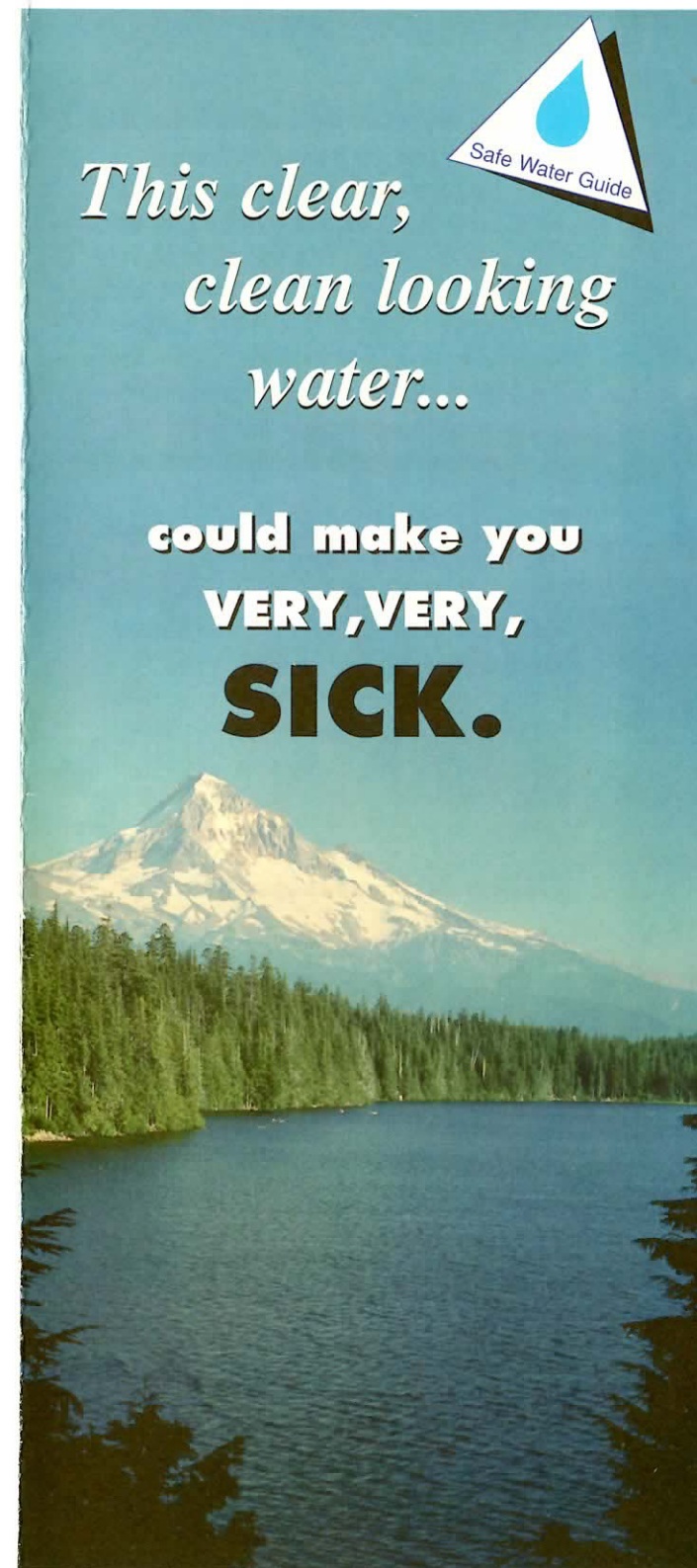


# ***FRONT COVER***

***Brochure is positioned as an educational piece***

- ***No company logo on cover***
- ***Problems and implications discussed before solutions are presented***
- ***Seen as believable, reliable***
- ***Company positioned as expert in field***





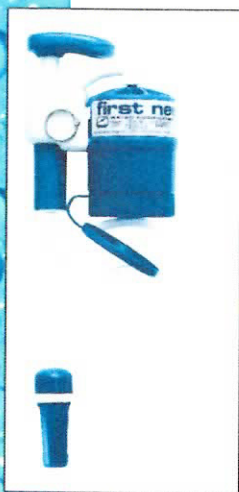
**A**nytime you use water, whether you drink it directly or use it to brush your teeth or clean your cookware, you expose yourself to whatever is *in* the water. If it has microorganisms or certain chemicals, you could be in for abdominal pain, cramps, fever, nausea, chills, vomiting, and headaches. In 1996, studies reported by Journal of American Water Works Association showed between 100 and 300 million microorganisms per liter in 107 drinking water sources that were studied.

