

The New eSpring™ Water Purifier

Clearly Better



Everything starts with water.

How do our bodies use water?

BRAIN

Helps prevent dehydration

MOOD

Natural mood booster

ENERGY

Fuels your performance

SKIN

Helps prevent wrinkles

WEIGHT

Natural appetite suppressant

Microbiome

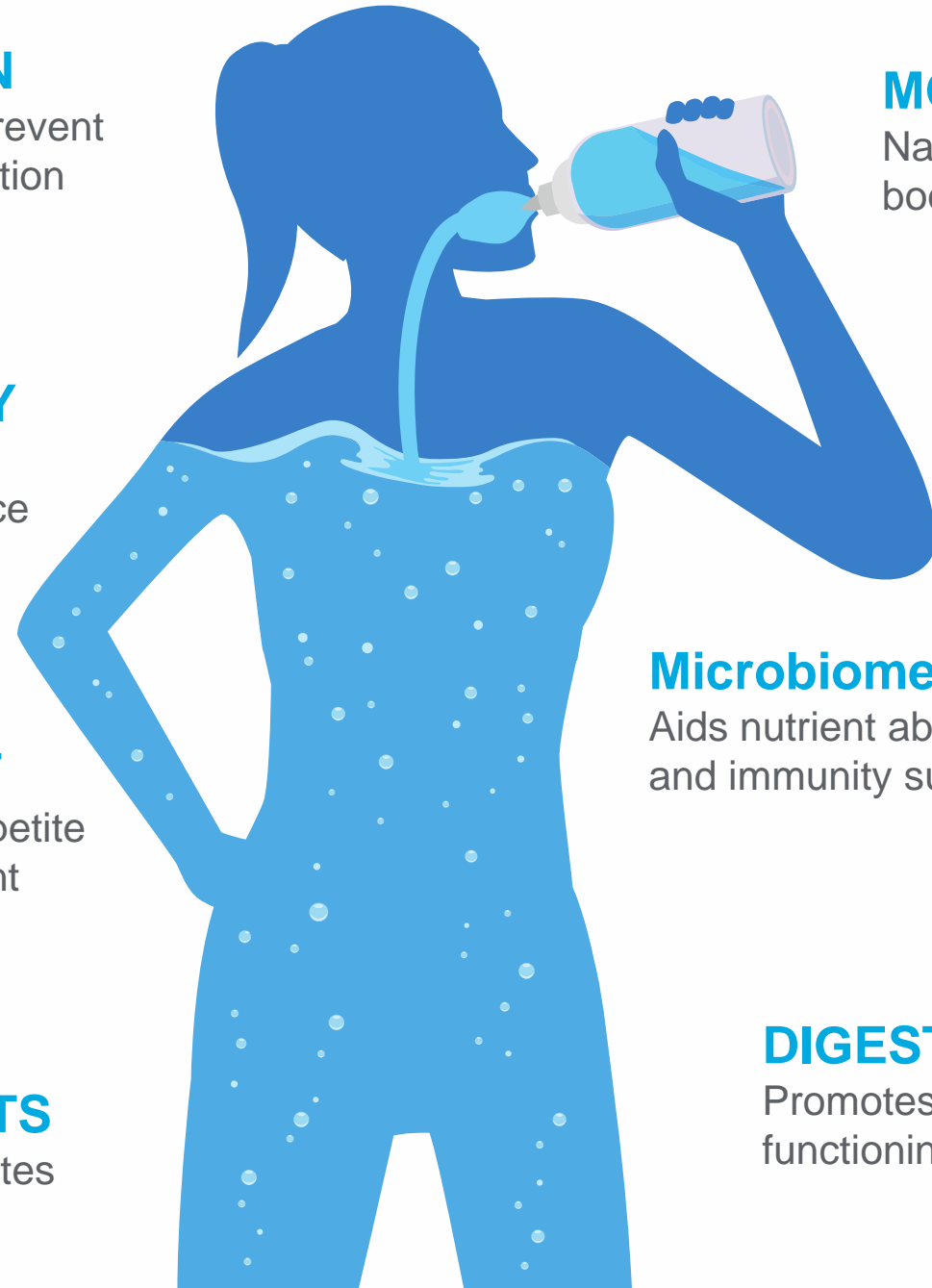
Aids nutrient absorption and immunity support

JOINTS

Lubricates joints

DIGESTION

Promotes smooth functioning



Contaminants in water

Common contaminants can include:

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





eSpring

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

world's

#1

Our Legacy

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



Technology

UV-C LEDs
e3 Carbon Filter



Connected Experience

Amway™ Healthy Home App

User Experience & Sustainability

2-1-0 Filter Changes
Tube Management System
More Contaminant Claims
Extensive Reliability Testing



Clearly Better Water Purifier Technology



Why we separated...

