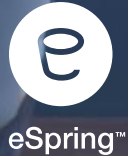


The New eSpring™ Water Purifier

Clearly Better



eSpring™

Everything starts with water.

Clean, safe water is the
foundation for your...

Life

Family

Community



How do our bodies use water?

It's essential for our survival!

BRAIN

Helps prevent dehydration

MOOD

Natural mood booster

JOINTS

Lubricates joints

SKIN

Helps prevent wrinkles

ENERGY

Fuels your performance

DIGESTION

Promotes smooth functioning

WEIGHT

Natural appetite suppressant





What Can Be Found in Water?

- Contaminants (micro-plastics, PFOA, PFOS, pharmaceuticals, and more)
- Viruses
- Cysts

In summary, Singapore's NEWater is extremely clean and safe to drink, consistently surpassing international drinking water quality standards. The advanced treatment processes and stringent monitoring protocols ensure the removal of microplastics, cysts, pharmaceuticals, and other potential contaminants.

Contaminants in water

Common contaminants can include:

- Lead
- Pesticides
- PFOA
- PFOS
- Micro-plastics
- Pharmaceuticals



Our Legacy

world's

#1

eSpring is the world's **number one** selling brand of home water treatment systems.*

- + Almost 40 years of science, innovation and water treatment leadership
- + Advanced design & top-level performance
- + People-centered solutions
- + Sustainable technology
- + Third-party testing, review and certification

1984



1993



2000



2002



*Based on a Verivfy Markets study of 2021 global sales.

Clearly Better Water Purifier Technology



**The eSpring e3 Carbon Filter
combined with
UV-C LED Technology
gives you cleaner,
safer, better-tasting water**





The eSpring e3 Carbon Filter

Effectively Reduces 170+ Contaminants

REDUCES: Micro-plastics, PFOS and PFOA, pharmaceuticals, cysts, more than 145 health-effect contaminants, 1,2,3-TCPs

ALSO REDUCES: Chemicals, herbicides, disinfection by-products, volatile organic compounds, inorganic contaminants like lead and mercury, and more

AND THE e3 CARBON FILTER reduces particulates like asbestos down to 300–500 times smaller than a human hair

eSpring e3 Carbon Filter:

