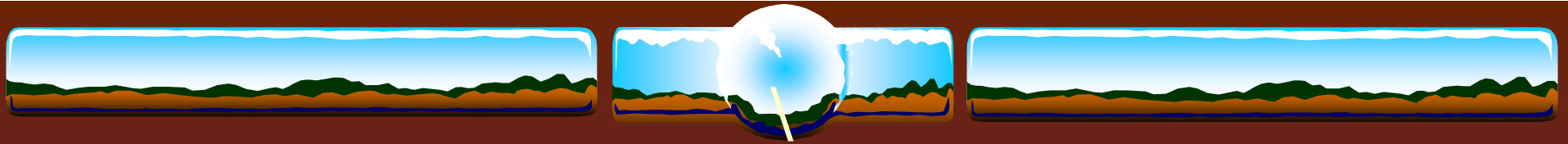


BELKRAFT INC.

The best in water and air purification





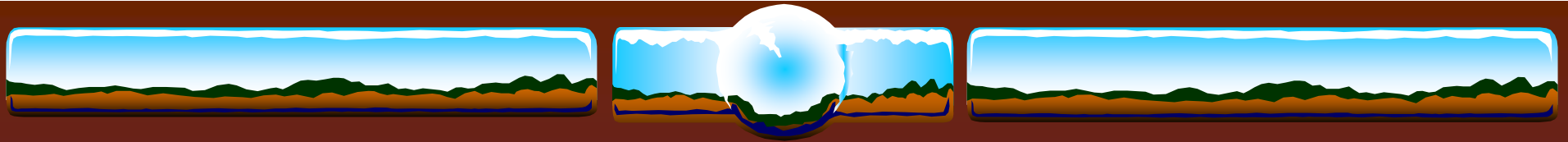
Drink water like your life depended on it... because it does!

Why is water so important to our health?

Approximately two thirds of a person's body weight is water. Blood is 63% water, the brain 75%, muscles 75%, lungs 80%, heart 75%, liver 85%, kidneys 63% and even bones are 22% water.

The benefits of drinking plenty of water:

It helps us look better by keeping our weight in check, revitalizes dull dry skin and lubricates all of our joints. It regulates our body temperature, assists the kidneys in eliminating harmful salts and wastes, carries nutrients and oxygen to all the cells in your body and is essential for maintaining good health. The average adult needs 6 to 8 glasses of water a day, for digestion, perspiration, breathing and elimination of waste. It also **DECREASES** the risk of colon cancer by 45%, breast cancer by 79%, bladder cancer by 50%, rectal cancer by 38%, back and joint pain, kidney stones, urinary tract infections, constipation, migraine headaches and obesity.



What does NOT count towards water intake:

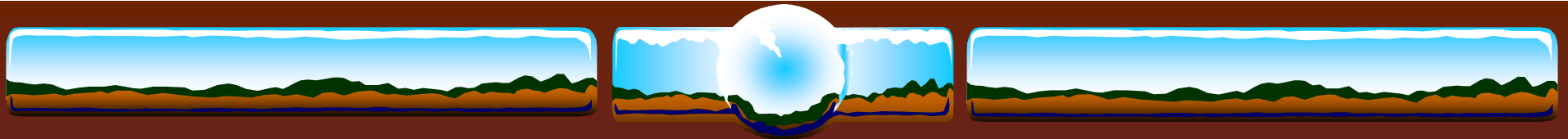
Drinks containing nutrients, such as milk, fruit juices, sugar-sweetened drinks, salty tomato based juices etc. all take water from the body to process nutrients. Tea, coffee, cola drinks and alcoholic beverages are diuretics that promote urination, causing even greater water loss than the liquid consumed.

What happens if we don't get sufficient water?

Lack of water is the #1 trigger of daytime fatigue.

If the amount of water in your body is reduced by:

1% you feel very thirsty and your metabolism slows. 3% can trigger fuzzy short-term memory, trouble with basic math and difficulty focusing on a printed page. 5% will leave you having difficulty moving your muscles or thinking clearly. This reduces your ability to work by 20-30%. At 10% loss of body water, you will die.



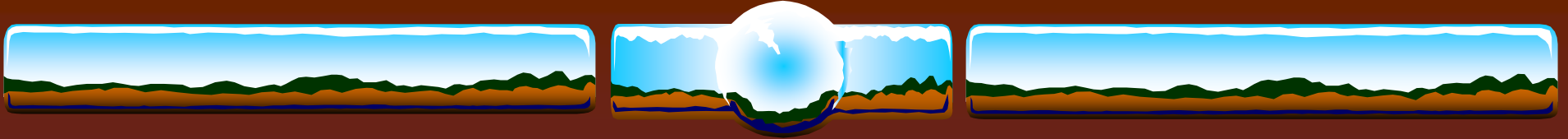
How bad is our tap water?

