes to our Vegas Vacation already, rest assured that your rewards will carry over to the new event. Furthermore, any contest points earned throughout 2020 will combine with contest points earned in 2019 toward current and new contest rewards and prizes.

Remember that you automatically earn vacation contest points when you sell our products, recruit new prospects, advance in Builder Rank, and more! So continue to earn points toward our Vegas Vacation through December 31, 2020. We hope to celebrate a Vegas Vacation with you in 2021! For details, please visit www.multipure.com/assets/mp-2021-vacation-contest.pdf.

2020 Virtual Opportunity Tour Online Meetings

Due to officially-mandated social distancing rules, Multipure's Golden Opportunity Tour in-person meetings are on hold until further notice. As an alternative, Multipure will be hosting Virtual Opportunity Meetings online through Zoom beginning in May. In addition, Multipure will be hosting Virtual Training Meetings to help Builders learn and improve their businesses.

For Virtual Opportunity Meeting information, please visit www.multipure.com/golden-opportunity-tour.html.

For Virtual Training Meeting information, please visit www.multipure.com/multipure-virtual-training.html.

Notable Dates

July 4, 2020 – Independence Day: A celebration of the United States' adoption of the Declaration of Independence from the Kingdom of Great Britain on July 4, 1776.

Multipure Reference

Motivational Mondays

These calls offer practical knowledge from the point of view of experienced Builder Leaders, providing dynamic lessons on the Multipure business opportunity and teaching you how to grow your business!

Whether you're a new prospect or a veteran network marketer, connect with Multipure's Motivational Mondays for a burst of knowledge, energy, and encouragement!

Our upcoming Motivational Monday speakers are:



July 13, 2020 - David Green, National Network Director
Topic: Golden Nuggets – Success Tips in a Nutshell



August 10, 2020 - Ahlem Mayes, Network Director
Topic: Why I Switched to Multipure Filters

You can dial in live to our Motivational Mondays on the 2nd Monday of each month at 6:00 p.m. PST, at:

- U.S. Toll-Free Phone Number: 1.877.366.0711
- Canadian Toll-Free Phone Number: 1.866.627.1651
- Participant Passcode: 24686656#

Multipure Podcasts

Pre-recorded news and training podcasts accessible online. Some of the most recent podcasts include:

- Treating Bacteria and Viruses in Drinking Water
- Contaminant Health Effects Overview
- Bottled Water Frenzy
- PFAS Contamination
- The Best in Water Filtration
- Key Leaders' Monthly Podcasts

Listen to these and more at:

- www.soundcloud.com/multipure (The Soundcloud link is located at the top of the Multipure website, with the rest of the social media icons.)

Multipure
Motivation

**"Do your little bit of good where you are; it's those little bits
of good put together that overwhelm the world."**

- Desmond Tutu

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