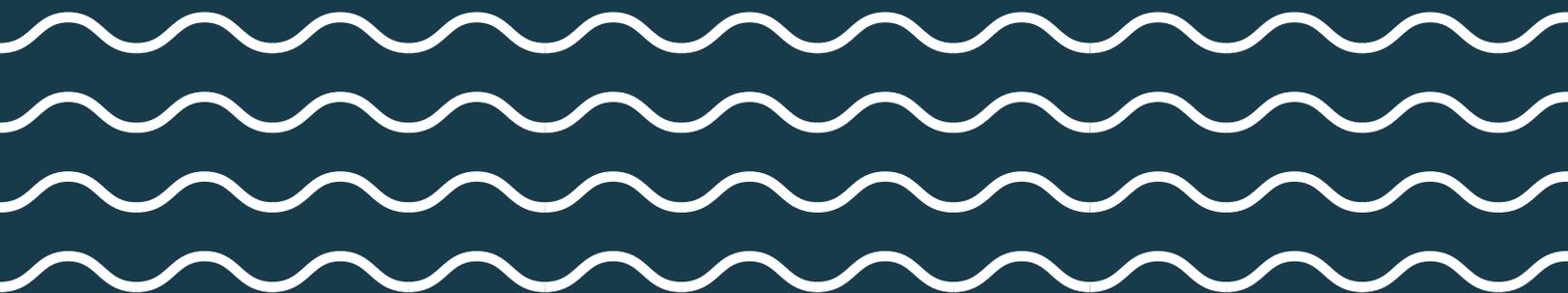


**SPEAKMAN**<sup>®</sup>

FOR THE LOVE OF WATER

# YOUR SHOWER CAN SAVE YOU FROM TOP 4 BEAUTY SABOTEURS

Say Goodbye to Chlorine, Heavy Metals, Bacteria and Dirt





## Water Wellness

### **YOUR SHOWER HOLDS THE KEY TO HEALTHY SKIN AND HAIR**

Chlorine isn't just for pools anymore--the water that comes out of your tap and pipes is actually spiked with the stuff. A highly efficient disinfectant, chlorine is added to the public water supply to kill disease-causing bacteria and viruses. Though it is widely considered safe as it is kept under certain levels mandated by the Environmental Protection Agency (EPA), it could be wreaking havoc on your skin and hair. While disinfecting drinking water is a necessity, you don't have to stand for it when standing under your shower. Thankfully, Speakman has engineered a revolutionary product designed specifically to remove chlorine before it hits your body, a practical and luxurious solution to eliminating skin and hair's exposure to this harsh but unavoidable additive.

# Where You Live May Be Affecting How You Feel

The EPA has set maximum chlorine level at 4 mg per liter of water (mg/L) as higher levels can cause serious health effects, such as burning and irritation to the eyes and nose, and major stomach discomfort (USEPA, 2013). Take a look to see the average chlorine levels reported in 2014 for 15 of the largest cities in the United States. Does your city make the list?

SF  
2.3

LA  
2.3

DALLAS  
4.0

CHI  
1.0

CITY	TOTAL CHLORINE RESIDUAL (MG/L) AVERAGE (RANGE)
Dallas	4.04 (2.73 - 5.12)
Los Angeles	2.3 (1.3 - 2.9) <sup>1</sup>
San Francisco	2.3 (0.1 - 3.0)
Philadelphia	2.08 (1.43 - 2.08)
Nashville	1.87 (0.6 - 3.6)
Columbus	1.57 (0.4 - 2.90) <sup>2</sup>
Indianapolis	1.4 (ND - 2.7)
Atlanta	1.38 (0.27 - 1.38)
Charlotte	1.22 (0.76 - 1.74) <sup>3</sup>
Jacksonville	1.09 (0.2 - 2.5) <sup>4</sup>
Chicago	1.00 (1 - 1)
Seattle	0.85 (0 - 1.7)
Phoenix	0.8 (0.1 - 2.7)
New York	0.63 (0 - 1.51)
Baltimore	0.49