Carbon Filter and UV-C LED

New technology creates:

Less electronic waste

Improved filter change process

More streamlined, versatile design



More reliable component configuration



Cleaner, safer, better-tasting water!

eSpring e3 Carbon Filter:

Superior Performance

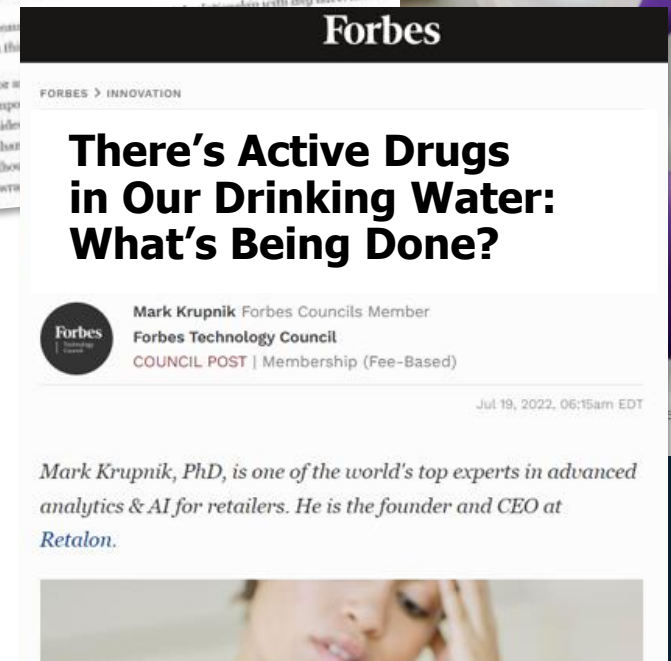
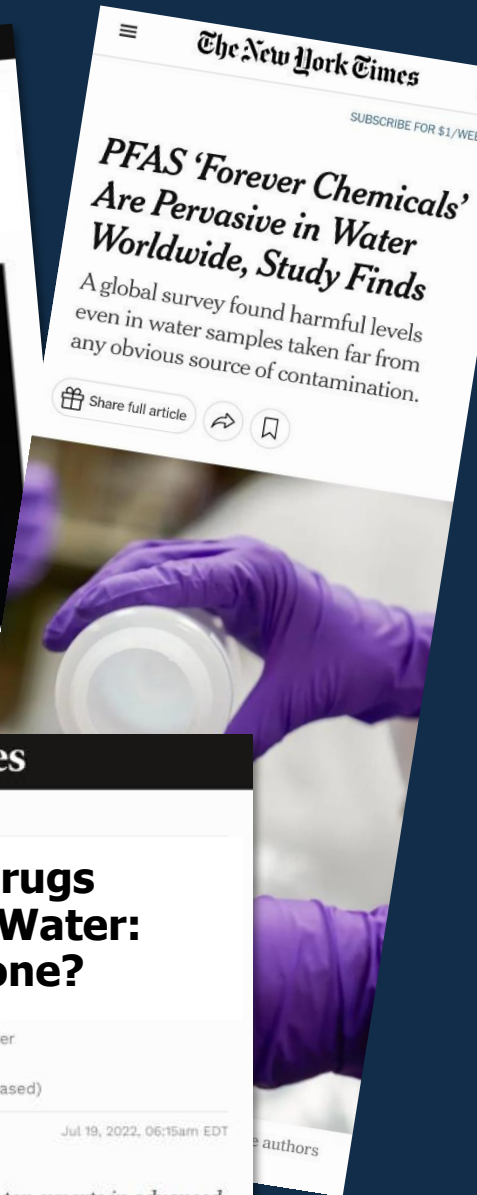
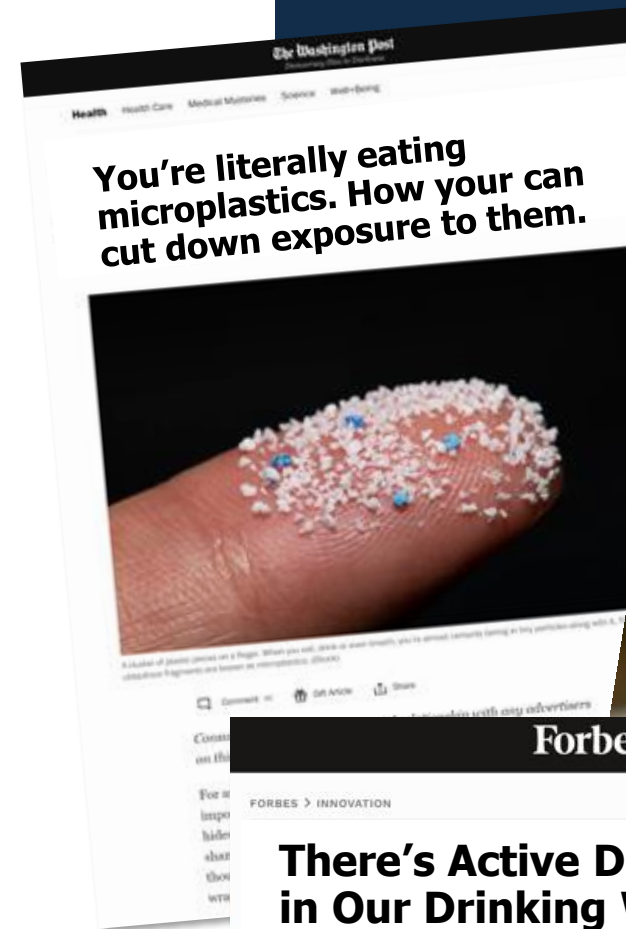
- The best... now even better!
- 170+ Contaminants including 145+ Health Effect Contaminants
- Beneficial minerals remain
- Continue to test for emerging contaminants



