

Media Notice

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**IMMEDIATE RELEASE**

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**Sphagnum moss-based devices inhibit waterborne microorganisms such as bacteria, algae and others**

**U.S. PATENT ISSUED FOR CREATIVE WATER SOLUTIONS' ALL-NATURAL PRODUCTS THAT DRAMATICALLY LESSEN EXPENSIVE AND HARMFUL CHEMICAL USE AND MAINTENANCE TIMES IN POOLS, SPAS, HOT TUBS AND OTHER ENVIRONMENTS**

MINNEAPOLIS, MINN., — March 10, 2009 — On March 3, 2009, the United States Patent Office issued U.S. patent number 7,497,947 entitled “Devices for Water Treatment” to inventors Dr. David Knighton, MD and Vance Fiegel, co-founders of Creative Water Solutions LLC (CWS), a Minnesota-based company. CWS has harnessed the moss to condition water in pools, hot tubs, spas and other water environments with the first breakthrough “Green” products in the pool and spa industry, PoolNaturally® and SpaNaturally® ( [www.cwsnaturally.com](http://www.cwsnaturally.com) ).

Both products dramatically reduce the amount of expensive and harmful chemicals needed in pools and spas — and their maintenance time — by half or more, according to regular use by industry veterans, and homeowners (See pool and spa case studies in About Us, Media Kit online).

Both Knighton and Fiegel have recently published their insights into the use of sphagnum moss to inhibit microorganism growth in water in the prestigious *Water Conditioning and Purification International* publication and the industry trade publication *Pool & Spa News*.

“This species of moss has been keeping northern Minnesota lakes and other water bodies around the world clear and clean for eons,” notes Dr. Knighton, an expert in wound healing and founder of three successful companies with his business partner, Fiegel, a microbiologist. The two medical and scientific inventors hold many patents for several medical devices and methods. “Our water treatment patent documents the moss’ natural ability to condition water and inhibit the growth of microorganisms and other waterborne agents. Pool and spa owners have unsuccessfully struggled forever to balance pH and perform other basic maintenance tasks in a battle in which they have futilely thrown chemicals at chemicals. That era is over — if they employ this natural solution.”

“We know from our studies of biofilm — the core issue in pool and spa water quality — and the ongoing research at Montana State University’s Center for Biofilm Engineering, that the conventional use of chlorine, bromine, plus other toxic chemicals does little to stabilize water quality and water clarity. But the moss has these capabilities, with none of the irritating side effects we’ve all experienced in pools and spas like burning eyes, dry skin and hair, and sanitizer odors, or the chemical damage to pool and spa hardware,” Fiegel explains.

“The \$3.2 billion pool and spa industry — just for chemicals alone — includes consumer dollars spent on stabilizers, oxidizers and other methods to improve basic water quality,” he continues. “But we believe the moss, when used with significantly lesser amounts of traditional chemicals, is a healthier, safer and less expensive alternative for pool and spa owners, their equipment and the environment.”

About CWS ([www.cwsnaturally.com](http://www.cwsnaturally.com))

Creative Water Solutions’ mission is to develop and market plant-based, ecologically sustainable, scientifically-researched water conditioning products that enhance consumers' experiences and minimize environmental impact. Founded in 2000, the company creates innovative products that use moss non-invasively harvested with methods that allow for natural regeneration, minimal secondary processing and sustainable production. It is based in the Twin Cities.

**Besides winning over disbelieving dealers, manufacturers and pool and spa owners, these revolutionary 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>

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**

For more information — or to interview Dr. Knighton or Vance Fiegel — about the natural way to condition water in pools, hot tubs, or spas, please contact Martin Keller at Media Savant Communications Co., 612-729-8585, or [mkeller@mediasvantcom.com](mailto:mkeller@mediasvantcom.com)