Why take a chance? Now it's easy to ensure that your water will be safe and taste great... with a First Need® Purifier. And you can do it naturally without the mess or time involved with boiling, or adding unpleasant and increased levels of chemicals such as iodine or chlorine to your water. First Need Purifiers work....the first time, every time, all of the time!

## First Need Benefits

- Provides safe, delicious-tasting water
- Works instantly and naturally, without added chemicals
- Removes dangerous bacteria, cysts, and viruses
- Removes trail sprays, pesticides and other toxic chemicals
- Makes virtually any fresh water source safe to drink

**Certified to EPA standards for microbiological purification**



## First Need : The natural, ecological way to safeguard your drinking water

**I**t is counterproductive to add toxic chemicals such as chlorine or iodine to make your water drinkable. Those are some of the chemicals you should want to remove, together with other contaminants. Even if you are lucky enough not to have an immediate sensitivity to them, they taste bad: you shouldn't add them to your water by choice.

You DO have a choice. Unlike other systems, First Need is the **only purifier that adds no chemicals** to your water. In fact, First Need is unmatched in removing chemicals like pesticides, herbicides, iodine and chlorine as a part of its total purification process.

That means that First Need purified water is clear, clean and safe - instantly and reliably.

The First Need Purifier also protects users against post treatment infection by locking collected pathogens in the sealed canisters for safe and easy disposal.

...low cost and dependable performance has made General Ecology's First Need the de facto standard...  
- Backpacker Magazine

## Removes All 3 Types of Water Contaminants



**Microbiological** - bacteria, cysts and viruses that can make you seriously ill.



**Chemical** - chlorine, iodine, asbestos, pesticides and other compounds, bad for both short- and long-term health concerns.



**Aesthetic** - foul tastes, odors and colors that make the water taste, smell or look bad.

**Removing** the contaminants is important! Some treatments merely attempt to poison bacteria, but leave residue and toxins in the water with the assumption that they cannot harm you. But if the system doesn't destroy both the organisms *and the toxins, which are what really cause sickness*, you can still become ill. First Need removes both the organisms and the toxins.

## Simple and Easy

**F**irst Need Purifiers weigh only 15 oz, and can purify almost two quarts of water per minute. That's much faster than any other portable units; it's also faster than boiling and chemicals processes.



First Need purifiers are easy to use and maintain. Decreased water flow indicates "clogging" and the need for backwash or canister replacement.

First Need's Structured Matrix™ is superior to chemical treatment: it works in any pH and temperature range that you are likely to encounter.



## Why *purify* instead of just filter your water?

**P**urification with First Need® goes far beyond what mere filters can remove from your water.

First Need Purifiers protect you from the *cysts, bacteria and viruses* that can exist even in the clearest appearing water sources. Filters just can't offer this comprehensive protection and chemicals don't destroy cryptosporidia.

First Need Purifiers provide *full protection, and remove chemicals* like pesticides, chlorine and iodine. So, you don't replace one toxin with another. In fact, General Ecology's purifiers are the only ones certified to EPA standards to purify water instantly, without the use of chemical additives.

## Effectiveness

	Bacteria	Giardia	Viruses	Pesticides/ Toxic Chemicals	Dirt & Sediment	Foul Taste and Odors	Indicates End Of Useful Life
<b>First Need</b>	✓	✓	✓	✓	✓	✓	✓
Iodine	✓		✓				
Chlorine Treatment	✓		✓				
Filter	?	?		?	✓	?	?
Boiling	✓	✓	✓				?

✓ Indicates that the product has that feature.

? Indicates that results may be inconsistent.

**INSIDE FLAP**

**BACK PANEL**

## Comparison Chart

## How First Need® Works

**T**he First Need uses a unique, proprietary Structured Matrix™ technology to perform several purification processes:

### Ultra-Fine Microfiltration

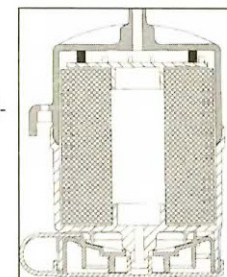
captures and physically removes bacteria, Cryptosporidia, and water-borne particles and sediment larger than 0.1 micron (0.4 absolute).

### Broad Spectrum Molecular Capture

extracts contaminants such as trail sprays, solvents and pesticides. It also removes the bad tastes, odors and colors.

### Electrokinetic Action

removes colloids and other particles too small to be removed by Ultra-Fine Microfiltration.



## Quality Commitment

**F**or over 20 years, General Ecology has provided the world's finest drinking water health protection to its customers worldwide. Our commitment to quality provides that each and every Structured Matrix cartridge is inspected, tested and serialized. Quality assurance testing includes bacterial removal, chemical purity, flow and structural integrity examination.

General Ecology, Inc.

the pure science of safe water

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[www.general-ecology.com](http://www.general-ecology.com)

**800-441-8166**

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