



A Message From The Co-Founder

Do not use any of your tap water. This was the message sent to eight cities in Texas because the authorities found a brain-eating amoeba in their water supply. How frightening can that be? The brain-eating amoeba was the cause of at least one death: a six year old little boy. This type of amoeba is commonly found in soil, warm lakes, rivers, and hot springs, and normally enters the body through the nose, not from drinking the water. That being said, I am sure you would not want to drink water that contains a brain-eating amoeba.

We know that many water supply sources have been contaminated with microscopic organisms like Giardia and Cryptosporidium, which Multipure is certified to remove. Multipure systems are effective at treating these microorganisms because the size of the pores in the Multipure filter are much smaller than the size of these microorganisms; water passes through, but the microorganisms and other contaminants do not. So, much like these microorganisms, the amoeba would also be unable to pass through the Multipure filter.

Municipalities add chlorine to kill bacteria; however, chlorine is not always effective in killing cysts such as Giardia and Cryptosporidium. In addition, chlorine creates disinfection byproducts (DBPs) such as trihalomethanes (THMs) and haloacetic acids (HAAs) – both of which have been identified as cancer-causing substances. While most carbon filters can remove chlorine, many do not remove THMs and HAAs. This is why having an effective filter is so important; Multipure removes the chlorine, THMs, and HAAs that may be in your drinking water.

In addition to THMs and HAAs, the CDC has identified more than 600 water disinfection byproducts. This is why I say the scariest thing about drinking tap water is not “what we know” but “what we don't know.” While 91 pollutants are regulated by the Safe Drinking Water Act, there are standards set by the EPA for only 80 contaminants. The EPA estimates that more than 60,000 chemicals are used within the United States. In 2009, a 3-year study of the nation's drinking water quality found more than 200 unregulated chemicals in the tap water in 45 states. Since then, a class of about 5000 fluorinated compounds (perfluoroalkyl substances, or PFAS), nicknamed “forever chemicals,” have been identified. Why “forever chemicals”? Because these chemicals do not naturally break down, and there is no known way to destroy them. Multipure is certified to remove PFAS chemicals in drinking water.

There is a lot we still do not know about drinking water contamination. But, you know what we do know? We do know that – based on NSF independent testing and certification – Multipure has proven to be the most effective drinking water system on the market.

So, as we celebrate Thanksgiving this month, and you get ready to prepare your turkey, and mashed potatoes, and stuffing, and all the other family foods, remember that it is important that you share your knowledge with everyone you know. It is important to help people understand the necessity of cleaner, safer, better-tasting drinking water. You can make a difference in helping protect the health of your family and many others.

Thank you for your continued support, and Happy Thanksgiving!

Alvin Rice • Co-Founder & CEO

References: 1. <https://www.cnn.com/2020/09/26/us/brain-eating-amoeba-found-in-texas-water-supply-trnd/index.html> 2. <https://www.cdc.gov/safewater/chlorination-byproducts.html> 3. <https://blog.primowater.com/blog/common-chemicals-in-tap-water> 4. <https://www.scientificamerican.com/article/tap-drinking-water-contaminants-pollutants/> 5. <https://www.theguardian.com/society/2020/feb/03/pfas-forever-chemicals-what-are-they> 6. <https://www.nationalgeographic.com/science/2020/01/pfas-contamination-safe-drinking-water-study/>

Multipure Spotlight

Multipure's Spotlight for November 2020 is "Making a Difference with Multipure," which means that this month, our blog posts and social media will focus on Multipure's charitable arm, the Pure Foundation, and how it helps people with its mission of bringing cleaner water and better health to people and communities in need.

Visit our social media on our Purely Social Blog, Facebook page, and more, to read about "Making a Difference with Multipure" and more.

Multipure's Blog - www.multipure.com/purely-social/blog/

Facebook - www.facebook.com/multipure

SoundCloud - <https://soundcloud.com/multipure>

Save the Date for Multipure's 50th Anniversary Virtual Celebration!

Multipure celebrates 50 years officially on December 7, 2020! We want you to join us for our virtual celebration featuring Multipure Founder Alvin Rice, President Zachary Rice, and Executive Vice President Jennifer Rice. This virtual event will be free to attend and include raffles, prizes, and more!



Virtual 50th Anniversary Celebration

Date: Monday, December 7, 2020

Time: 5 p.m. Pacific Time

Special raffle prizes: Aqualuxe Drinking Water System, Apple Watch, iPad, and more!

Celebrate along with us by purchasing special 50th Anniversary Watch Party Boxes. These limited edition boxes include commemorative champagne flutes, party hats, party favors, and raffle tickets.

Visit www.multipure.com/50years for additional details as the date approaches.

Multipure Contests & Promotion

Enter to Win a Pink Aquaversa for Charity!

Multipure will be hosting a raffle for two (2) Aquaversa Drinking Water Systems! These limited-edition, custom-designed stainless steel systems sport a brilliant pink coating, and like all of our systems, are able to treat a broad array of potential contaminants in your drinking water. One lucky winner will receive a Pink Countertop Aquaversa and one will receive a Pink Below-Sink Aquaversa!

The proceeds for each purchased raffle ticket will go to Multipure's Pure Foundation, to help in its mission of delivering clean water aid to children, families, and communities in need.

Raffle tickets can be purchased on our website at the following prices:

- (1) Raffle Ticket: \$5
- (5) Raffle Tickets: \$20



The "In the Pink" Raffle prize drawing will be conducted during our 50th Anniversary Celebration on December 7, 2020, so buy your tickets and tune in to see if you're a winner! Thank you for supporting this important organization, and helping others improve their water to help get their health "in the pink"!

For more details, please visit www.multipure.com/contest.html

WET System Promotion Extended Through December 31!

With emergency situations continuing across the country, Multipure has extended our FREE WET System promotion through the end of the year!

Through December 31, 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.

Update to Multipure's Public Awareness Sweepstakes

Multipure's quarterly/annual Public Awareness Sweepstakes program was a great way for Builders to engage with people at public exhibits, offering a chance at a cash prize simply for filling out a questionnaire. With the changing ways in which Builders are conducting their business, Multipure has decided to end this program. The final drawing for Multipure's Sweepstakes will be December 31, 2020; make sure to submit any completed sweepstakes forms by December 16, 2020 to be included in our final drawing. We thank you for your participation in Multipure's Public Awareness Sweepstakes program.

Holiday Hours

Thursday, November 26 • Sunday, November 29

Multipure will be closed in observation of Thanksgiving Weekend. Stay safe and enjoy the holiday!

Notable Dates

November 11, 2020 • Veterans Day

A day to honor those who have served in the United States Armed Forces. (Multipure will remain open)

November 26, 2020 • Thanksgiving

A day to give thanks for the good things in our lives, and to celebrate with family and friends.

Motivational Mondays

For the last two months of the year, our Motivational Monday conference calls will feature special end-of-year messages from the Rice family! Join these calls to hear from the top executives and founding family of Multipure.

Our upcoming Motivational Monday speakers are:

November 9, 2020 - [Alvin Rice](#), Multipure Co-Founder and CEO

December 14, 2020 - [Zachary Rice](#), Multipure President & [Jennifer Rice](#), Multipure Executive Vice President

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
Motivation

**“Gratitude is the inward feeling of kindness received.
Thankfulness is the natural impulse to express that feeling.
Thanksgiving is the following of that impulse.”**

- Henry Van Dyke

7251 Cathedral Rock Drive, Las Vegas, NV 89128702.360.8880 • 800.622.9206

www.multipure.com