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## **ahhNatural Evolution: A Hot Tub Treatment Born From Large Scale Water Filtration System**

**Truckee, Calif.** (Fall 2006) –ahhNatural, derived from high-end water filtration technology, is a sleek spa treatment set to revolutionize the hot tub industry. Employing a new application for a proven technology, ahhNatural presents a simple user interface to state of the art hot tub water management.

Over a decade ago Roy Bowers was hard at work developing an all-inclusive water purification system for his company, Enprotec. After years of working out each stage of this high volume system, which effectively reduces contaminants in water while maintaining healthy minerals, Bowers was launching his product AquaVantage. Part luck and part ingenuity led Bowers to his discovery of the ahhNatural system.

Leaving for a vacation, Bowers came across a broken filter from his AquaVantage system in his truck bed. With his neglected hot tub conveniently nearby, he tossed the loose ingredients into the foot deep of greenish, bacteria-ridden water and hit upon an inventors dream. Returning to the tub two weeks later to find the rotten water crystal clear, he knew he was onto something.

Over the years since Bowers' initial discovery, ahhNatural has advanced into today's sleek, state of the art system, providing additional benefits for its users. For instance,

the harsh muriatic acid, used with traditional hot tub maintenance systems to balance the pH levels, has been replaced with vitamin C (ascorbic acid), an equally functional component that has the added benefits of an antioxidant. Thoughtful decisions at each step of the ahhNatural process have created a product that is effective, provides healthy benefits, is earth friendly and is available at a comparable price point to standard systems.

With the help of his partner, Jane Weeks of ETHICA Advertising, who spearheads the marketing efforts, ahhNatural has developed a website, online retail store and additional outreach tools. The team is poised to turn the hot tub industry on its ear. While there are many hot tub treatments that claim to be natural or viable alternatives to chlorine and bromine, ahhNatural gets the job done without toxic chemicals in any part of its purification process. The team knows that by building on years of extensive research and design for a technology that has traditionally been used for water purification purposes, they can breathe new life into the spa industry through this unique application.

ahhNatural is a non-toxic hot tub maintenance solution. Through the use of natural minerals and vitamin C, ahhNatural replaces chemicals to create a healthy retreat for the body. With comparable costs and lower maintenance time to traditional systems, ahhNatural was developed as a people safe, environmentally friendly alternative to traditional chemical sanitizers. For additional information please visit <http://www.ahhnatural.com>.

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