

# CLEAN H<sub>2</sub>O

Whole house filtration shouldn't break the bank!



## THE TRUE COST OF SEMI-CLEAN WATER

We've all read the articles, seen the posts and heard it on the news. Our water contains some pretty bad stuff. While we appreciate the efforts made by local water districts to help clean the contaminants, there are constant stories of 'What we found this month in our water...'. The better news is that protecting your home, family and pets is more

affordable than you originally thought. At PureCore, we consistently hear the same statements:

- *You can't protect the whole house.*
- *A water softener will take care of your filtration.*
- *That will cost between \$10k - \$20k.*
- *You only need an under sink RO System.*

In our water filtration world, we don't provide statements.

We provide solutions. A customer recently reached out and asked if it is good enough just to do a small RO system and not the whole house. While that will protect what you drink, you're doing the equivalent of swimming in a dirty pool while drinking bottled water saying...

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**OWN A COFFEE SHOP, BREWERY, RESTAURANT? PROTECT YOUR EQUIPMENT!**

*Some of the biggest expenditures come from having to clean or replace your equipment because of bad water. [LEARN](#)*



**The new PFESA-BP2 from Chemours Wastewater Treatment Plants**

Nafion Byproduct 2 (otherwise known as PFESA-BP2) was recently found in blood test from residents in Wilmington. Based upon the findings on liver carcinogenic and hepatotoxic pathway activation patterns, PFESA-BP2 increases the risk of toxicity particularly at low doses.

Source: [MDPI](#)

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# OWASA CARRBORO TREATMENT PLANT

*The plant is proposing an \$83.7 Million expansion of it's current plant.*

If we didn't already need anymore proof that PFAS's and PFOA's are high-priority, it's becoming a big part of wastewater treatment plants' future plans. The more publicity these contaminants get, the better it is for all of us. In a recent post by The Local Reporter, they report that the most efficient and effective way to remove per- and poly-

fluoroalkyl substances from the water is through Carbon Filtration. The fact that they are willing to spend millions of dollars to filter out these forever chemicals should set off alarm bells of astronomical proportions.

We're no longer in the days of "this stuff might be of concern". With test after test of the long term permanent effects, we've entered an era of immediate need and action to remove these particles from our

water. The other side of this is that the ones responsible are still continuing the same practice, perpetuating the issue and just paying fines leaving the consumer footing the bill.

At an \$83 million price tag, guess who's paying the bill? That's correct. It's the consumer. It's our taxes. It's you and me. They "bypass" this by saying it's paid for by bonds. Bonds are paid for by raising property taxes over time. Pass the buck back to them!

## Clinical PFAS Blood Exposure Recommendations

Total Value PFAS ng/mL Concentration

**0-2**

No adverse health effects expected at this time. Maintain usual medical care.

**2-20**

Patients may face potential adverse effects, especially sensitive populations, like pregnant women. Reduction in PFAS exposure encouraged. Clinicians should also prioritize screening for dyslipidemia, hypertensive disorders of pregnancy, and breast cancer based on age and other risk factors.

**20+**

Patients may face a higher risk of adverse effects. Reduction in PFAS exposure encouraged. Prioritize screening for dyslipidemia in accordance with guidance for patients with increased risk. Clinicians should also conduct thyroid function testing, and assess for signs of kidney and testicular cancers, including ulcerative colitis at all wellness visits.

SOURCE: National Academies of Sciences, Engineering, and Medicine 2022 Report

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# UNINTENTIONAL CONTACT

*“From pizza boxes to burger wrappers, PFAS can seep from packaging and processing into your food. Advocates want greater FDA oversight to ensure that doesn’t happen.” - December 10, 2024 ~ By Joelle Anselmo*



There are numerous unintentional ways that our foods come in contact with PFAS and PFOA's.

