

HomePure

Your Fountain of Life

BRAND STORY:

There are two major elements in a home that can directly affect our health and the way we feel and look: the air we breathe and the water we drink.

FACTS ABOUT WATER

- Water makes up 2/3 of the human body
- Water is essential for the functioning of cells and organs
- The daily requirement of water for the human body is 2.5 – 3 litres

THE BENEFITS OF DRINKING WATER

- Helps with body maintenance
- Aids digestion
- Helps the body regulate temperature
- Provides a medium for important chemical reactions
- Helps the body lubricate the joints and eyes
- Helps flush out waste and toxins
- Aids body growth

But why not just ANY water? Why do we need clean and filtered water?

Water found on the Earth's surface is substantially more prone to contaminants due to heavy industrial and environmental pollution. Consuming contaminated water may cause sickness and make the body susceptible to liver damage, cancer, and other long-term diseases. **How can you be sure that your water is safe?**

A good filtration system installed in your home is an important way to proactively monitor and ensure the quality and safety of your drinking water. And although water filtration technology for households now prevalently exists, many people are unaware of the working principle behind the various systems. The first thing to keep in mind is that a filtration method cannot find its application in a single filtration stage. *Only a complete and an inclusive system can guarantee high quality and safe drinking water.*

HomePure, Your fountain of Life!



HomePure 7-Stage Water Filtration System
HomePure 7 in 1 Replacement Filter Cartridge
HomePure 7 in 1 Replacement Filter Cartridge Duo Pack

Key Benefits: More than Just Your Ordinary Water!

HomePure's 7-Stage Filtration System not only provides clean and safe drinking water but also provides **Pi-Water or 'Living Water'**. Pi-Water is very similar to the water that can be found in all living organisms, including humans. It is considered the most suitable kind of water for our well-being.

5 Reasons Why You Should Choose HomePure 7-Stage Filtration System

1 Good Minerals In, Contaminants Out, Safe & Clean, Good Tasting & Odourless

HomePure allows natural trace minerals to pass through filtration, while certain contaminants are filtered out, making the water naturally balanced. The heavy metals reduction is evaluated and supported by independent laboratory KEWWI, Korea.

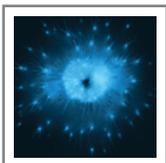


2 HomePure water is Pi-Water

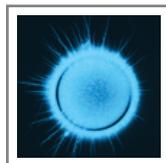
Pi-Water is similar to your body's water, which can enhance your living energy.

Benefit of Pi-Water

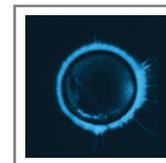
- **Molecules of Pi-Water are similar to 'living body water'**
When we drink ordinary water, a great deal of energy is consumed to convert it into living body water. Pi-Water requires much less energy for the conversion and is easily absorbed into our body.
- **Contains Ferric Ferrous Salt (Fe₂Fe₃)**
When Fe₂Fe₃ is added to ordinary tap water, it quickly breaks down the chlorine and suppresses the increase of free radicals. It also helps break down the water cluster to a much smaller size, making it easy for the body to absorb
- **Better Hydration**
Water provides oxygen and nutrients to cells while also flushes out toxins and waste products. The water cluster of Pi-Water is very small and can therefore be absorbed faster and more effectively.
- **Allows easier absorption of water**
Because Pi-Water is similar to 'living body water', it allows the body to better absorb the oxygen from the water molecules.
- **Antioxidation Effects**
Antioxidation suppresses the increase of free radicals.
- **Minus Ion Effect**
Pi-Water also has a minus ion effect. **It can balance the pH level of blood as low as alkaline, the autonomic nerves and the function of internal secretion.**
- **Pi-Water**
Diseased cells are constantly surrounded by unstructured water and *healthy cells are always surrounded by structured water* (Research at University of Georgia). Minerals, trace minerals and vitamins are highly soluble in structured water allowing them to go straight from the digestive tract and the bloodstream into the tissues.
- **Energy of the Pi Water shown by Kirlian pictures**



Ora Energy of Ceramic Ball



Ora Energy of Pi Water



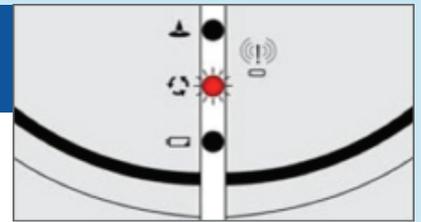
Ora Energy of Tap Water

The Kirlian pictures above shows the powerful ora energy of Pi-Water and Pi ceramic. Illness can be caused due to the body being low on energy but it can be countered by drinking Pi-Water. Pi-Water can maintain energy levels and good health of the body.

3

User-friendly design, World Class Quality

- Sleek and modern design
- Smart Indicator to track your filter lifetime through both its Flow Meter, which counts water consumption (4,320 litres) and Timer, which counts the duration (12 months) of use. HomePure's sensible intelligent indicator ensures for your best quality drinking water.
- One-way stainless steel flexible pipe for optimum hygienic purpose.



Flickering red LED and beeping
The filter has to be changed immediately.
11 months and 3 weeks-12 months or 4,296-4,320 litres

German Engineering, Japanese Technology, and Korean-made



4

Easy installation and Filter Cartridge Replacement, No Electricity Needed

- Countertop filter
- No professional plumbing or tools needed
- Attaches easily to the main faucet

5

1 Sediment pre-filter

No rust and sediments larger than 5 micron

2 Activated carbon block filter

No chlorine, turbidity, volatile organic compounds and chemicals

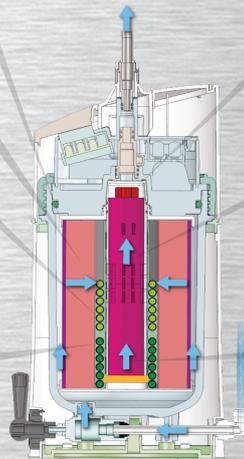
3 Activated carbon ceramic balls

reduce bad taste and odours

4 Pi-Water ceramic from Japan

controls oxidation and disintegration

7-stage filtration system



7 Antibacterial Silver-lite stone

cleans water and prevents algae growth

6 Ultra-filtration hollow fibre membrane

No bacterial and microscopic impurities

5 Tourmaline ceramic balls

reduce water clustering, ionised and alkalisied water



Applications:

HomePure 7-Stage Filtration System uses Ultrafiltration (UF) technology – Maximum reduction of bacteria, minimises recontamination, no demineralisation, no need for a pump or electricity, and LOW maintenance.

Apart from clean water with minerals, HomePure also provides Pi-Water which encourages your well-being.



Certificates:

- TUV SUD PSB, Singapore (Test Report: 719165835-CHM10-EKH)
- KEWWI Korea Environment & Water Works Institute, Korea
- Consolidated Laboratory (M) Sdn Bhd, Malaysia
- SIRIM QAS International Sdn. Bhd.
- NSF/ANSI Standard 42 and 53 for the reduction of Taste/Adour, Chlorine, Turbidity, VOC