

## FountainFresh® rx Antimicrobial Media

# It's what your pet would choose!

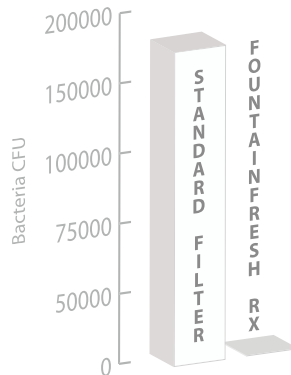
Protect your pet from contaminated Pet Fountain water

The Fountain Fresh-Rx pet fountain filter is the **ONLY** Filter proven to control bacteria growth in pet fountains.

An Independent University Laboratory recently performed a study to evaluate bacteria growth in commonly found Pet Fountains and the ability of the FountainFresh Rx filter to control the growth of bacteria in these fountains. The test compared the bacteria concentration in a pet fountain using the FountainFresh Rx filter versus a pet fountain using the 'standard' filter that was included with the pet fountain.

After only 24 hours of operation the pet fountain without the FountainFresh Rx filter contained over 200,000 cfu/ml of coliform and e-coli bacteria in the water (that's 200,000 bacteria for every 4 drops of water!)

In contrast, the pet fountain that used the FountainFresh Rx filter contained no bacteria in the water.



This graph illustrates the results of the bacteria concentration in each of the pet fountains tested.



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## The Problem

Pet Fountains are becoming increasingly popular for pet owners concerned about good pet hydration. Several studies have been conducted showing that free-flowing water from pet fountains enhances a pet's desire to drink water. Good pet hydration is critical to overall pet health.

However, a recent independent university study has shown that Pet Fountains are excellent breeding grounds for bacteria and mold. Data from the study showed that the manufacturer's recommended regular cleaning and maintenance of the Pet Fountain is not enough to control the high concentrations of bacteria growth in these units.

This study also showed that the standard filters included with the pet fountain have no effect in reducing the level of bacteria in the water and furthermore actually add to the gross contamination.

Dangerous bacteria such as e-coli have been shown to contaminate the Pet Fountain and render the water biologically unsafe for consumption AFTER ONLY 1 DAY of USE. This gross contamination may be a significant health risk to your pet.

## The Solution

The FountainFresh Rx filter is a high-performance filter using Patented technology. This technology has been used in the drinking and bottled water industry for years and is now made available to your pet. The FountainFresh Rx filter is specifically designed to filter out and control bacteria and other contaminants. This filter contains a patented coating that removes harmful contaminants and captures and controls bacteria via surface adsorption and mineralization.

## Benefits

- › Tested and proven effective by an independent laboratory.
- › Easy to Use, replaces standard filter included with pet fountain.
- › Preserves the freshness and quality of the water.
- › Helps maintain good pet health and hydration.
- › Helps keep Pet fountain cleaner longer.
- › Utilizes proven technology from bottled and drinking water industry.
- › Removes a wide range of bacteria and other contaminants.
- › Protects the pet fountain for up to 1 month

## Typical Installation

By using this filter your Pet Fountain will continue to supply pure, healthful water to your pet. There are no special installation requirements for using the FountainFresh Rx filter. The FountainFresh Rx filter simply replaces the standard filter included with you Pet Fountain. Once inserted, the Pet Fountain is operated normally and according to the Fountain manufacturer's directions. Replacement of the filter is recommended at 1 month intervals.



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