***“Forever chemicals have been discovered in a growing number of places, including food.” - J.A.***

Picture this. You’re at a nice restaurant and want to order something healthy. “I’ll have the fish and a house salad”. How many times have you heard this from the table next to you or even ordered it

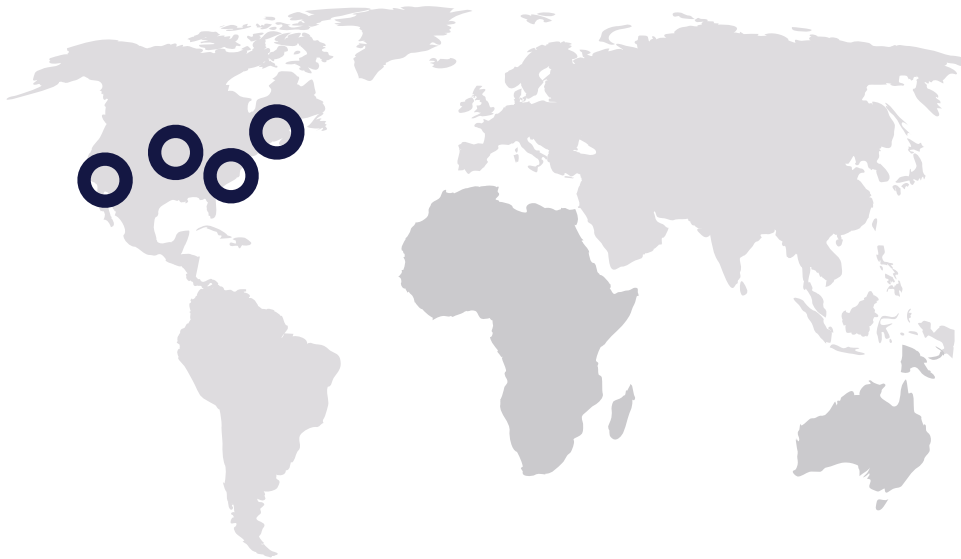
yourself? You’d think by taking the healthier option, you’re pretty safe. Unfortunately here in the Carolinas, chances the fish you are about to consume has been in contact with contaminants is pretty high. Not a problem though because they rinse and clean the fish first right? Unless they’re using Pure Clean water, they’re rinsing the fish in the same water they just pulled it out of.

At least the salad is a good option. Well... they have to rinse the lettuce so it now has the same issue as the fish now. To prevent this doom and gloom scenario from continuing, there’s a more simple option. Ask the place if they’re PureCore Certified. If not, send them this link and spread the word.

[PureCore Certification](#)

# INFECTED WATER SOURCES

*Due to the abuse of companies like DuPont, Chemours and even our local Duke Energy plants, our aquifers and water table has been contaminated. Our sources of water are no longer safe for consumption.*



***You're doing the equivalent of swimming in a dirty pool while drinking bottled water saying...***

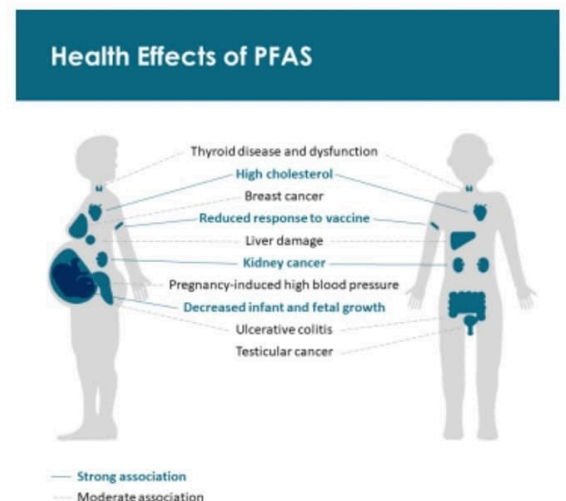
this is healthy! No matter how you try and sell that, it doesn't make any sense. Why take a shower just to put back on dirty clothes? The true cost of semi-clean water isn't always in the immediate. As we referred to the article on [Page 1](#), over time the contaminants seep into our blood stream, causing havoc on our body and internal health.

Semi clean anything isn't clean at all. It's still dirty. This is why we make our systems affordable. Clean water is something we often take for granted. The impurities we can't see is what's killing us. So don't ask yourself if you can afford it. Ask yourself, can you afford not to?

We're here to help educate, inform and provide solutions for you, your family and your pets.

Give us a text or call:  
[760-586-8735](tel:760-586-8735)

## Research has proven strong associations related to multiple health effects because of PFAS.



# EFFECTS OF PFAS ON THE BRAIN

The more we learn about the ‘forever chemicals’, the more we start to understand how dangerous it is to our bodies. At the University of Buffalo, researchers have found that it has a “unique ability to cross the blood-brain barrier and accumulate in brain tissue”. If you just take a moment and reflect on that last quoted statement...