Claims for removal of new **pharmaceuticals**

Physical removal of waterborne **parasites** (cysts) like Giardia

New claim for reduced **microplastics & PFAS**



eSpring e3 Carbon Filter

Three powerful layers of premium filtration!

1. Pre-filter

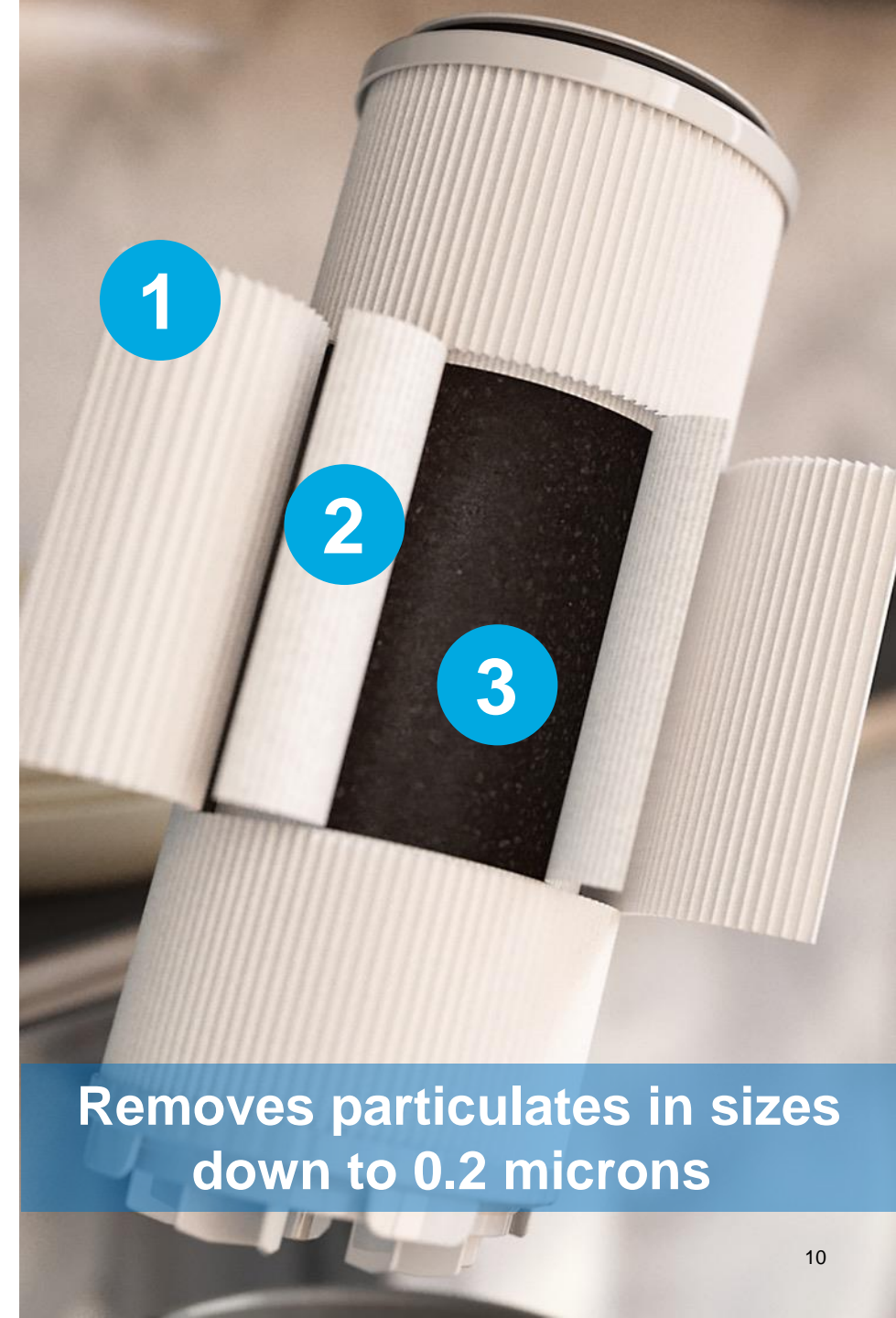
Captures larger particulate such as: sediment, scale precipitate, dirt and sand

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, PFAS, pesticides, herbicides, and more.



Removes particulates in sizes
down to 0.2 microns

Layer #1

Pre-filter

- Pleated to increase the surface area
- Traps larger particulate and sediment
- Helps keep e3 Carbon Filter working for up to 5000L



**Non-woven
material**

Layer #2

Defense Guard

- Membrane around the Carbon Block
- Reduces fine particles: **micro-plastics, asbestos, pathogens**
- Improves water clarity



Layer #3

Carbon Block

- Made of activated carbon powder bound in polymer
- Reduces **170+ contaminants**
- Amway uses unique trade secret recipe for the carbon block
- Four functions: Adsorption, absorption, chemisorption and size exclusion



From Coconut Shells to Activated Carbon Block to Contaminant Reduction



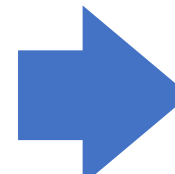
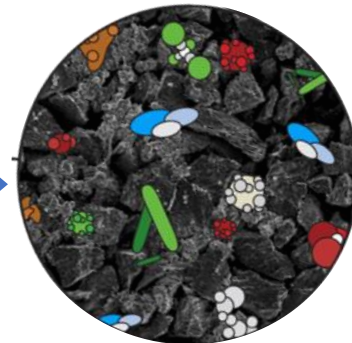
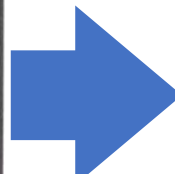
Coconut Shell