Three powerful layers of premium filtration

1. Pre-filter

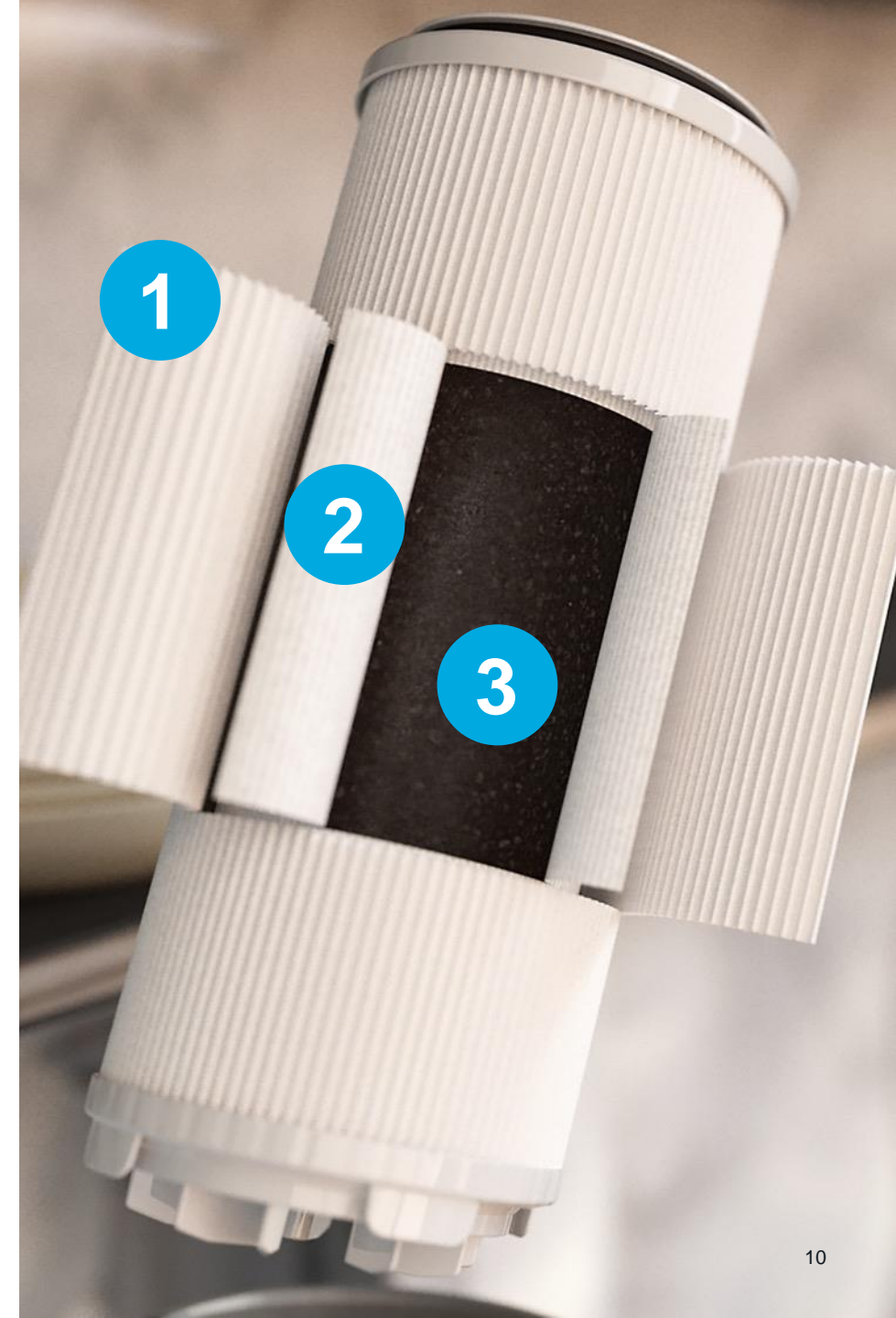
Traps larger particulate such as: sediment, scale precipitate, and iron particles

2. Defense Guard

Captures fine particles, such as micro-plastics, asbestos, and waterborne pathogens; improves water clarity

3. Carbon Block

Effectively reduces pharmaceuticals, lead, mercury, VOCs, PFOA and PFOS, pesticides, herbicides, and more.





The New eSpring Water treatment System uses **UV-C LED technology** to effectively destroy:*

- Bacteria by up to 99.9999%
- Viruses by up to 99.99%
- Cysts by up to 99.9%

UV-C LED Technology

eSpring scientists helped pioneer UV-C LED technology for the New eSpring Water treatment System.

- + **What's new:**
 - UV-C LEDs turn on instantly, and use multiple laser beams to attack harmful microorganisms
- + UV-C LEDs are sustainable and last up to 10 years with no annual UV lamp disposal
- + UV lamps are being phased out; UV-C LEDs are the future of home water treatment





Proven Performance

To all four NSF/ANSI Standards:

Standard **42**
Aesthetic Contaminants

Standard **53**
Health Effect Contaminants

Standard **55**
Ultraviolet Microbiological

Standard **401**
*Emerging Compounds /
Incidental Contaminants*





Amway is the **first company** to have a water treatment system with **UV-C LED technology** certified by NSF to NSF/ANSI Standard 55 for Class B **microbial reduction**.





Amway earned the [Water Quality Association](#) Gold Seal for superb consumer water treatment products.



Clearly Better Customer Experience



Easy Filter Change in 2-1-0!



