

PLASTIC PRETENDER



*Something about this
doesn't feel right...*

A new hero has arrived in the city... and everywhere he goes, problems seem to disappear. Like this burst water main which has stopped a couple from entering their apartment.



What are we going to do?



WHOOOSH!



Don't worry! I've got it handled!

HOORAY!



Wow! That was fast!



Intrigued, Dewey watches from a distance.



At first, everyone is amazed...



Everform, the new superhero in the city, fixes everything quickly and easily with his plastic powers. It seems too good to be true.

Dewey notices something strange starts to happen.



The plastic is breaking down...
It's getting into the water.



...and he's not fixing the problem—he's repeating it!



It broke again?
Here's another.



Would you like a bottle
of water, Dewey?



You're not fixing things...
YOU'RE CHANGING THEM!

I'M IMPROVING them!



**HAHA
HA!**



<GASP>

Microplastico...

The city—they made me!
Every bottle...
Every fragment...



I didn't appear...
I accumulated!



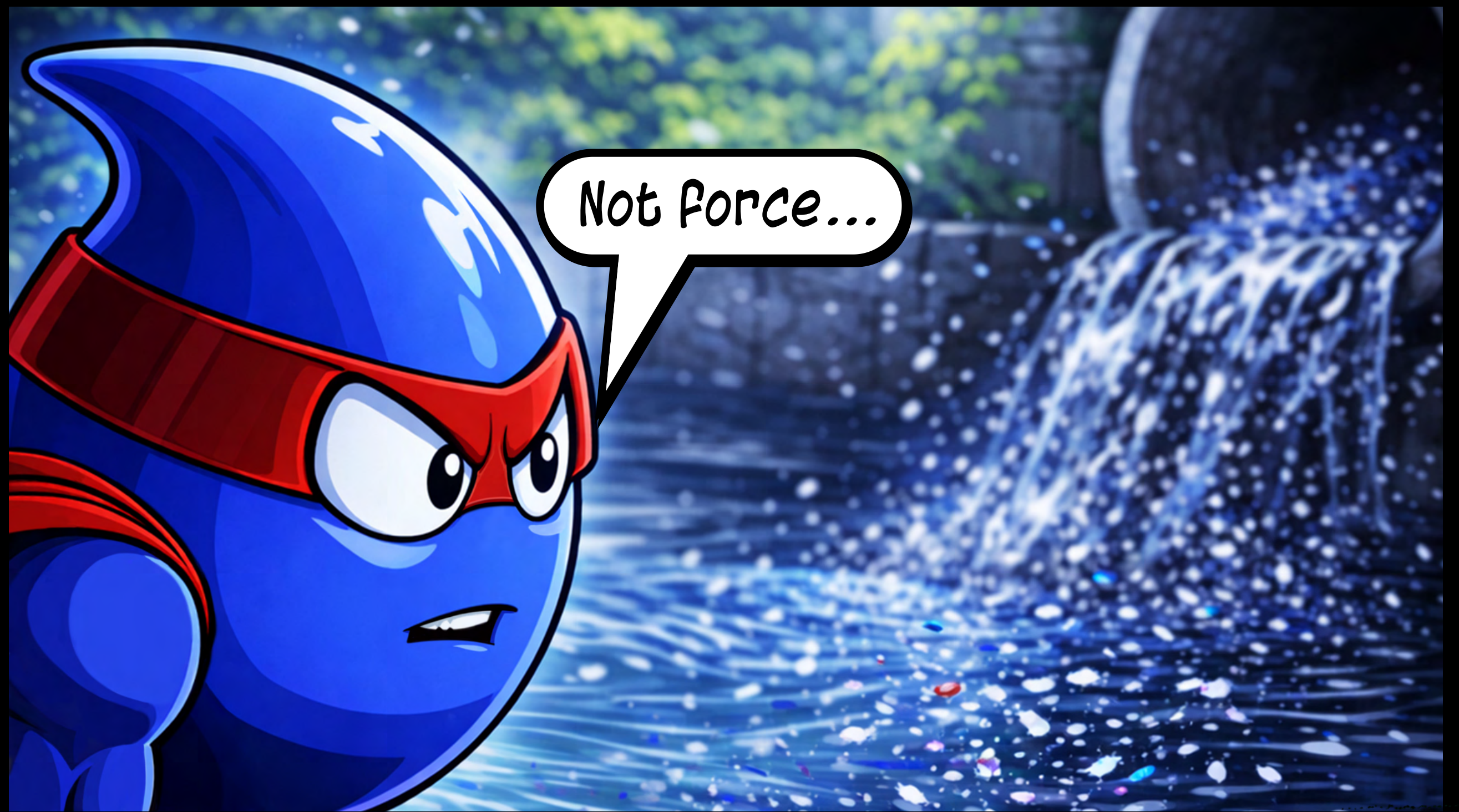
And I'm
not going
anywhere.