Activated Carbon



Pressed Activated Carbon Block



Contaminant Capture

How it Works

ADsorption

Organics, pesticides, pharmaceuticals

ABsorption

Inorganics

Chemisorption

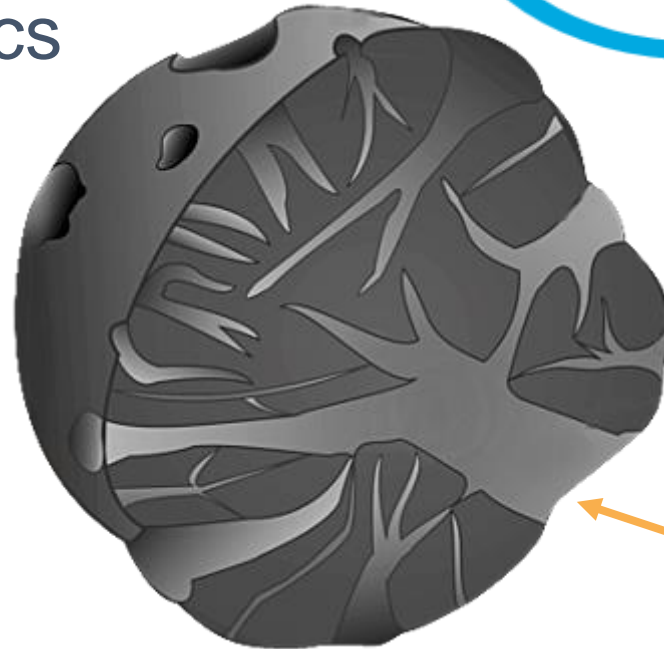
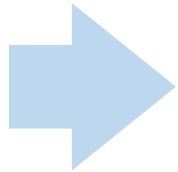
Reactive species, chlorine, chloramine, inorganics

Size exclusion

Physical trapping



Activated



Micro pores are < 1 nm

Macro pores are > 25 nm

Pharmaceuticals Removal



Doubled pharmaceutical claims!
Now reduces 19 Pharmaceuticals

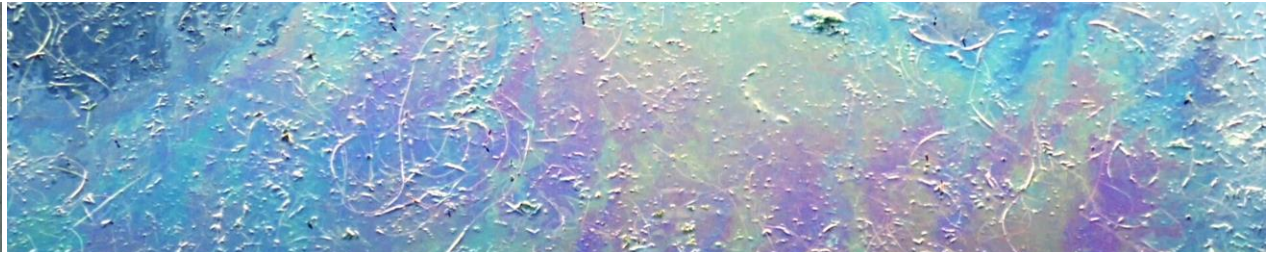
CURRENT 9 Pharma Claims	New +10 NEW Pharma Claims
<ul style="list-style-type: none">• Drugs for blood pressure control• Anti-inflammatory drugs (pain killers)• Drugs for treatment of mental disorders• Neurological drugs	<ul style="list-style-type: none">• Additional blood pressure control drugs• Additional anti-inflammatory drugs (pain killers)• Additional drugs for treatment of mental disorders• Neurological drugs• More antibiotics• More hormones• Sedative• Drug for treatment of insect-related illnesses (insecticide drug/ pharmaceutical insecticide)



Latest NSF Certifications Updates

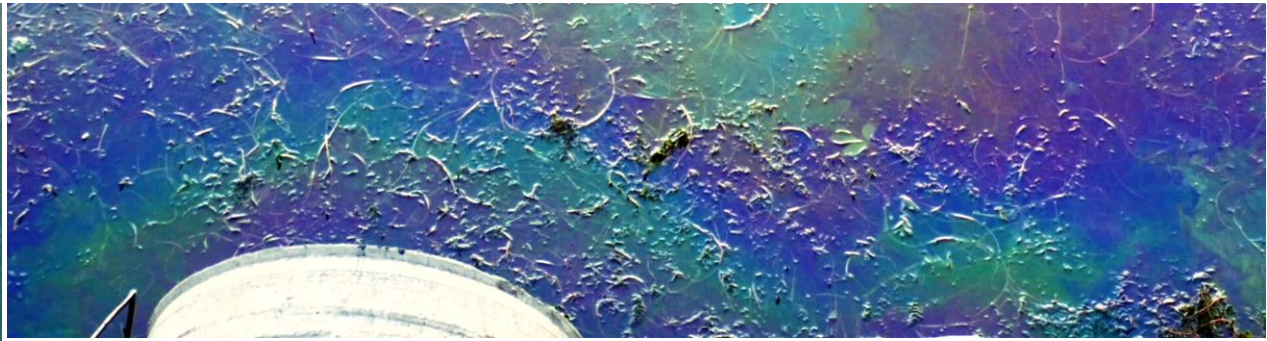
Microplastic

PFAS



Reduction of 99%

Total PFAS Family Reduction



Reduces the bad, Keeps the good!