2 minutes
to change



1 filter change
per year*

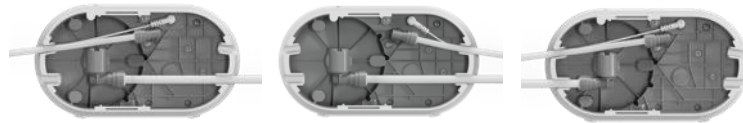


0 tools
required

*Based on average annual use for a family of six. Actual filter life depends on water quality and usage.

Designed differently

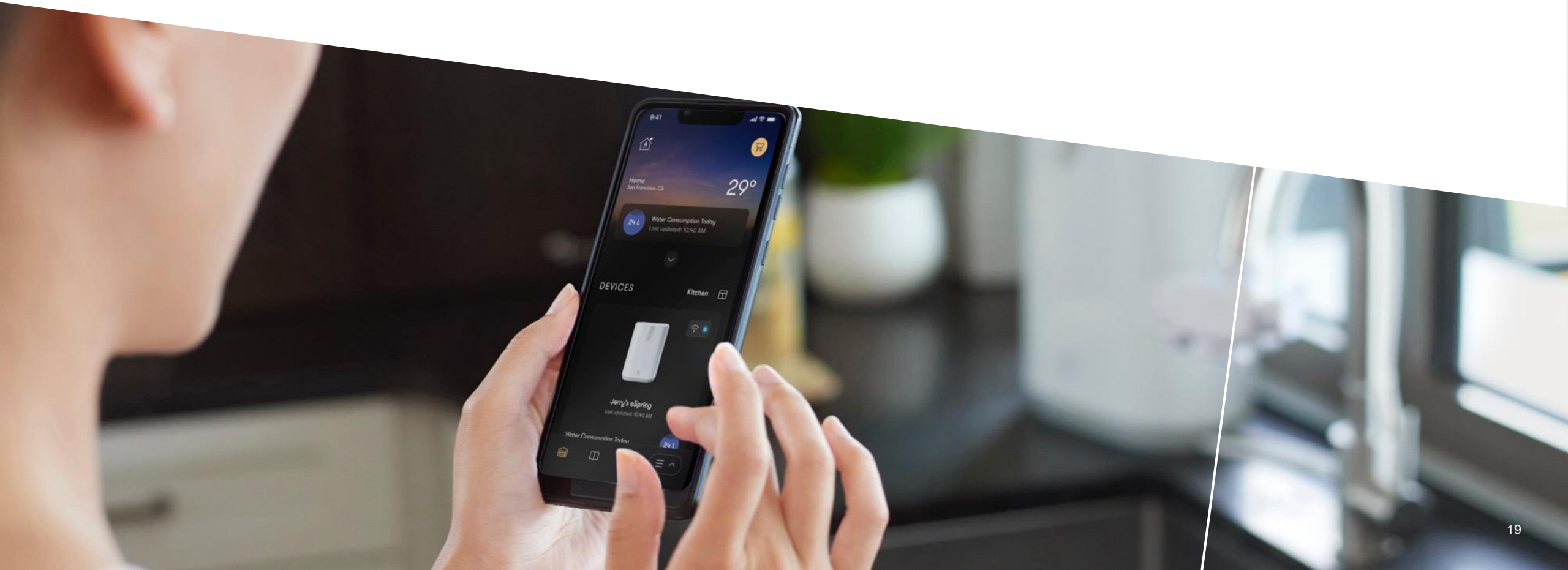
- ✓ **Blends in** with any decor
- ✓ User-friendly design takes up **less space**
- ✓ **Intuitive display** shows filter life, UV-C LED status and Wi-Fi connection*
- ✓ Versatile design works **above counter or below sink**
- ✓ **Multiple tubing** configurations



*Internet connection required.



