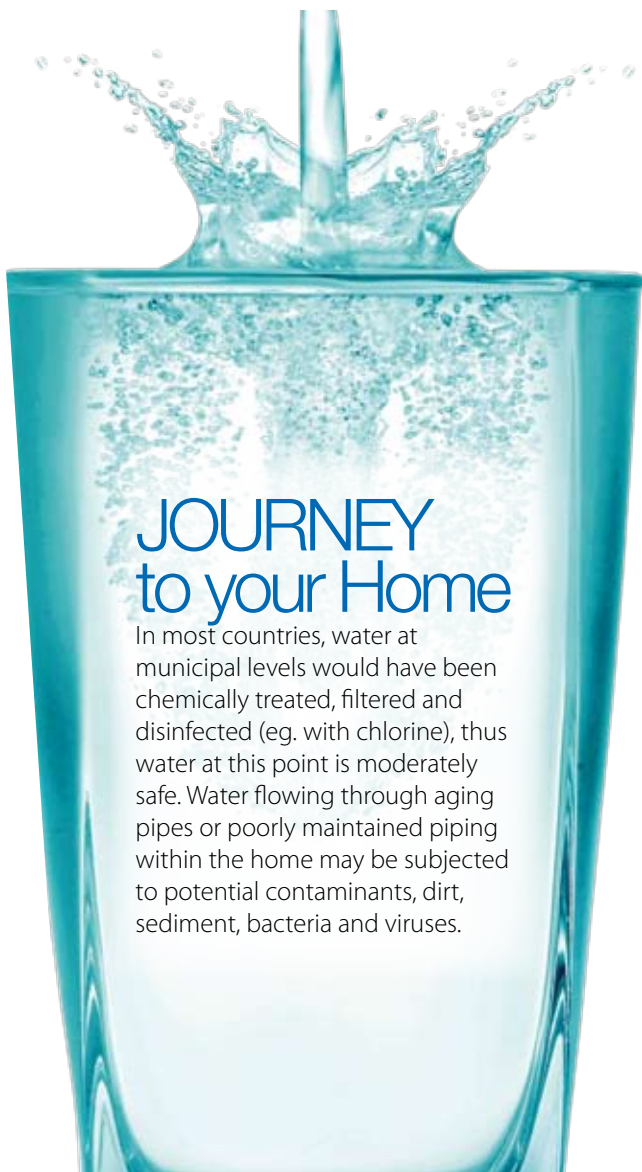


# Water and You



As our key source of life, water is often taken for granted. We drink water to hydrate our bodies, but we also need it for many of the daily activities in our domestic routines.

Water containing bacteria and viruses may cause health problems, depending on the amount consumed, as well as the individual's existing health condition. Young children and the elderly tend to be most susceptible due to their smaller body mass and lower immunity levels respectively.



## JOURNEY to your Home

In most countries, water at municipal levels would have been chemically treated, filtered and disinfected (eg. with chlorine), thus water at this point is moderately safe. Water flowing through aging pipes or poorly maintained piping within the home may be subjected to potential contaminants, dirt, sediment, bacteria and viruses.

## Different Types of Water

### FRESH WATER

It's clean water that contains very little dissolved salts and is suitable for drinking and industrial uses.

### CLEAN WATER

Water that is filtered and does not have visible contaminants. However, bacteria or viruses may be present.

### PURE WATER

Water that has gone through a purification process such as reverse osmosis. It is free of contaminants but also lacking in any beneficial minerals that were originally present in water.

### DISTILLED WATER

Water that has undergone a distillation process where it is boiled to produce vapour, which is then cooled until it returns to a liquid state. The resulting water is free of impurities and minerals.

### BOTTLED SPRING WATER

Deemed the freshest and most natural type of water, spring water is generally perceived to taste better than other kinds of water. While taste is subjective, spring water is best consumed before the expiry date and should be stored under cool conditions. Spring water that is subjected to heat and long periods of storage is susceptible to bacterial growth.

# DIFFERENT LEVELS OF FILTRATION

Across the three types of filtration shown below, only Ultra Filtration can block viruses, not just bacteria.

## PARTICLE FILTRATION

A particle filter traps impurities between 5 to 10 microns. These include rust, sediment and suspended solids.

