

Contact:
Martin Keller/Media Savant Communications Co.
612-729-8585/mkeller@mediasavantcom.com

Breakthrough Products Reduce Impacts to Human Body, Nature, and Pool and Spa Hardware

FIRST ALL-NATURAL GREEN PRODUCTS FOR POOLS AND SPAS FEATURED AT 2008 INTERNATIONAL POOL, SPA AND PATIO EXPO NOV 18-20 IN LAS VEGAS AT THE MANDALAY BAY CONVENTION CENTER; PRODUCTS CUT CHEMICAL USE AND MAINTENANCE TIME BY MORE THAN HALF



Employing Nature's Solutions for Better Water

MINNEAPOLIS, MN — **What if pool and spa owners could reduce the amount of expensive and harmful chemicals they use -- and their maintenance time -- by more than half? Now it's possible, using the first truly all-natural Green products in the Pool and Spa industry. PoolNaturally™ (www.poolnaturally.com) and SpaNaturally® (www.spanaturally.com) are comprised entirely of sphagnum moss, the key element of these two new water conditioning systems from Creative Water Solutions, LLC (CWS). Both products will be featured at the **2008 International Pool, Spa and Patio Expo** in Las Vegas November 18-20, 2008, at the Mandalay Bay Convention Center, Booth Number W-2869.**

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 the CBS affiliate, WCCO-TV:

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

A Once Skeptical Pool Owner & Industry Insider Now Sold on Moss!

"Was I skeptical at first about using a moss to give me better water conditions in my pool? Absolutely!" exclaims Nelson Keimer, the owner of a 20,000-gallon pool in the Phoenix area who was one of the early beta testers of the product. **"PoolNaturally has a lot of good selling points like totally controlling the pH and alkalinity of a pool, plus it really gives you high definition water clarity and performs well with any pool that uses a salt generation system,"** Keimer says. **"Its potential for reducing the amount of phosphates in the water had me particularly interested. Phosphates can greatly inhibit chlorine production from a salt chlorine generator."**

He should know: Keimer's company that he co-owns, All Water Solutions, installs and repairs salt generation systems. "I've seen a lot of things come along in this category, but this one truly is all natural, healthier alternative. My wife and two boys are in the pool all summer long, so using less chemicals appeals to us."

"My pool water's been more beautiful since using PoolNaturally the past two years," says Judy Soderberg, a resident of Minnetonka, Minnesota, who owns a small, above-ground pool that she uses during the short pool season in Minnesota. **"It's just so much nicer and silkier to the touch. I've been recommending it to other pool owners if for no other reason than I don't have to use so many chemicals and I don't have as much maintenance time: Less chemicals, less maintenance, that's my mantra!"**

"Like its sister product, SpaNaturally, for hot tubs and spas, the PoolNaturally system creates a less toxic swimming pool environment," says Allan Schwartz, President of Creative Water Solutions (CWS), which makes PoolNaturally and SpaNaturally. **"It provides pool and spa users a greater recreational value that people bought their pools and spas 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 with too many chemicals like burning eyes, dry skin and hair, and sanitizer odors. Plus, both products are biodegradable; you can throw the moss inserts into your garden!"** SpaNaturally and PoolNaturally are available from dealers throughout the country listed at the websites above.

Sphagnum Moss and Biofilm Research Shows Promise

Biofilms are known to be a major problem anywhere there is water present: in industrial water systems, cooling towers, ponds, lakes, rivers, and *implanted medical devices*, pools 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.

Creative Water Solutions has been working on the science behind the moss' affect on water that is being done at The Center for Biofilm Engineering at Montana State University, which specializes in biofilm studies. **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.** The biofilm actually provides protection for bacteria against toxins such as chlorine and bromine.

To date, the research shows that chlorine and bromine -- the common chemicals in most pools and hot tubs -- actually bind to biofilm, rendering them ineffective (See more information below)*.

About PoolNaturally Benefits (also comparable to SpaNaturally Benefits)

- **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 equipment, but PoolNaturally reduces the need for conventional pool 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 system replaces 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 the PoolNaturally System.
- **Time-enhanced Conditioning:** Your water improves with every monthly change of the PoolNaturally refills.
- **Earth-friendly:** PoolNaturally refill 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 SpaNatrually 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.



Foam and brown grunge indicate biofilm in spa water

***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 sanitizers, such as chlorine and bromine. I

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/>.