



# **Hindustan Lever's 'Pureit' Water Purifier**

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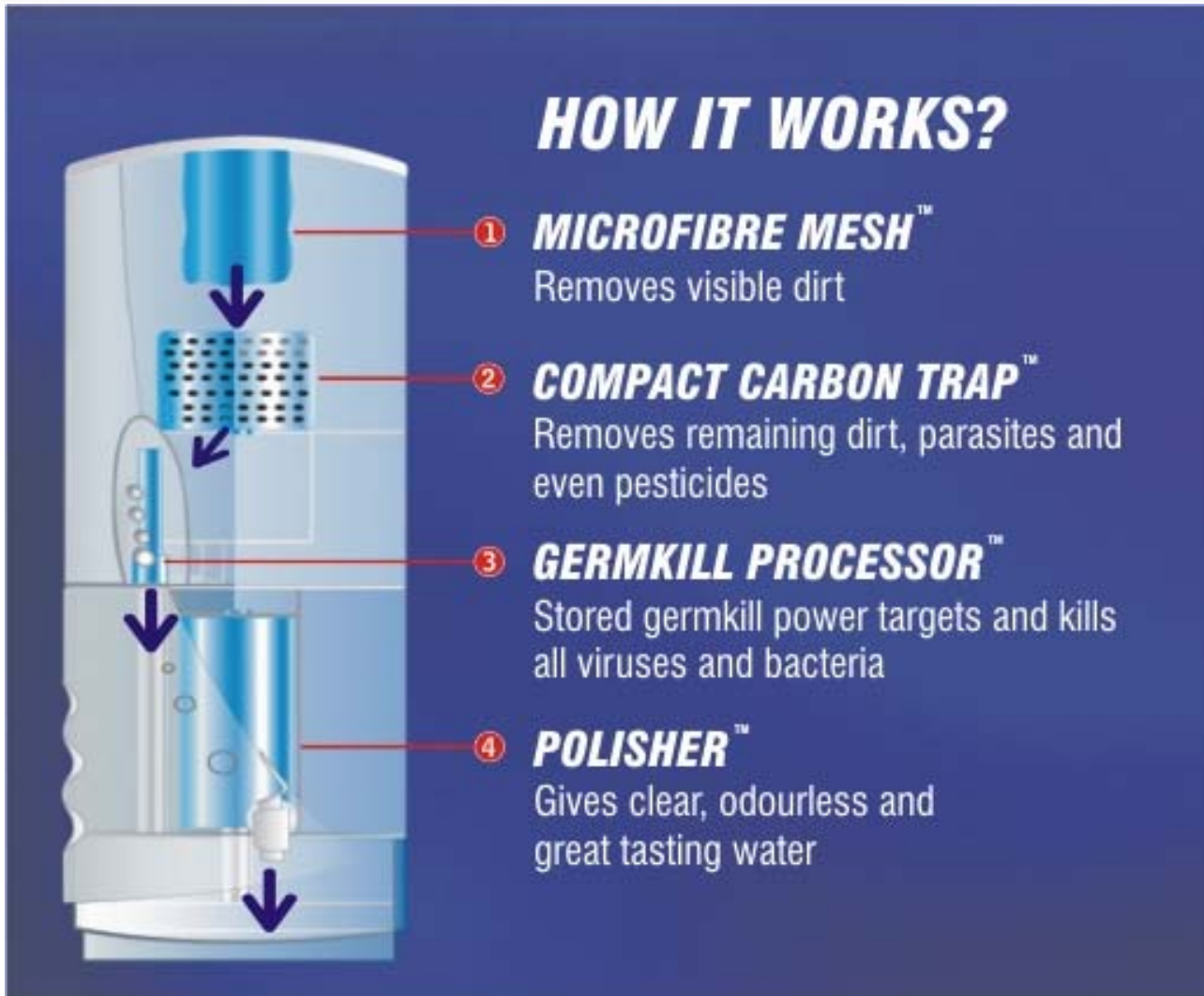
# The Pureit innovation