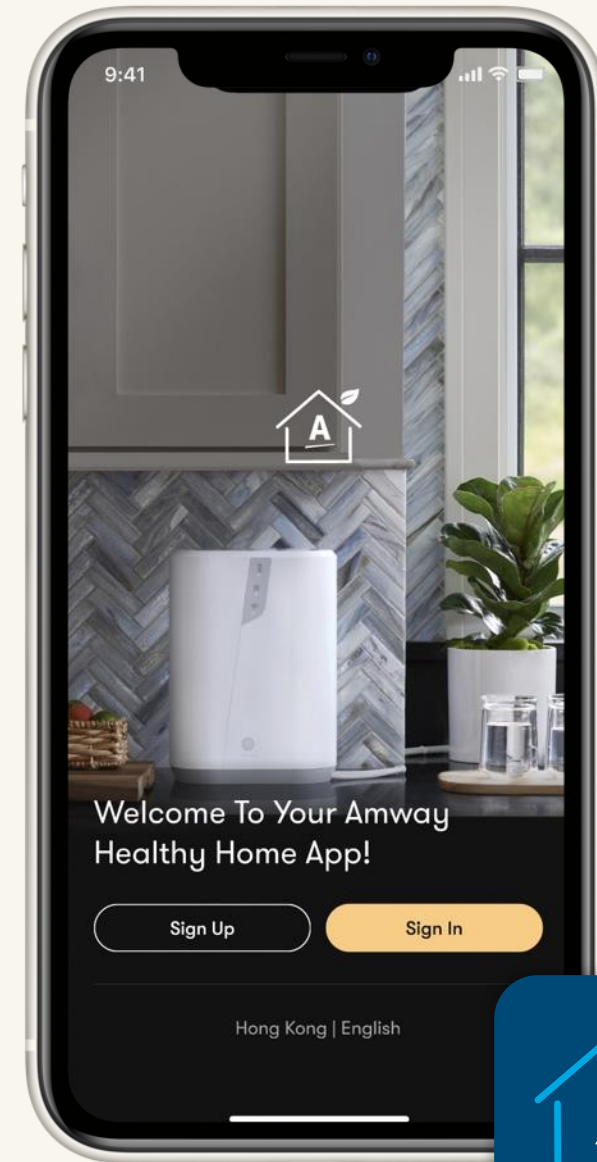
Clearly Better Connection: New Amway™ Healthy Home App



New Amway™ Healthy Home App*

Monitor your New eSpring
and all your Amway devices,
from anywhere!

- Get usage stats and filter change alerts
- Enjoy one-click filter ordering
- See product updates, automated software updates and how-to videos



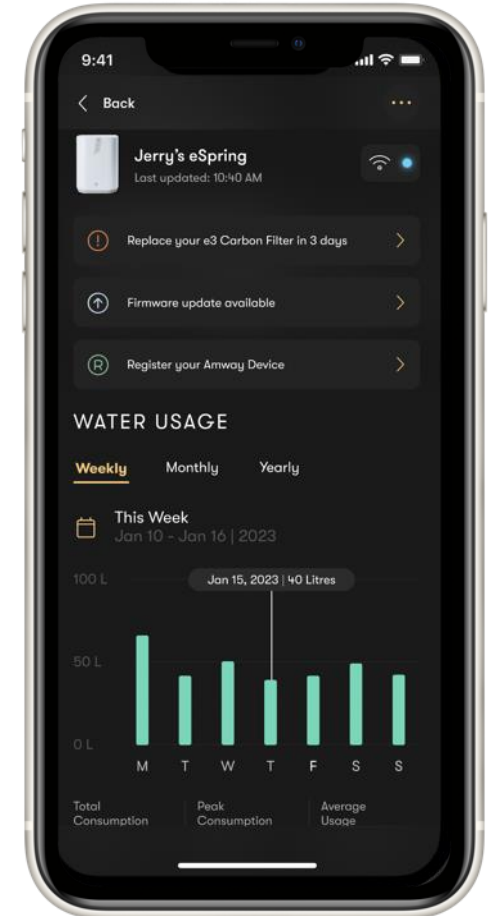
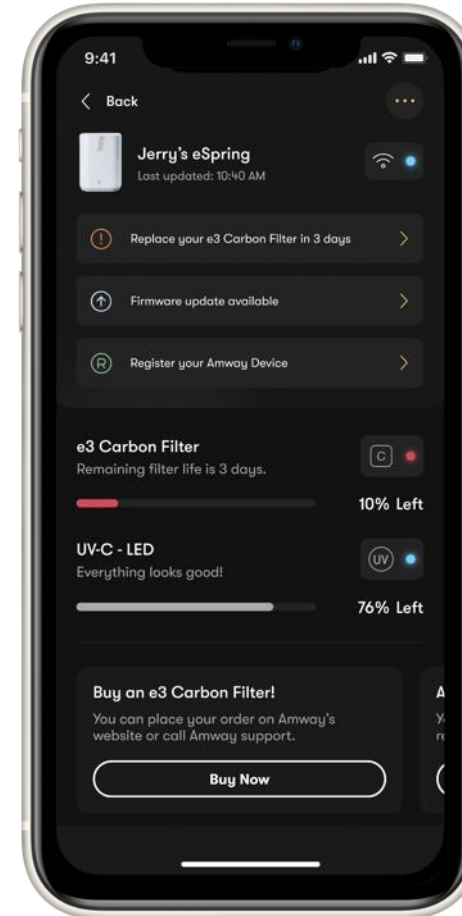
*Internet connection required.