ND = Non Detect  
 Average = Highest running annual average  
 1 = Met Water District of Southern California  
 2 = Hap Cremean Plant  
 3 = Franklin Plant  
 4 = Major Grid

To find the disinfectant concentration in your water supply, visit: the EPA website: <http://ofmpub.epa.gov/apex/safewater/f?p=136:102>



Chlorine is a leading cause of dry skin



Chlorine can irritate and sting eyes



Chlorine can accelerate the aging process



Chlorine strips away natural oils of the skin



Chlorine can result in weakened hair

## Chlorine Exposure Is Harmful to Skin

While the chlorine concentration in tap water is required to be below levels established by the EPA, bathing in normal chlorinated tap water has been shown to exacerbate or worsen existing skin conditions such as eczema. In fact, experts suggest that exposure to chlorinated water is one of the causes leading to or worsening of symptoms of skin dryness (Gardinier, 2009).

To investigate the impact of chlorine on skin hydration, researchers have exposed participants to chlorinated water

and then measured the water holding capacity of the skin. **In participants with eczema and in those with normal skin, typical tap water chlorine concentrations significantly reduced the water holding capacity of the outermost layer of the skin, the stratum corneum, after a 10 minute exposure** (Seki, 2003). As lipids (or oils) play a role in the hydration of the skin, these results suggest that chlorine is stripping away the natural oils of the skin.

When examined under a high-powered microscope, the outer layer of normal skin was shown to be rough and “unhealthily shiny” after the interaction with chlorine. The images also show the pores on the skin turned larger after contact with the chlorine-containing water. **The authors indicated that large pores can cause one’s complexion to appear dull and uneven, and that the reaction of chlorine with the skin could even accelerate the aging process (Xiao, 2012).**

Chlorine has also been associated with eczema in children. In a study on infant swimming practices, the authors found that increased swimming was associated with an increased prevalence in childhood eczema, and suggested that the chlorine may explain this association (Chaumont, 2012).



YOU'RE A  
NATURAL.  
YOUR HAIR  
SHOULD  
BE, TOO.

## Drier, Damaged Hair

You're a natural. Your hair should be, too. Chlorine at levels typical in the water supply is capable of stripping the natural oils that make hair shiny and soft, resulting in hair that is drier and susceptible to damage (Fair, 1982; Keratin, 2015).

## Hazardous Byproducts

Many personal care products used for showering contain triclosan, a common antibacterial agent. In chemical analysis studies, researchers have shown that water with typical chlorine levels when mixed with personal care products containing triclosan result in the formation of potentially hazardous byproducts including chloroform and 2,4,6-trichlorophenol, which are classified by the U.S. EPA as probable human carcinogens (Fiss, 2007).

# The Solution is in Your Shower

**Hotel Pure Filtration Shower (S-2005-HBF):** This revolutionary fixture combines the iconic Hotel Shower Head design and engineering with the latest water filtration technology – resulting in the cleanest, crispest water possible. The copper-zinc alloy filter is proven to remove and convert up to 99% of chlorine, providing you with a shower you can feel good about. Now you can shower easy knowing that your water is as clean as possible, all while providing remarkable benefits for you and your skin.

**Speakman: For the Love of Water.**

Shown To Remove



CHLORINE



HEAVY METALS



BACTERIA



DIRT





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## **ABOUT SPEAKMAN**

Speakman invented showering. For over 140 years, Speakman has pioneered the shower industry, first as a premiere American technology innovator, and continuously as a shower market leader. With the creation of the Anystream® showerhead in the early 1920's, Speakman popularized the modern shower as well as the total shower experience that is still widely imitated. Today, Speakman continues to its focus on performance, craftsmanship, and the stewardship of our most precious natural resource: water. From showerheads and designer-inspired bath collections for the home to fixtures for the hospitality industry and safety products for commercial, laboratory, and industrial environments, Speakman engineers excellence. Visit us on the web, and follow us on Twitter, Instagram, Pinterest, LinkedIn, and Facebook.