

FILTRATION VS. DISTILLATION

Le Bleu Guarantees the Highest Quality Water Over Time Le Bleu provides consistent purity, gallon after gallon, year in, year out. No other water treatment technology can guarantee consistent quality over time. The purity of your drinking and cooking water is guaranteed with Le Bleu Ultra Pure Bottled Water. We challenge you to try Le Bleu at room temperature, and taste the difference.

Filtration Filtered water has passed through a fine strainer and/or activated carbon. While carbon filters reduce disagreeable tastes and odors, they are not effective in removing contaminants such as arsenic, copper, lead, nitrates, parasites, sodium, sulfates and the list goes on. A filter can also become a breeding ground for bacteria as the organic material which remains in the filter begins to decay. Another drawback is knowing when to replace the filter. Some manufacturers suggest replacing filters when bad taste or odor returns. In reality, a filter may be able to control taste and odor long after it has lost its ability to reduce tasteless, odorless organics such as THMs (trihalomethanes) and chloroform which are byproducts of chlorinated water. **Deionization** The process used in water softeners is called deionization. Water softeners treat hard water by simply exchanging (an ion exchange) sodium for minerals such as calcium and magnesium. Ion Exchange Softeners are limited in their ability to purify water for drinking purposes and because sodium is added, softened water could present problems for people on low salt diets. **Spring Water** Numerous spring waters have been cited for contamination issues because no source is protected, pristine or free from potential contamination from the earth or man. According to the National Cancer Institute there are over 100,000 chemicals commonly used by Americans in household cleaners, solvents, pesticides, food additives, lawn care, and other products. And every year, another 1,000 or so are introduced. These chemicals dangerously pollute our rivers and streams and raise concerns about the overall contamination of the earth's water supply. **Reverse Osmosis** Reverse Osmosis (RO) systems force water under high pressure through a synthetic semi-permeable membrane to reduce inorganic minerals. These systems vary widely in their ability to reject nitrates, chlorides and some other contaminants. RO performance is affected by water pressure, water temperature, pH, bacteria, dissolved solids and the chemical contaminant level of raw tap water. Like other filtration systems, gradual clogging of the system by collected contaminants will result in declining effectiveness and can also lead to contamination from bacterial growth. RO can have up to 90% wastewater and 10% product water. This isn't going to continue as water becomes more and more precious. **Distillation** Steam distillation kills harmful bacteria and viruses, removes virtually all foreign particles, inorganic minerals, heavy metals, chlorine and most volatile organic chemicals (VOCs). Water is heated in a chamber and turned into vapor (steam). This water vapor rises leaving impurities behind in the boiling chamber. The purified vapor then enters a condenser where it is cooled and returned to the liquid state. Steam distillation is widely recognized as the single most effective method of purification. **At Le Bleu, not only do we steam distill our water but we perform a 5-step purification process. Le Bleu ultra pure water is just that – ULTRA PURE.**