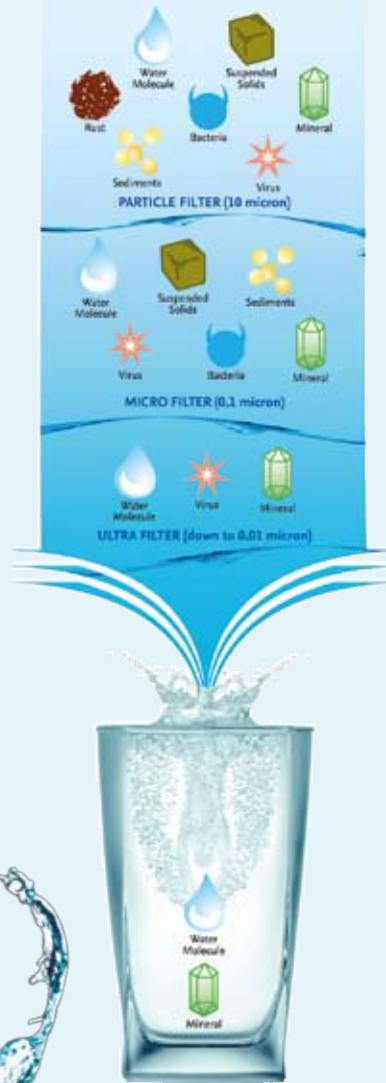
## MICRO FILTRATION

A micro filter removes micro-particles as small as 0.1 microns such as sediment, suspended solids (tiny particles of sand and silt) and bacteria.

## ULTRA FILTRATION

A hollow fiber ultrafiltration (UF) membrane filters impurities as small as 0.01 microns. This effectively reduces virus particles.

### SUPERIORITY OF HYFLUX ULTRA FILTRATION



## HYFLUX® PROPRIETARY ULTRA FILTRATION HOLLOW FIBER MEMBRANE



### FOR YOUR KITCHEN UNDER-SINK

## UF Ultra Filter Drinking Water System

Model : HF1P

Using Hyflux's proprietary hollow-fiber membrane technology, we introduce this fuss-free filtration system that can be neatly tucked under your home kitchen sink, with a drinking faucet included.

Enjoy **FRESH, INSTANT** drinking water on demand

### KEY FEATURES :

- Blocks viruses, not just bacteria
- Retains beneficial minerals
- Reduces chlorine and improves taste
- DIY Auto-Shut design for easy and dry cartridge replacement
- Easy installation and no electricity needed

HF1P is available at selected Selffix The Home of DIY outlets and Sales & Service Centre at #03-58 HarbourFront Centre, 1 Maritime Square, Singapore 099253



# Bringing our Technologies to your HOME

## A NEW LIFESTYLE CHOICE ...

- ✓ Convenient – no more water boiling chores
- ✓ Instantaneous – no waiting time, fresh water on demand
- ✓ Constant supply – no running out of drinking water
- ✓ Safe and healthy – removes chlorine, improves taste
- ✓ No water wastage – technology does not produce any waste water
- ✓ Simple-fuss free installation – easy DIY cartridge change



### FOR YOUR KITCHEN TAP

#### GURGLE Tap Filter

Model: F38

Using ultra-filtration technology, this RED DOT award-winning tap filter is capable of blocking most viruses, which are smaller-sized molecules than bacteria, yet retain beneficial minerals.



**Enjoy FRESH, INSTANT drinking water on demand**

#### KEY FEATURES :

- Blocks viruses, not just bacteria
- Retains beneficial minerals
- Reduces chlorine and improves taste
- 3-stage filtration
- 3-operation modes (for drinking/rinsing/spray-washing)

### FOR YOUR KITCHEN COUNTER-TOP

#### eLife Energy Water Filter

Model: eW-7

A counter-top model that does not require any electrical supply to function, provides instantaneous water with micro-clustering properties.

**Enjoy ENERGY water, fresh on demand**

#### KEY FEATURES :

- Reduces micro-organisms and sediments
- Single cartridge filter in compact design
- Micro-clustered water is believed to promote the body's absorption and hydrating properties



### FOR LIVING/DINING/BEDROOM AND KITCHEN/REFRIGERATOR

#### Hyflux Water Pitcher

Model: P18

Great tasting water served from a compact 2.5 litre pitcher with a 3-stage filtration process. Voted BEST VALUE in Nov '09 issue of *Simply Her*.