- **Safety**
  - Germ-free water: No viruses, bacteria, parasites
  - Provides water that is ‘as safe as boiled water’
  - Removes pesticides
  - Can be used to treat drinking water of unknown origins
- **Anytime, anywhere performance**
  - Works without electricity
  - Works without running piped water
- **Other consumer benefits**
  - Gives clear, odour-free and good tasting water
  - No hassles of boiling
  - No maintenance, no service, no plumbing



# How Pureit works?



# Pureit : Combination of Breakthrough Technologies



- **Breakthrough technologies**

- Physically remove cysts
- Sustained release chlorine technology
- >
- **Consumables and lifetime**
  
- The germ-kill processor typically gives 1500L of purified water (which will take care of drinking water requirement of an average family for 5 months)
- The capacity of the compact carbon trap and polisher are rated for same literage



# Unambiguous life indicator



## Hindustan Lever's guarantee of safe water

### Unique Battery Life Indicator



### Safe

Germkill battery is working.  
Germkill guaranteed.



### Buy

Germkill guaranteed, however  
Germkill battery is  
nearing the end of its life.  
Please buy a new battery.



### Replace

Germkill battery exhausted.  
Replace Germkill battery with  
new one immediately.

# Pureit Performance : Results



## **PUREIT GIVES PROTECTION FROM VIRUSES, BACTERIA, PARASITES**

Pureit meets the germkill standards of the toughest drinking water regulatory agency in the USA, the Environmental Protection Agency (EPA). The EPA has established that waters of unknown origin will be rendered microbiologically safe to drink if there is log 6, log 4, and log 3 removal of bacteria, viruses and parasites respectively.

<b>Bacteria types</b>	<b>Post Pureit log removal*</b>	<b>Virus types</b>	<b>Post Pureit log removal*</b>	<b>Parasite types</b>	<b>Post Pureit log removal*</b>
Escherichia coli	> 6	Polio virus	> 4	Cryptosporidium parvum	> 3
Salmonella typhi	> 6	Rotavirus	> 4	Giardia lamblia	> 3
Pseudomonas aeruginosa	> 6	Hepatitis A	> 4		
Staphylococcus aureus	> 6	MS 2 phage virus	> 4		
Candida albicans	> 6				

\*Tested according to EPA, USA guidelines

# Pureit Performance : Pesticide Removal\*



Initial level : 1 ppb

<b>ORGANOCHLORINE PESTICIDES</b>	<b>Post Pureit (ppb)</b>
Alpha – HCH	BDL **
Beta – HCH	BDL
Gamma – HCH	BDL
Delta – HCH	BDL
Heptachlor	BDL
Aldrin	BDL
Heptachlor epoxide	BDL
Endosulfan – I	BDL
Endosulfan – II	BDL
Endosulfan sulfate	BDL
pp - DDT	BDL

<b>ORGANOPHOSPHORUS PESTICIDES</b>	<b>Post Pureit (ppb)</b>
Malathion	BDL
Methyl parathion	BDL
Dimethoate	BDL
O,O,O - Triethyl phosphorothioate	BDL
Thionazin	BDL
Sulfotep	BDL
Phorate	BDL
Parathion	BDL
Famphur	BDL

\* CFTRI, 2004

\*\* BDL – Below detectable limit (0.05 ppb)

# Pureit Performance :

Tested by leading scientific and medical institutions in India & abroad



- Apollo Hospital, TN
- Sundaram Medical Foundation, TN
- Central Food Technologies and Research Institute, Mysore
- Institution of Public Health Engineers, Kolkata
- King's Institute, TN
- National Environmental & Engineering Research Institute of India
- National Institute of Cholera and Enteric Diseases, Kolkata
- SRL, Ranbaxy Clinical Reference Laboratories, Mumbai
- London School of Hygiene and Tropical Medicine, U.K.
- Scottish Parasitic Laboratory, UK
- Unilever Research, Colworth, UK

# Hindustan Lever's Pureit

