



Media Notice

**IMMEDIATE RELEASE**

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***New Green Products Reduce Harmful Impacts to Human Body, the Environment, Pool and Spa Hardware***

**AWARD-WINNING ALL-NATURAL PRODUCTS FOR POOLS AND SPAS TO BE FEATURED AT BAYSTATE POOL SUPPLIES SHOW FEB. 11-12 AT FOXWOODS RESORT CASINO; PRODUCTS CUT CHEMICAL USE AND MAINTENANCE TIME BY HALF OR MORE BY AFFECTING BACTERIA PROLIFERATION IN WATER**

*Employing Nature's Solutions for Better Water\**

MINNEAPOLIS, MINN, — February 9, 2009 — What if pool and spa owners could reduce the amount of expensive and harmful chemicals they use -- and their maintenance time -- by half or more? Now it's possible, using the all-natural and award-winning green products comprised of sphagnum moss, which is the key element of a new water conditioning system from Creative Water Solutions, LLC called PoolNaturally® and SpaNaturally® ([www.cwsnaturally.com](http://www.cwsnaturally.com)). This species of moss has been keeping northern Minnesota lakes and other water bodies clear and clean for eons, and now it's been harnessed for the pool and spa industries.

Both products will be featured at the annual Baystate Pool Supplies show at the Foxwoods Resort Casino in Ledyard, CT (39 Norwich-Westerly Rd. Ledyard, CT 06339).

<http://www.foxwoods.com/AboutFoxwoods/GettingHere.aspx>

**Besides winning over disbelieving dealers, manufacturers and pool and spa owners, these breakthrough products have been getting increasingly strong media attention on television, radio and in newspapers and magazines. Watch a recent, in-depth television story about PoolNaturally on a CBS affiliate, WCCO-TV, in the Twin Cities:**

<http://wcco.com/video/?id=45959@wcco.dayport.com>

### **Awards To Date**

Both products (and their creators) have been recognized for innovation:

- 2008 Best Practice in Innovation and Technology — [Upsize Magazine](#)
- 2006 Innovator of the Year, Dr. David Knighton — [Finance and Commerce](#)

The first truly all-natural “green” products for pools and spas have already had almost immediate positive and dramatic results on pools, spas and hot tubs that were part of the beta-testing period in select parts of the country since 2000. And now PoolNaturally and its

complementary product, SpaNaturally®, which was introduced in 2005 (See backgrounders in MEDIA KIT online at both product addresses) are getting rave reviews from industry experts.

### **Once Skeptical, Now Sold on PoolNaturally**

“Was I skeptical at first about using a moss species to give me better water conditions in my pool? Absolutely!” exclaims Nelson Keimer, whose 20,000 gallon pool in the Phoenix area was one of the early beta testers of the product. It has a lot of good selling points such as totally controlling the pH and alkalinity of a pool, plus it really gives you high definition water clarity and really performs well with any pool that uses a salt generation system.” Keimer should know: His company that he co-owns, All Water Solutions, installs and repairs such systems. “I’ve seen a lot of things come along in this category, but this one truly is all natural and a lot healthier than things people have been using in their pools.”



*\*The moss in its natural state in New Zealand before it is compressed packaged and shipped to the US for use in swimming pools, spas and hot tubs.*

### **Minnesota Spa & Hot Tub Veteran Service Provider Says Moss The Best Product in 25 Years!**

“In my 30 years in the spa and hot tub industry, I’ve seen a lot of new products come along that claim to be effective, or natural and usually they have very limited benefits or turn out to be snake oil, but SpaMoss is an effective new product that’s not snake oil,” says Steve McFarland, the proprietor of McFarland Hotwater Technology in the Twin Cities area. “I have used this product in my own spa for three years, I love it. SpaNaturally is number one on my list of the best spa products available in the last 25 years. **Since using the SpaMoss in my system, there’s been no foam in my hot tub for two years!**” he exclaims. **“Sometimes at night, the water in my hot tub is so clear you have to touch it to make sure it’s there. That’s how effective this product really is.”**

“The moss-based system creates a less toxic water environment,” says Allan Schwartz, President of Creative Water Solutions (CWS), which makes PoolNaturally and SpaNaturally. “It provides users the real recreational value that people bought the pool or spa for in the first place by giving them greater water clarity, lower maintenance times and repairs – and none of the irritating side effects we’ve all experienced in pools and spas with many chemicals like burning eyes, dry skin and hair, and sanitizer odors. Plus these products are biodegradable,” and they are available from select pool dealers throughout the country listed on the websites.