**Enjoy GREAT-TASTING Water, anywhere at Home**

#### KEY FEATURES :

- Reduces chlorine
- Removes particle contaminants & heavy metals
- Ergonomically designed handle & non-slip base
- Cartridge replacement indicator
- Slim design to fit side of refrigerator doors



### FOR YOUR BATH OR SHOWER

#### eLife Energy Shower Filter

Model: eS-7

Ideal for those with sensitive skin, this shower filter may be attached to your bath or shower. With micro-clustering technology, it promotes permeability of water for better absorption of moisture and nutrients

**More ZEST during your shower!**

#### KEY FEATURES :

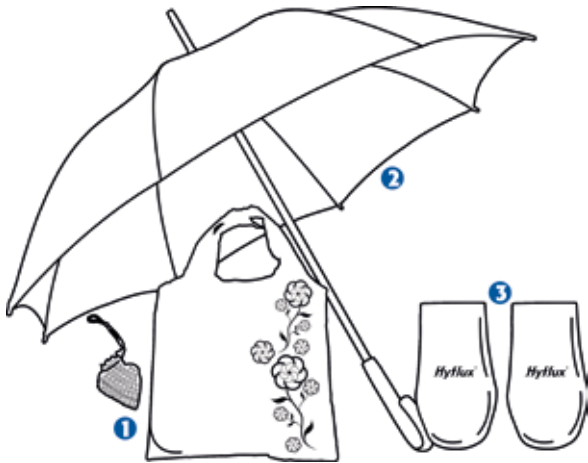
- Fits most water heater and bath tap connections
- Hassle-free DIY installation
- No cartridge replacement
- Suitable for travel too



# Double Treats!

## Enjoy Great Tasting Water and our 20th Anniversary offers

Promotion from now to 28 Feb 2010



### Gift with purchase

- 1** Strawberry pouch/foldable bag with purchase of Pitcher
- 2** Umbrella with purchase of Gurgle or eLife Shower filter
- 3** A pair of limited edition crystal glasses with purchase of eLife Energy Water Filter or HF1P filtration system

While stocks last.

## HYFLUX Consumer

As a business unit under the Hyflux Group of companies, Hyflux Consumer aims to leverage on the company's technological advancements and innovations, bringing fresh clean water for both homes and offices, towards the betterment of our daily lifestyles and well-being.



### Cash Lucky Draw

**1st Prize \$3,000** cash

**2nd Prize \$2,000** cash

**3rd Prize \$1,000** cash

**20 Consolation Prizes** eLife Shower worth \$169.90 each

Hotline Number : 6222 8000 Email inquiries to: [consumerproducts@hyflux.com](mailto:consumerproducts@hyflux.com)

For product information & website, log onto [www.hyfluxconsumer.com](http://www.hyfluxconsumer.com)



## WHERE TO BUY

### ELECTRONIC MARTS

**Audio House** Liang Court

**Courts** Megastore

**Parisilk** Holland Village

**Best Denki** Century Square, Great World City, VivoCity, Compass Point, IMM, Junction 8, Katong, Ngee Ann, Plaza Singapura, City Square

### DEPARTMENT STORES

**John Little** Marina Square

**BHG** Bugis Junction

**Tangs** Orchard

**Metro** Causeway Point, City Square, Compass Point

**Robinsons** Centrepoint, Raffles City

### DIY STORES

**Selfix** Whitesands, Century Square, Tiong Bahru Plaza, VivoCity, Centrepoint, Jurong Point, Eastpoint, Parkway Parade, Katong Mall

**Home Fix** Marina Square, Thomson Plaza, Novena Square, Northpoint, Siglap Centre, United Square, Tampines One, Causeway Point, AnchorPoint, Compass Point, Tanglin Mall, Sembawang Shopping Centre, IMM, Lot 1

### HYPERMARKETS

**Carrefour** Suntec City

**Giant** Tampines

**Mohamed Mustafa**

**Meidi-Ya** Liang Court

**NTUC X'TRA** Ang Mo Kio Hub, Hougang Point, Jurong Point

**NTUC Finest** Bukit Timah Plaza

**NTUC FairPrice** Tampines Mall, Joo Chiat Complex

**Sheng Siong** Bedok North, Ten Mile Junction, Tekka Mall, Woodland Centre, Clementi, McNair, Comm 88, New Upper Changi, Jurong West, Chin Swee, Yuan Ching

### OTHERS

Chuan Heng Hardware

Sin Joo Heng

New City Electrical Trading

E.S. Electromart

Universal Union Enterprise

Mei Gao & Construction

Bacera Pte Ltd

Lotus Arts Trading

Homeplus 2000

Zener DIY Store

Harbourfront Stationery

**Sales & Service Centre:**

**#03-58, HarbourFront Centre,**

**1 Maritime Square,**

**Singapore 099253**

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