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**MOEN'S PURETOUCH® PRODUCTS EARN  
AMERICAN DENTAL ASSOCIATION SEAL OF ACCEPTANCE**

***Filtering Systems Leave Fluoride in Water while Removing Contaminants***

*North Olmsted, Ohio* –Moen's PureTouch® AquaSuite® under-counter filtration system and PureTouch filtering faucets are the first to receive the American Dental Association's (ADA) Seal of Acceptance in the Association's new category of water filtration systems. The PureTouch products do not only improve water's taste and reduce odors, but also reduce harmful impurities while leaving in beneficial fluoride.

"The popularity of filtering systems and bottled water has become almost a double-edged sword. On one hand, parents feel they are doing the healthy thing by having their children drink water that's filtered or bought at the store", said dentist Dr. Michael Lynch of Cleveland, "But on the other, if the fluoride has been removed, or not added in the first place, you're looking at a possible increased risk in tooth decay and/or newly formed cavities."

Therein lays the dichotomy for today's consumer thirsty for a healthier lifestyle:

- Bottled water sales have risen to more than \$7 billion in the United States alone, and almost half of all Americans drink bottled water daily, according to the International Bottled Water Association. However, the majority of all bottled water doesn't contain optimal levels of fluoride.
- Many other consumers have opted for in-home filtering systems, which provide fresher, better tasting water while taking out many water impurities – unfortunately, some of them go too far and take out the added, beneficial fluoride entirely.

### **So what's the alternative?**

Moen's PureTouch filtering products have received the ADA's Seal of Acceptance because they leave the fluoride in the water. PureTouch products remove harmful impurities and provide fresh, clear filtered water where you want it, when you want it. The collection of products includes:

- The PureTouch AquaSuite, Moen's under-the-sink filtering system which sits next to existing kitchen or bath faucets.
- The PureTouch Professional and PureTouch Euro kitchen faucets featuring convenient pullout handles
- The PureTouch Classic kitchen faucet which features a fixed-spout model.

All PureTouch models have a stylish design that blend beautifully with any décor. They also include easy-to-change filters, filter indicators to tell you when it's time to change out the filter and the time-proven Moen leak-proof cartridge. And while different PureTouch products and filters reduce a variety of contaminants, all keep beneficial fluoride intact. And fluoride is the real key.

## **What's the big deal about fluoride?**

The ADA endorses community water fluoridation as a safe, effective and cost-effective public health measure for preventing tooth decay. According to former U.S. Surgeon General David Satcher, "Fluoridation is the single most effective public health measure to prevent tooth decay and improve oral health over a lifetime, in both children and adults."

The dental profession, the ADA, and health officials around the country work to promote community water fluoridation. However, even in communities which have optimally fluoridated water, individuals may be missing out on the decay preventative effects of fluoride. The reason? The vast majority of bottled water does not contain optimal levels of fluoride and some home water filtration systems remove fluoride from water. In particular, certain types of treatments, such as reverse osmosis and distillation, totally remove fluoride from the water.

As a result, in November 2002, the ADA adopted policy calling for the inclusion of the fluoride content on bottled water labels and for information on a system's effect on water fluoride levels to be included with each home water treatment system.

## **PureTouch filtration leaves in what you want, takes out what you don't.**

While keeping the good fluoride in, Moen's different PureTouch filtering products provide several options of systems for filtering the bad stuff out. The PureTouch AquaSuite's MicroTech™ 9000 filter traps impurities such as chlorine (99%), lead (99.25%), lindane (97.7%), atrazine (97.5%), mercury (90.45%) and turbidity (98.9%), as well as potentially harmful cysts such as Cryptosporidium and Giardia (99.99%). The PureTouch filtering faucet's 5000 and 600 cartridge filters trap impurities such as chlorine (93.3%), lead (97.7%) and cysts (99.95%). These all dramatically improve the quality and taste of water for drinking, cooking, and of course, brushing teeth.

PureTouch filter cartridges have been tested and certified by NSF International. NSF is a not for profit agency for the certification of water filters. Products bearing the NSF mark are tested and certified to applicable national consensus standards and comply with many stringent requirements.

For more information about Moen's PureTouch line of filtering faucets, contact Moen Incorporated at 25300 Al Moen Drive, North Olmsted, Ohio 44070-8022, call toll free 1-877-DRINK H2O (877-374-6542) or visit its web sites at [www.pure-touch.com](http://www.pure-touch.com) or [www.moen.com](http://www.moen.com).

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**EDITORS NOTE:** Moen Incorporated is one of the world's largest producers of residential and commercial plumbing products. Moen is the #1 brand of faucets in North America. The company manufactures a complete line of single and two-handle faucets in a wide assortment of styles and finishes. It is also a leading producer of residential and commercial sinks, a variety of shower accessories, and bathroom accessories (sold under the brands Moen, Cleveland Faucet Group, and Creative Specialties International).

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