These chemicals PERMEATE the tissues and skull and get directly into our brain. Taking a shower and washing your hair with untreated water is like giving yourself a cut and jumping into a lake with algae.

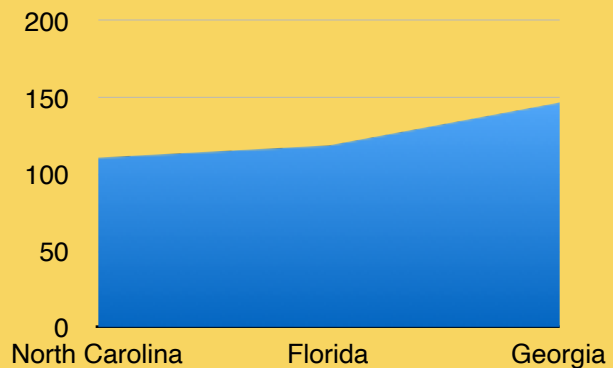
### Are we awake yet?

The grand non-stick era to make money off a product is still being persisted today. It continues to happen in our own backyard here in North Carolina. Meanwhile, we get sick and develop cancers that used to never exist. There comes a point at which you start thinking to yourself, how much am I poisoning myself on a daily basis? While the public is affected unknowingly, these large companies continue to pollute our water and make us sick. First recommendation, stop supporting them by not purchasing their products. No sales - no business. They’ve refused to change so lets refuse to buy.

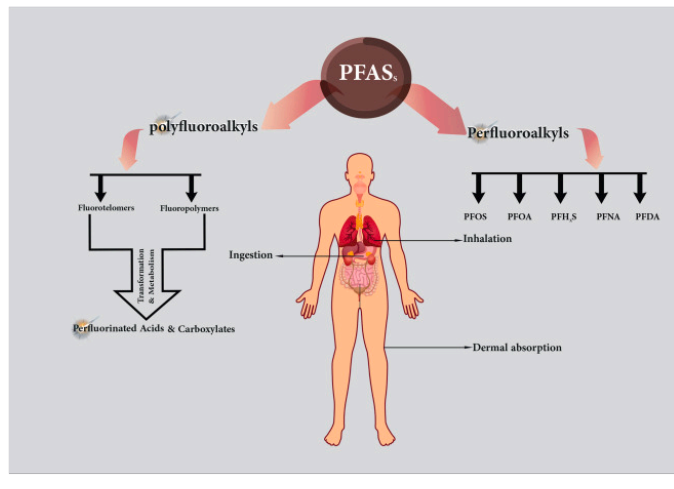


## UB Now Article [Link](#)

“Exposure to different PFAS for 24 hours resulted in modest but distinct changes in lipids, and over 700 genes to express differently.”  
- Tom Dinki

