



Media Notice

IMMEDIATE RELEASE

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ALL-NATURAL NEW PRODUCT FROM TWIN CITIES COMPANY FEATURES ANCIENT MOSS-BASED WATER TREATMENT FOR HOT TUBS AND SPAS THAT LOWERS THE NEED FOR HARSH CHEMICALS WHILE MAKING WATER SOFTER AND CLEARER – WITHOUT SIDE EFFECTS

TWIN CITIES – The New Year promises nothing but good news for hot tub and spa users thanks to a new product that utilizes the ancient, all-natural, biodegradable water-conditioning process provided by a moss grown in both New Zealand and northern Minnesota. The **SpaNaturally™** system using **SpaMoss™** as a natural water-conditioning agent is a genuine breakthrough for residential hot tub and spa users who have been let down by their hot tub experience over the years. Unable to stabilize chemical imbalances in the operation and maintenance of their hot tubs and spas, these individuals frequently suffer burning eyes, dry skin and hair, chemical odors and other unpleasant side effects of water heavily treated with traditional doses of chlorine, bromine and other chemicals.

The moss – a revolutionary spa innovation found in nature – is better on the component parts of your hot tub or spa unit, your body and the environment. After 30 days of turning your hot tub water into the truly enjoyable recreational experience it was meant to be, the moss is disposed of in an eco-friendly way and a new moss insert is put into the spa. A truly “green” and healthy product, SpaMoss is harvested in an ecologically sustainable manner, natural in its use and organically disposable.

SpaMoss was “discovered” when one of the principals of **Creative Water Solutions, LLC (CWS)** – David Knighton, M.D. (also a medical device entrepreneur; see BIOS) – pondered why Minnesota’s northern lakes always look so pristine. Subsequent scientific research convinced Dr. Knighton and his CWS team to develop a moss application insert for spas and hot tubs – a concept Knighton initially tested in his swimming pool. The early beta testing that followed – two years of product use among local spa and hot tub dealers, plus hot tub and spa owners – resulted in amazing results and testimonials.

30-Year Veteran of Hot Tub Business Raves about an Effective Product that’s ‘Not Snake Oil’

“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, owner of McFarland Hotwater Technology Company, based in Hopkins. “I have used this product in my own spa for two years, and I love it. SpaNaturally is No. 1 on my list of the best spa products available in the last 25 years.” (See CASE STUDIES/TESTIMONIALS.) McFarland is not alone in his glowing assessment.

“There’s no more itchy skin, no more complicated chemical addition to the pH and alkalinity adjustment,” notes David Quast of Cottage Grove who works in wastewater issues for the Metropolitan Council. “SpaMoss makes it much easier to treat the water, and you don’t have to change the water as often, either.” Another user says, “No foam-out needed; pH is stable.”

“The moss perfects the spa experience, and it’s easy to use,” explains Allan Schwartz, President and Chief Operating Officer of CWS. “In many cases, it restores the real recreational value that people bought their hot tub for in the first place by giving them greater water clarity, lower maintenance times and repairs – and it has none of the irritating side effects we’ve all experienced in spas or hot tubs, like burning eyes, dry skin and hair, and sanitizer odors. Best of all, it’s a biodegradable product that uses the moss petals or leaves, which are carefully hand-harvested. SpaMoss is a complete, environmentally friendly product from nature that makes water more natural.” (See PRODUCT BACKGROUNDER.)

About SpaNaturally/SpaMoss Benefits

- **Fewer Repairs Required Due to Chemical Corrosion of Equipment:** Over time, chemicals corrode spa and hot tub equipment, but SpaMoss reduces the need for conventional hot tub chemicals while decreasing costly repairs.
- **Reduced Chemicals, Reduced Maintenance Time:** Fresh, clear, foam-free 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.
- **Water Stability:** Alkalinity and pH remain stable with the use of the moss, reducing time for requisite water maintenance.
- **Water Conservation:** Moss use increases the interval between water refills; less water changing means better water conservation – and fewer chemical additives in your hot tub or spa.
- **Customer Convenience with Automatic Refills:** At the end of your month long use of an insert, your refill is mailed to you automatically as part of the company’s “Receive Your SpaMoss” refill program.
- **Cleaning Power:** Participation in the SpaStart package begins with a Spa System Flush, which cleans your spa at the initial startup with a biodegradable formula.
- **Eliminates Problems that Sanitizers Can’t:** The SpaNaturally system supplements products needed to eliminate problems not addressed by spa sanitizers, such as foaming, cloudy water and unpleasant odors.
- **Removes Unwanted Chemicals from Tap Water:** StartNaturally, part of the SpaStart kit, removes chemicals and particulates from water used to fill your spa or hot tub.
- **“Cool” Water:** Silky, soft water is one of the lasting benefits of using the SpaMoss system.
- **Time-enhanced Conditioning:** Your water improves with every SpaMoss monthly insert.
- **Earth-friendly:** SpaMoss is 100% biodegradable and hand-harvested to preserve the plants for future growing, harvesting and use in your spa and hot tub.

About Creative Water Solutions, LLC

Creative Water Solutions was founded by medical device entrepreneurs and business partners, Dr. David Knighton, M.D., and Vance Fiegel, and is a wholly owned subsidiary of Atlantic Bio Ventures, LLC. In the past, both were principals of Curative Technologies Inc., specializing in blood platelet research and wound healing centers. Later, they formed Embro Corporation and Embro Vascular, and patented tools for harvesting veins for heart bypass surgery and orthopedics. Dr. Knighton is also the founder and CEO of the Institute for Reparative Medicine (with offices in St. Cloud and Minneapolis) and the founder and CEO of Knighton Real Estate and Knighton Transportation. President and COO Allan Schwartz, a veteran of the business world, has executive- and management-level experience and brings a broad knowledge in sales, marketing and business development from a variety of companies, including IndiVisual Learning, NCS/Pearson and others.

For more information about SpaNaturally and SpaMoss – 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.