## Sphagnum Moss and Biofilm Research Shows Promise\*\*

At the heart of every pool, spa and hot tub system lies Biofilm. Biofilms are known to be a major problem anywhere there is water present: in industrial water systems, cooling towers, ponds, lakes, rivers, pools, hot tubs and spas Research, which began in 2000, points to biofilm as being a contributing mechanism for the majority of water quality problems in residential pools and spas (See “About Biofilm” Backgrounder in the Media Kit online). This is where the opportunity to apply a natural solution such as PoolNaturally and SpaNaturally becomes so intriguing and a welcome addition in the recreational water category.

Biofilm is the sophisticated and protective coating formed around bacteria in wet or water environments and they can form inside surfaces of pipes and liners of pools and spas and rapidly colonize.

To date, research being done at The Center for Biofilm Engineering at Montana State University, which specializes in biofilm studies, shows that chlorine and bromine -- the common sanitizers in most pools and hot tubs -- actually bind to biofilm, rendering them ineffective (See more information below)\*.

### About the Benefits of Moss

- **Reduced Chemicals, Reduced Maintenance Time:** Fresh, clear, water saves users the time and money needed to dispense the myriad of product additives to balance pH, create better water quality and improve other water-maintenance issues.
- **Fewer Repairs Required Due to Chemical Corrosion of Equipment:** Over time, chemicals corrode swimming pool and spa equipment, but these products reduce the need for conventional pool and spa chemicals thereby decreasing costly repairs.
- **Water Stability:** Alkalinity and pH remain stable with the use of the moss, reducing time for requisite water maintenance.
- **Eliminates Problems that Sanitizers Can't:** The PoolNaturally and SpaNaturally systems replace products needed to **eliminate problems not addressed by sanitizers, such as calcium deposits, algae outbreaks, cloudy water and unpleasant odors.**
- **“Cool” Water:** Silky, soft water is one of the lasting benefits of using both products.
- **Time-enhanced Conditioning:** Your water improves with every monthly change of the Pool- and SpaMoss inserts.
- **Earth-friendly:** The moss is biodegradable and hand-harvested to preserve the plants for future growing, harvesting and use in your swimming pool.

For more information about the PoolNaturally and SpaNaturally systems – or to interview Allan Schwartz about the products – please contact Martin Keller at Media Savant Communications Co., 612-729-8585 or online at [mkeller@mediasavantcom.com](mailto:mkeller@mediasavantcom.com).

## **\*\*About Biofilm and Water Environments**

Contrary to common beliefs, bacteria gravitate to the inside surfaces of pipes and the liners of pools and spas rather than remain suspended in the water where sanitizers such as chlorine and bromine are effective. Once the bacteria adhere to the surface, they begin the process of colonization and biofilm formation. The biofilm maintains a moist environment, captures and holds nutrients, and provides protection from toxins, such as chlorine and bromine.



***Foam and brown grunge in this hot tub indicate biofilm in water***

If external conditions deteriorate, the bacteria can then remain alive but dormant for very long periods of time. When conditions again become favorable for growth, the bacteria then start to proliferate and re-colonize the biofilm and the surrounding water. Almost immediately, pieces from the active bacterial colony break off with the biofilm and then attach to new areas where they start growing. This happens very quickly over just a few hours and is repeated thousands of times.

Removing or preventing biofilm from forming on surfaces is very difficult and can require strong and toxic acids. This important aspect of bacterial contamination has defied most conventional efforts of inhibition or eradication.

To learn more about biofilm research, visit the website of Montana State University's Center for Biofilm research <http://www.erc.montana.edu/>.