- The New eSpring retains complex variety of beneficial minerals like **calcium**, **magnesium**, and others
- These minerals also make water taste great
- Hydration is essential for **healthy lifespan** and **healthy microbiome**





Introducing the
New eSpring™ Water Purifier
with the eSpring e3 Carbon Filter

UV-C LED Technology

Destroys up to:

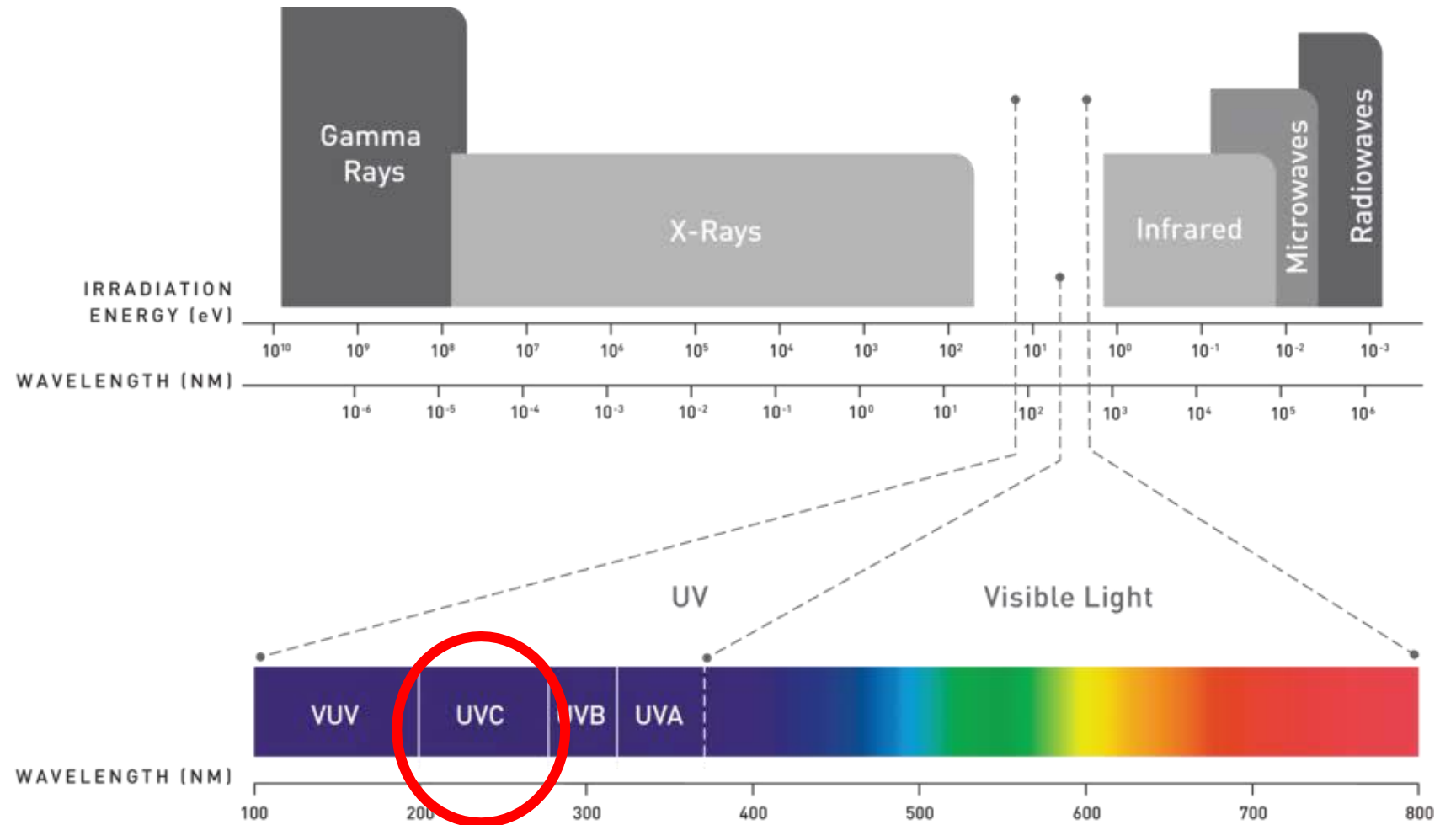
- 99.9999% of Bacteria
- 99.99% of Viruses
- 99.9% of Cyst

