



A Marketing Minute from Multipure

Two brothers. One dream. An endless supply of passion, dedication, and heart. For fifty years, Multipure has followed the mission and vision of its founders, H. Allen Rice, and Alvin E. Rice. For fifty years, Multipure has worked to improve people's water, people's health, and people's lives.

This year, 2020, is a historic milestone for all of us at Multipure. This year marks Multipure's Golden Anniversary, and it serves as a testament to all of the hard work and commitment of our Builders, our employees, and for the entire Multipure family. This year is a testament to our shared belief in the necessity of cleaner, healthier water, and in the mission of helping people improve their water and their lives.

It is incredibly difficult for a business to thrive and endure for fifty years. The fact is, it is incredibly difficult for a business to thrive and endure for even five or ten years, let alone fifty. So how are we still here? How are we still here, reaching out to consumers, and educating them, and helping them understand the need for better water? How are we still here, reaching out to entrepreneurs, and teaching them, and helping them find their own opportunity for success?

We are still here because of trust and belief, in our products, in our people, and in our message. Multipure's Founders believed in their vision of better water, and they trusted in themselves and their abilities to create and deliver a product that could help people improve their water – above and beyond what consumers find on the market. They trusted their employees to help them build this company from the ground up, and they trusted their Builders to grasp the opportunity they presented, and spread the word of Multipure water far and wide. And they believed that once people Tasted the Difference of cleaner, healthier water through Multipure, then they, too, would believe in the power and necessity of better water for better health and better lives.

This kind of mission and vision does not get accomplished in a few months, or a few years, or even a few decades. It is a continuing mission, an enduring mission, because people will always need water. People will always look out for the health and happiness of their friends and loved ones. And as long as people keep living, and people keep needing water, Multipure will be there to offer the cleanest, healthiest, tastiest water around.

Two brothers. One dream. An endless supply of passion, dedication, and heart. This is how Multipure has grown, thrived, and endured for fifty years. This is how you improve people's lives for five decades, one glass of water at a time. Fifty years is just the beginning.

Dedicated to Your Success,

Kenton Jones,
Vice President of Marketing

Multipure Spotlight

Multipure's first Spotlight for 2020 is "The Best in Water Filtration". This year, Multipure celebrates its 50th anniversary, so this month, we will focus on why Multipure is the best in water filtration, and how Multipure has achieved and maintained this tremendous feat.

Visit our social media on our Purely Social Blog, Facebook page, and more, to read about and share your own reasons why and how Multipure is the Best in Water Filtration.

- Multipure's Blog - www.multipure.com/purely-social/blog/
- Facebook - www.facebook.com/multipure
- Pure Foundation Facebook - www.facebook.com/multipurefoundation
- Twitter - www.twitter.com/multipure
- SoundCloud - <https://soundcloud.com/multipure>
- Instagram - www.instagram.com/multipure/

2020 Golden Opportunity Tour

Five decades of cleaner, healthier water. Fifty years of unparalleled, industry-leading performance. A Golden Anniversary of better water, better health, and better lives.

Multipure invites you throughout 2020 to join us as we celebrate our 50th anniversary of powerful, enduring, life-changing water treatment products. Join us as we celebrate this amazing, decades-long journey, and join us as we work together toward a bright future of the best water for yourself, your family, and your friends.

All of our Golden Opportunity Tour meetings are free to attend, and no registration is required.

Portland, OR

Saturday, March 7, • 10:00 am - 11:30 am

DoubleTree by Hilton Portland • 1000 NE Multnomah, Portland, OR 97232

Continental breakfast and validated parking included.

Interested in an official Multipure Opportunity Meeting in your region? Check out our Meeting Request Form in the Builder Resources section of our website (or directly to the form at www.multipure.com/meeting-request.html).

Product Updates

Aquasource Returning Soon

Multipure's Aquasource Whole-House System will be available for purchase in early 2020. It was unavailable for the past few months as we implemented design improvements to better serve our customers.

Aqualuxe Currently Unavailable

Multipure's Aqualuxe Drinking Water System will be unavailable through early Q1 2020. We apologize for the inconvenience, and will update you when the Aqualuxe becomes available for purchase.

Multipure Promotion & Contests

Free Filter Promotion

From January 1, 2020 through March 31, 2020, customers can request a FREE replacement filter with the purchase of a Drinking Water System or Drinking Water System Starter Kit at regular price – a \$45 to \$150 value!

Treat yourself to better water, and request our Fresh Filter promotion with your Drinking Water System purchase. It's a great way to start the New Year, and a terrific way to start the celebration of Multipure's 50th year of cleaner water and better lives!

For additional details, please visit www.multipure.com/promo.html

Join Us in October 2020 for Multipure's 50th Anniversary Celebration!

Join us at our golden celebration, our commemoration of fifty years of cleaner water, better health, and happier lives through Multipure. Join us as we reflect on our history, reaffirm our commitment to our mission, and celebrate together a brighter tomorrow. Join us as we enjoy fifty years of success with all the fun and excitement that Las Vegas has to offer.

Please visit www.multipure.com/assets/mp-2020-las-vegas-contest.pdf for additional information.

FRESHFILTER
PROMOTION



Multipure Reference

Motivational Mondays

Multipure's Motivational Mondays 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!

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, Training and Motivational Monday podcasts are accessible online. Please visit our account at www.soundcloud.com/multipure

Here are some topics we cover

- Multipure's Solution To Ineffective Water Filtration
- Fake Filters & Certification
- Utilizing The Hydration Solution
- New Builder Primer
- An Overview Of Filtration Technologies
- Any Many More!

Multipure
Motivation

"Great companies that build an enduring brand have an emotional relationship with customers that has no barrier. And that emotional relationship is on the most important characteristic, which is trust."

- Howard Schultz

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