Research by federal, provincial and city departments, as well as scientists in universities across the country and around the world have declared that the regular use of chlorinated water for an extended period of time leads to disease such as cancer, heart disease, birth defects and other degenerative disorders.

Over the past two decades, our society has dumped more chemical waste, sewage, poisons, industrial waste and drugs into our water sources than at anytime in history. Our rivers, lakes and even the underground lakes that supply our wells and springs have become contaminated by the leaching of pesticides, insecticides, herbicides, nitrates, PCB's, phosphates, dioxins and other toxic substances. Manure and organic waste has increased bacteria in water sources.

Scientists have identified over 2300 chemicals in our water. The water treatment process adds aluminum sulphate, chlorine and other chemicals to our water. All are poisonous. As water passes through the distribution pipelines it picks up poisonous pollutants such as copper, iron, zinc and lead which can and does lead to serious long term health effects. Without the chlorine, most of us would be dead in days from water born bacteria and viruses. Unfortunately chlorine reacts with organic matter in the water and creates trihalomethanes (THM's) and haloacetates, which have proven carcinogenic.

1 in 15 suffering with cancer. Current projections are 1 in 2 within the next ten years. You definitely want the disinfecting power of chlorine in the water right up to your tap but at that point you have to make a decision....

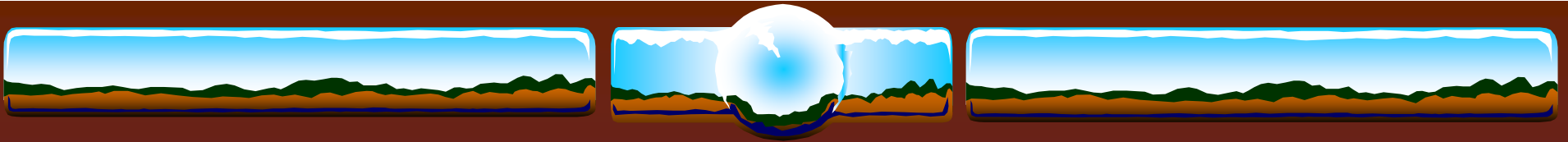


“You can either have a water filter or be the water filter.”

If you decide to be the filter, remember replacing the clogged human organs can be a long, painful and sometimes fatal process and the replacement you get is never a new one.

It's your decision...

Do you want you and your family to be the filters? Or do you want to be able to throw away the bacteria, chemicals, heavy metals, poisons and other contaminants every year and start with a brand new fresh filter cartridge?



I want clear, refreshing water...what are my options?

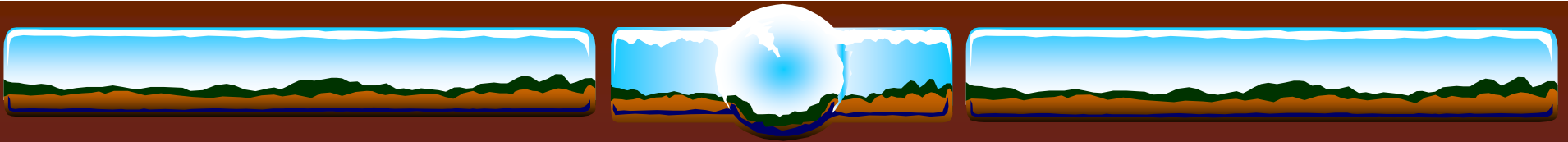
BOTTLED WATER

Industry with little government regulation, standards or controls. Very expensive - 99% of cost is the bottle, transportation, advertising and profit. Large bottles and multi-packs are heavy and inconvenient to carry. No chlorine to prevent bacteria build up during storage. (usually months/years). Leeching of trace toxic phthalate and vinyl chloride from the bottle into the water. Toxic chemicals released into the environment during the manufacturing, disposal and recycling of 1.5 billion tons of plastic bottles each year and growing. Even spring water is subject to underground contamination.

SMALL PITCHER OR FAUCET MOUNTED FILTERS

Ineffective in the removal of toxic chemicals, heavy metals and harmful bacteria. The American Water Works Association has said small cartridge units are *"totally useless, because of their size and the brief exposure time."*

"Caution! The Brita water filter is not intended to purify water." (Brita packaging). And *"The presence of organic nutrients in carbon filters can promote bacterial growth, as quickly as overnight."* (City of Ottawa Water Purification website).



