

## **Water Conditioning**

### **The First All-Natural Green Products for Pools, Spas, Hot Tubs**

PoolNaturally® & SpaNaturally® Backgrounder

*"In my 30 years as service provider 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 SpaNaturally really works...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." — Steve McFarland, owner of McFarland Hotwater Technology Company, Hopkins, MN*

Nature has been conditioning water for eons by controlling the growth of microorganisms such as bacteria, algae and other waterborne agents and by reducing metals and other deleterious elements. It does so by using a species of sphagnum moss to clarify the water and improve its overall quality. That same moss has now been harnessed in PoolNaturally® and SpaNaturally® — the first breakthrough, all-natural Green products for the home from Creative Water Solutions (CWS). Moss-based applications/products for whole home water treatment, ponds, aquariums and in other industries are also planned.

For residential pool and spa users who spend more than \$3 billion annually for chemicals and other devices to stabilize water quality and clarity and to make their pools and spas usable, the benefits are dramatic:

- **Up to as much as 90% reduction in the use of harmful and expensive chemicals, including traditional sanitizers and additives such as shock, algaecide, clarifier, metal and scale remover, etc.**
- **Half the time it usually takes to maintain pools or spas managing pH, alkalinity, algae**
- **Less chemical corrosion of pipes, heaters, pumps and liners — and less costly repairs**
- **No more irritating side effects: burning eyes, dry skin and hair, sanitizer odors, faded swim wear**

Patented Products Tackle Major Water Nemesis, Biofilm, which Renders Chlorine Ineffective  
Hand-harvested and 100% biodegradable, the sphagnum moss-based PoolNaturally and SpaNaturally products were introduced in 2007 and 2004 respectively. They were patented in 2009. But the science about how the sphagnum moss works continues to evolve and presents innovative new ways of thinking about water treatment. After a decade of research, the evidence is becoming clearer: The moss' natural water conditioning molecules interfere with the real nemesis in all water environments, including pools and spas — Biofilm — the secreted shell formation that bacterium creates to protect against "attackers," including chlorine, which it absorbs and renders ineffective (See Biofilm Backgrounder in Media Kit and online <http://www.cwsnaturally.com/about/media.php>).

By using Nature's water conditioning power, the PoolNaturally and SpaNaturally products restore the real recreational value that people bought their pools, spas and hot tubs for in the first place by giving them greater water clarity, lower maintenance times and less costly repairs. To date, CWS has been recognized in Minnesota, its home base, and nationally:

- **The Top 50 Top Pool Products of 2009 — Pool & Spa News**
- **Dr. Knighton, William B. Fritzsche Memorial Top 50 Awards, 2009 —Water Conditioning and Purification**
- **Best Practice in Innovation and Technology 2008 — [Upsize Magazine](#)**
- **Innovator of the Year, Dr. David Knighton 2006— [Finance and Commerce](#)**

Watch an in-depth report about the products from the Twin Cities CBS affiliate, WCCO TV:

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

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