



Media Notice

IMMEDIATE RELEASE

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***PoolNaturally™ Reduces Harmful Impacts to the Human Body, the Environment and Pool Hardware***

**FIRST ALL-NATURAL PRODUCT FOR POOLS TO BE INTRODUCED AT INTERNATIONAL POOL & SPA EXPO NOV 28-30 IN ORLANDO; PRODUCT CUTS CHEMICAL USE AND MAINTENANCE TIME BY MORE THAN HALF**



*Employing Nature's Solutions for Better Water*

MINNEAPOLIS, MN — **What if pool 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 an all-natural green product comprised of sphagnum moss, which is one of the key elements of a new water conditioning system from Creative Water Solutions, LLC called PoolNaturally™ ([www.poolnaturally.com](http://www.poolnaturally.com)). The PoolNaturally system will be introduced at the International Pool & Spa Expo in Orlando November 28-30, 2007.**

The first truly all-natural "green" product for pools has already had almost immediate positive and dramatic results on pools that were part of the beta-testing period in select parts of the country over the past several years. **PoolNaturally is a complement product to the sphagnum-moss based product, SpaNaturally® for use in hot tubs and spas, which was introduced in 2005 (See Sphagnum Moss backgrounder).**

"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!"**

Once Skeptical, Now Sold

**"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. **—over—**

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“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: the 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 an all natural, healthier alternative. My wife and two boys are in the pool all summer long, so the idea of using less chemicals appeals to us.”

“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 users a greater recreational value that people bought the pool 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 with many chemicals like burning eyes, dry skin and hair, and sanitizer odors. Plus it’s biodegradable.**” PoolNaturally will be available from select pool dealers throughout the country listed at [www.poolnaturally.com](http://www.poolnaturally.com) and from the In the Swim Catalog ([www.intheswim.com](http://www.intheswim.com)).

#### Sphagnum Moss and Biofilm Research Shows Promise

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

#### About PoolNaturally 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 system – or to interview Allan Schwartz about the product – please contact Martin Keller at Media Savant Communications Co., 612-729-8585 or online at [mkeller@mediasavantcom.com](mailto:mkeller@mediasavantcom.com).