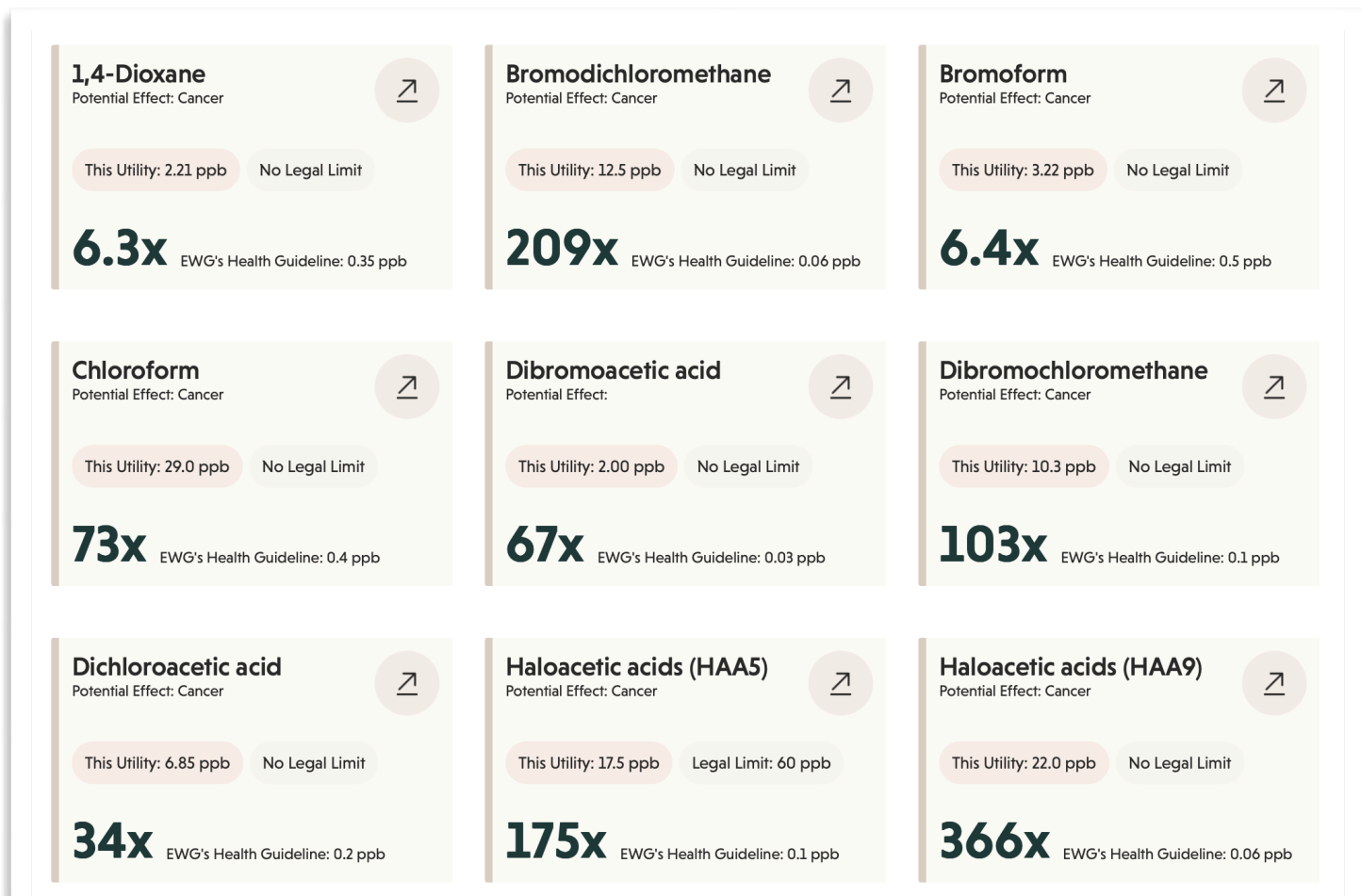


The above chart shows the number of PFAS and PFOA's found in 2022 for the local water in three states. Other states not listed were Alabama, California and Maryland which had the highest levels of all at 134.



# LOCAL ISSUES REPORT

Each month our newsletter will be issued to help our local community become aware of the water issues we face. This month we'll highlight Pender County. The image below shows the current status.



## ***“No Legal Limit”!!!!***

We received the link to this article from one of our customers last month. At first glance, it's shocking. When you start to dig into this a little more, it starts to ignite a fire in the frustration column. Let's break it down.

The EWG. This is a non-profit non-partisan group that has a 4-Star rating and dedicated to

the protection of human health and the environment. This is a good start. We've got someone in our corner. Next let's compare our government counterpart.

The EPA. They're responsible for setting the Legal Limit. Someone is getting paid to sit and do nothing...

What's even more shocking is that we know the potential effects! How much more

research do we need to say “Legal Limit should be ZERO!”

The final thing we'll point out is the amount over Health Guidelines. It's not just a little bit over. It's 366 times over the amount. While companies and our water authorities make money off the American people, we suffer the effects. What should you do? Get a PureCore System today!



## WHERE DO WE GO FROM HERE...

There is hope. Despite the damage done to our environment and most precious resource, awareness has risen significantly over the past few years giving a voice to those who have been affected and awareness in the communities to help explain strange illnesses and phenomena. Whole home filtration is key. While

we wait on our government, both local federal, you can protect yourself and your family now. This isn't some sales gimmick or tactic. It's opportunity to keep yourself free from the damaging aspects of this mis-regulated chemical that is so prevalent in our lives and society.

So don't wait another day. Give your family the fighting chance it deserves to live pure. This is why we do what we do. We educate, inform and provide affordable solutions. And once you protect your home, ask your local restaurant if their protecting you too!  
Stay Pure.

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