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## ahhNatural Fact Sheet

### Why choose ahhNatural?

ahhNatural is the hot tub maintenance solution that takes your whole health into consideration. By using natural minerals including the antioxidant vitamin C and ancient sea salts, ahhNatural eliminates chemicals to create a real retreat for your body. With comparable costs to traditional systems and minimal maintenance, hot tub owners can only benefit from this product. ahhNatural was developed as a people safe, environmentally-friendly alternative to traditional sanitizers.

### What is ahhNatural?

ahhNatural is a personal spa treatment system that uses a proprietary formula of natural minerals to control bacteria and clarify water. ahhNatural is a 16"x 16" pad that rests in the bottom of the hot tub and is supplemented by the occasional addition of hydrogen peroxide, vitamin C, baking soda and ancient sea salts. No toxic chemicals are required in any step of the process.

### How does ahhNatural work?

ahhNatural depends on the chemical reactions between a unique combination of minerals to keep spas safe. Through reduction oxidation (redox), ions are exchanged between the minerals, creating an unnoticeable electrical field that erodes contaminants in the water. Emission of hydrogen peroxide and nascent oxygen from this reaction further oxidizes the water. Lastly, a mineral within the pad is responsible for absorbing ammonia, a chemical emitted in perspiration that can cause a foul odor and act as a stimulus for bacteria.

## **Media Contact:**

**Who can use  
ahhNatural?**

ahhNatural is meant for use with private hot tubs. It is recommended for two to three adults using a 380-gallon tub three to five times a week. It performs best with regular maintenance, clean bathers, low exposure to contaminants from sunscreen and makeup and by keeping the pH levels within the recommended limits.

**How does  
ahhNatural  
compare to  
traditional spa  
treatments?**

ahhNatural hot tub treatment uses no chlorine or bromine and is completely non-toxic. While traditional treatments rely on a combination of chlorine, bromine or other noxious chemicals, ahhNatural provides your skin with a clean hot tub, rich in natural minerals and antioxidants.

**Where can you  
find  
ahhNatural?**

ahhNatural is available online at [www.ahhnatural.com](http://www.ahhnatural.com). The product, which works for one full year, has a comparable cost to that of traditional hot tub maintenance systems.

**Can  
ahhNatural  
have positive  
impact on the  
world?**

If all 6.2 million hot tubs in the United States contained naturally pure mineral water, up to 20 billion tons of toxic wastewater would be prevented from entering the ecosystem each year. And people would enjoy a better bathing experience.

**Who is behind  
ahhNatural?**

Two people are responsible for the ahhNatural solution: inventor, Roy Bowers, and label owner, Jane Weeks. Bowers' company Enprotec is a pioneer in whole house water purification systems and he has been perfecting ahhNatural for over ten years. Weeks' company, ETHICA advertising, Inc. is a product development company committed to the philosophy that business success is always compatible with social responsibility. ETHICA focuses on building partnerships with enlightened clients with goods and services that move humanity forward in a mindful, sustainable way.

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