REVERSE OSMOSIS FILTRATION SYSTEM

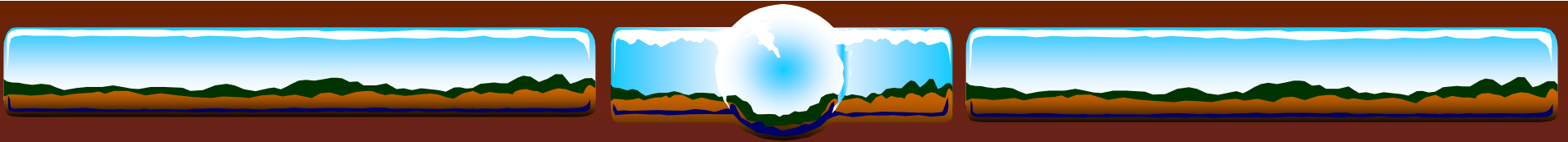
Removes natural healthy minerals producing Water that is flat and tasteless. Very slow process uses up to 8 gallons to produce 1 gallon of purified water. Chlorine and hot water adversely affect the RO membrane which can rupture without indication, allowing unfiltered water through to your stored water. This is a large and bulky system that is expensive to install and maintain.

WATER DISTILLATION SYSTEM

Removes natural healthy minerals producing water that is flat and tasteless. Expensive to install and maintain with high electricity consumption. Holding tank is subject to bacteria contamination. Ineffective at removing many pollutants, pesticides and THM's (carcinogenic)

GRANULAR ACTIVATED CARBON FILTERS (GAC)

Will not remove all harmful bacteria or heavy metals from the water. Filter can quickly become contaminated with bacteria and sealed units are not cleanable (no replaceable cartridge), requiring premature disposal. GAC's permit water to forge channels through the carbon allowing unfiltered water to pass through. The silver nitrate can quickly escape into the drinking water. No washable pre filter to prevent clogging of the filter.



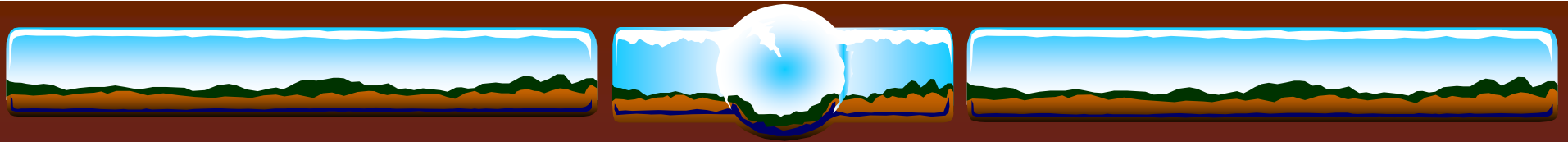
What is the Best Choice?

From 'Alive' health magazine in an article comparing all water filtration methods; *"The best type of filter to buy would be an activated carbon block filter with a sediment pre-filter to remove bacteria and parasites, and an automatic shut off point when the filter has reached its limit."*

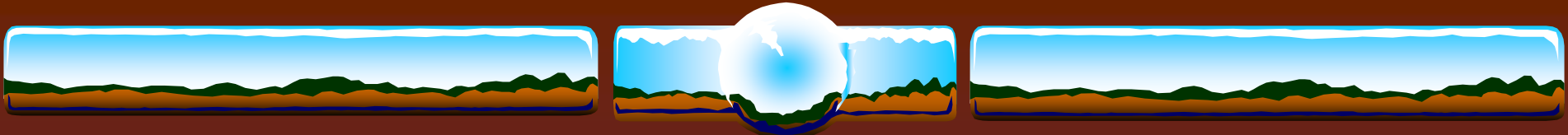
THE BELKRAFT 4 STAGE WATER PURIFIER

The BelKraft ceramic/carbon block cartridge filters to 0.3 of a micron. The diameter of a human hair is about 100 microns, human cells 10 microns and bacteria as small as 3 microns. The ceramic filter is impregnated with silver which kills bacteria on contact and prevents any bacterial growth.

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- Filters out harmful bacteria, parasites and viruses including gardia lambia cysts, cryptosporidium, e coli, fecal coliforms, hepatitis B and salmonella.
- Filters out toxic chemicals including dioxins, arsenic, asbestos, benzene, nitrates, PCB's and carcinogenic chlorination bi-products (THM's).
- Reduces all heavy metals including lead, mercury, aluminum, iron, copper and silver.
- The washable sub-micron ceramic pre-filter prevents clogging of the purifier, extending its effective life and acting as an automatic warning indicator.
- The highly compressed carbon block filter is equivalent to water traveling through 10,000 square feet of filtration media, ensuring only the purest drinking water.
- Provides safe drinking water during “boil water orders” or breakdowns in the city’s purification system. e.g. Walkerton, where 6 died and 2500 were and still are very sick., and Milwaukee where 100 died and 400,000 were sick.
- The only purifier that leaves calcium and other healthy natural minerals and trace elements intact producing a sweet delicious energetic taste.
- It is the only ceramic water filter that is NSF Certified under standards 42 and 53. And all media ingredients meet or exceed NSF and England’s Water Research Council Performance standards.



MODELS TO CHOOSE FROM;

SLIMLINE COUNTERTOP



MINERAL RO SYSTEM



UNIVERSAL



SHOWER FILTERS

WHOLE HOUSE SYSTEMS



SPECIALTY FILTERS

BELKRAFT 2000