This isn't something Dewey can just punch through...



You don't even see it.

Dewey watched the tiny plastic pieces drifting through the water... and that's when it clicked. He didn't need to stop Microplastico—he needed to stop what was feeding him.



With Microplastico pushed back, the city breathes easier, and clean water flows clear once again.



Dewey watching quietly — not celebrating, just aware.



Next time I won't be fooled so easily.

I'm still here...

THE END...

FOR NOW





AQUAVERSA

Take a look at Multipure's Aquaversa: it's powerful, it's convenient, it's easy to use, and it's affordable. No wonder it's one of the most popular countertop and under sink filtration systems we've had to offer.



AQUAPERFORM

If you want a countertop or under counter water filter system that offers superior performance and convenience, consider the Aquaperform. This system is perfect for anyone concerned about the presence of Arsenic-V and many other contaminants in their water. It is a water filter with performance beyond the norm.

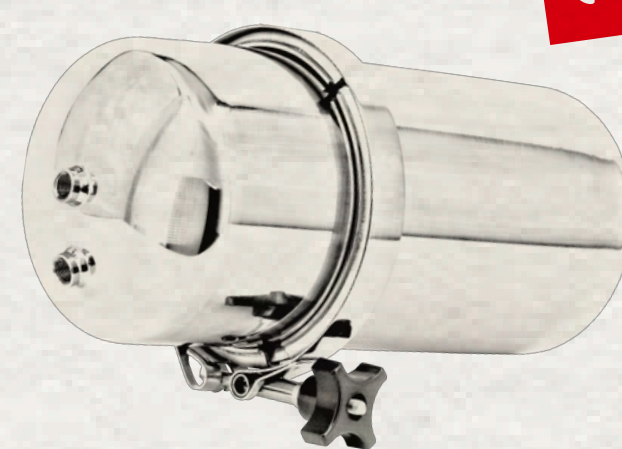
AQUALUXE

The Aqualuxe gives you the best in modern drinking water filtration. It is the only water filter machine to feature Multipure's proprietary PureBlock™ technology to remove bacteria, viruses, and parasites in water. The Aqualuxe goes above and beyond other water filters to dramatically reduce not just that, but also the "forever chemicals" PFOA/PFOS, microcystin, lead, disinfection byproducts, and much, much more.



NEW!

AQUAPREMIER



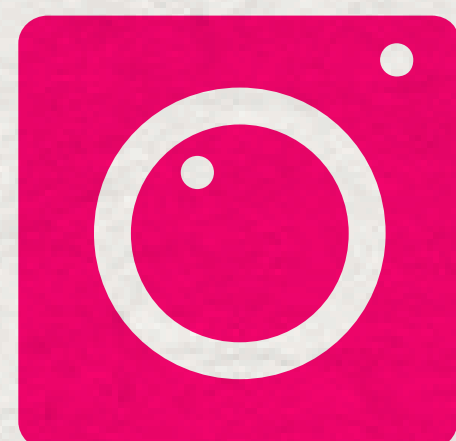
Multipure's Aquapremier delivers powerful Nanomesh™ technology that is NSF-certified to reduce bacteria, viruses, and tough contaminants such as lead, mercury, forever chemicals, and microplastics, giving you cleaner and healthier water right from your tap.

YOU NEED TO DRINK MORE WATER

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