Atmosphere Connect discontinued replaced by Amway Healthy Home App.



Convenient and Connected

- Order filters directly from the app
- Monitor home air and water quality, from anywhere
- Get automated software updates
- Register your New eSpring, Atmosphere SKY and Atmosphere Mini



The New eSpring™ Water Purifier: Competitive Advantages



Clearly Better Upgrades



NEW!

	Current model	New eSpring
Contaminant Claims	<ul style="list-style-type: none"> • UV-Susceptible Cyst (Only Giardia & Cryptosporidium) • 9 Pharmaceuticals • 1,2,3-TCP Verified 	<ul style="list-style-type: none"> • Micro-plastics • PFOA & PFOS • 19 Pharmaceuticals • 1,2,3-TCP Certified
Total Contaminants	160+	170+
Pharmaceuticals	9	19
Filter change	>5 minutes More complicated	2 minutes 1 time per year (avg), 0 tools required
Carbon filter life	5,000L/1 year (Average)	5,000L/1 year (Average)
UV life	UV lamp = 1 year	UV-C LEDs = up to 10 years
Connectivity	Not application	Amway Healthy Home App <ul style="list-style-type: none"> • Filter change alerts • Order filters directly from the app • Water usage stats • Automated software updates • Product information • How-to videos • Product registration

Comparing the New eSpring™ Against the Others

The New eSpring Water Purifier stands out among other home water treatment systems. From performance to efficiency, sustainability and taste, it checks all the boxes!



eSpring:

- ✓ Amway is the first company to have a water treatment system with UV-C LED technology certified by NSF to NSF/ANSI Standard 55 for Class B
- ✓ Reduces wide range of 170+ contaminants:
Including Microplastics, PFOA and PFOS, Pharmaceuticals
- ✓ The world's #1 selling brand of home water treatment systems*
*Based on a Verify Markets study of 2022 global sales
- ✓ Retain Beneficial minerals, Clean, Safe, great-tasting water
- ✓ NSF International certified (NSF/ANSI Standards 42, 53, 55 & 401) and earned the Gold Seal from the Water Quality Association.

The Other:

Reverse Osmosis • Faucet Mount Filter • Bottled Water

- ✗ Reverse osmosis wastes more water AND reduce beneficial minerals
- ✗ Faucet mount filters can be slow and inconvenient and may reduce fewer contaminants

For Current + New Customers

eSpring gives you Clearly Better water

With **current** customers

THEY'LL LOVE:

- Amway legacy, warranty, expertise and leadership
- Reduces more contaminants
- Sleeker, smarter design
- Easier filter replacement
- Up to 5-year limited warranty

New customers who are
health and wellness conscious

THEY'LL LOVE:

- More contaminants reduced
- Third-party validation
- Convenience over bottled water
- Sustainable design