

Sent: Monday, October 03, 2005 10:31 AM
Subject: TECH BANK: FAIR & BALANCED COMPARISON -- PUREMAGIC

Dear Aquathin Dealer OnLine;

Ron Wiedoff, a friend and Authorized Aquathin Dealer in the Greater Tampa, Florida area contacted us for assistance to help him and his new prospective Customer understand literature and claims from a water treatment company called Pure Magic which includes KDF. Please start at the bottom of this email and head North ! to read our response resulting in establishing another satisfied Aquathin Customer !!

Also, as I side note, Ron is extensively immersed in politics in the state...and specifically, fluoride issues. Please visit his website listed below, for in depth fluoride information.

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

**FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence**
*Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)*

*"Alfie"
Alfred J. Lipshultz, President*

***P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Biz Bank, Tech Bank and Quote Bank... ARE
ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.***

From: Ron Wiedoff [<mailto:naturalc@tampabay.rr.com>]
Sent: Saturday, October 01, 2005 11:45 AM
To: Alfie
Subject: Aquathin Wins

Alfie,

Thank You - your help and the efficiency of Aquathin equipment helped me on my whole house sale. I was up against Artesia's PureMagic Whole House System. My customer wanted the very best system for his wife and their three children. After they thoroughly weighed the difference between Aquathin and PureMagic they immediately decided to go with Aquathin.

They purchased a Soft & Clean Water Conditioner, Mega Char, AquaShield and Aqualite II RO/DI Subsink. They are very excited and look forward to their installation.

Thanks again for your backup and technical expertise.

Best regards,

Ron Wiedoff

Palm Harbor, Florida
727-797-0567
NaturalC@tampabay.rr.com
Water Filtration Solutions
Truth About Our Water at:
www.AquaSafe.us

From: Alfred J. Lipshultz [<mailto:alfie@aquathin.com>]
Sent: Tuesday, September 06, 2005 9:33 AM
To: 'Ron Wiedoff'
Subject: RE: I need Help from my Sensei

Hi Ron;

Anything that I give to you is absolutely permissable to print out and deliver to your Customers...including all that is published on the website and in your Aquathin Master Catalogue.

Have a great week and warmest regards,

FOR THE BEST TASTE IN LIFE &
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(visit the **NEW** www.aquathin.com)

"Alfie"
Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.

From: Ron Wiedoff
Sent: Monday, September 05, 2005 12:04 PM
To: 'Alfred J. Lipshultz'
Subject: RE: I need Help from my Sensei

Hi Alfie,

I want to give this information to my client - however, I wanted to be sure it was OK with you that they see it.

Hope you had a good weekend.

Thanks again,

:-) Ron

-----Original Message-----

From: Alfred J. Lipshultz [<mailto:alfie@aquathin.com>]
Sent: Friday, September 02, 2005 10:09 AM
To: 'Ron Wiedoff'
Subject: RE: I need Help from my Sensei

Hi Ron;

KDF is a copper zinc alloy that is self sacrificial...meaning it dissolves into the product product water. Pure Magic says its OK to drink because one would have to drink 2.64 gpd concerning copper...I am not going to do the math here, but he makes no mention of the zinc intake aspect. Yes, it would be difficult to drink all that water per day...but exposure through absorption when washing and cooking meats, fruits and vegetables increases the exposure significantly. EPA states accumulation of these heavy metals will cause nerve and organ damage.

Hardness will not change. Test it.

Pure Magic states drink the minerals. Show your Client the Mineral Myth Forum Q & A and direct them to other Water Myths on the Aquathin Learning Center. Your Aqualite provides water that is salt free (not Pure Magic), mineral free (not Pure Magic) and free of nitrates (not Pure Magic), heavy metals (not Pure Magic), radioactivity (not Pure Magic) and disease water causing microorganisms including cysts i.e. Crypto, Giardia, Macro & Microsporidia (not Pure Magic). Most often, when a water filter person says "does not remove beneficial minerals" it is because (A) there is a "Knowledge Deficit" about RO or (B) afraid that the the cost of an RO system will be too much to their already expensive system(s) . or (C) tries to make drinking minerals a sales pitch benefit because their ordinary filter cannot remove them.

One more thing about their copper claims. I don't see any disclaimer for use with seawater aquariums. The slightest copper kills corals. The National Zoo in D.C. uses Aquathin's Multi Patented Reverse Osmosis Deionization Commercial Systems to assure copper removal...for the last 15 years.

Please extend my personal thanks to your Client for the opportunity to provide them with the very best in residential water purification, softening and filtration.

Warmest regards,

FOR THE BEST TASTE IN LIFE &

25 Years Pure Excellence

Think Aquathin...AquathinK !!

*(visit the **NEW** www.aquathin.com)*

"Alfie"

Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.

From: Ron Wiedoff
Sent: Thursday, September 01, 2005 6:48 PM

To: Alfie
Subject: I need Help from my Sensei

Alfie,

I closed another sale for a whole house system - ASC 45K (w/Fluoride), BFF-2, AQL-2 and an Aquashield. I had the sale and was to come back in two days to pick up the check. Then I get an apologetic phone call from the wife and she said her husband (who was in on our sales talk) wanted to know if I could go over the following attached material to see if Pure Magic Water had a better system than Aquashield. She asked the owner of the company, which is based in Clearwater, to send me the technical information so I can figure out which system is better. Well - I about feel a sleep on the first page trying to figure out what all this system was about.

Can you help me to come up with 'things' to say to her to show that Aquathin is the better of the two systems. Some comparisons to our favor would handle them both. Don't need a whole lot - just a few items.

I know this is a lot of technical data to go thru - however, I am afraid that I won't be able to argue the points with this guy. He tries to talk like a scientists and tries to come off to my clients as 'all knowing' and drops all kinds of 'technical jargon' so as to sound more convincing to them.

However, if I come up with several simple explanations they will discard him very fast. And I won't hear anymore about Pure Water - plus if their name comes up again, which I am sure it will, I'll have the ammo to kick them to the curb.

Thanks for you help,

Ron

Below is the email he sent to me with the above attachment:

-----Original Message-----

From: Info PM
Sent: Tuesday, August 30, 2005 10:46 AM
To: naturalc@tampabay.rr.com
Subject: Puremagic

Hi Ron,

The medias are.

KDF <http://www.kdfft.com/>
Catalytic carbon
16 grade ion bead (softening)
Quarts (polishing dispersion media)

Fleck 6700 head.

Best Regards,
Jeff at Puremagic