eSpring scientists helped **pioneer UV-C LED technology** for the New eSpring Water Purifier.



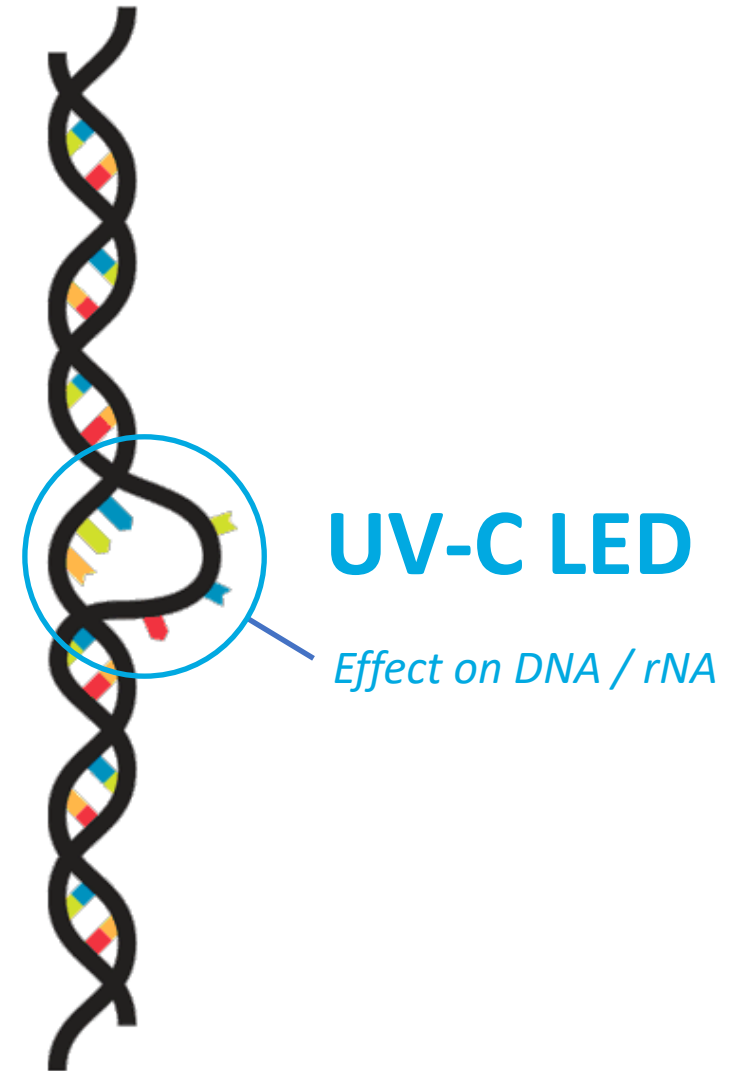
UV Light spectrum

Destroys microorganisms in water



Impact of UV-C LED light on microorganisms:

- Destroys DNA and rRNA of microorganisms so they cannot reproduce
- UV-C LEDs are a chemical free way to render microorganisms harmless





UV-C LED Advantages

- 25% energy saving
- Instant-on, maximum output
- Designed to last up to 10 years
- More environmentally friendly
- The future of water treatment



Current eSpring UV Lamp:

- Replaced annually
- More electronic waste
- Uses more energy

How to make sure UV-C LED are working

UV-C LED are easy to monitor.
Temperature, voltage, and current
clearly indicate if they are working
properly.





500 hours of usage

Lights up only when water flows through the UVC LEDs.

Take the drinking water consumption of a family of 6 for example

500 hours of life for 10 years

Scientifically Tested at Amway HQ

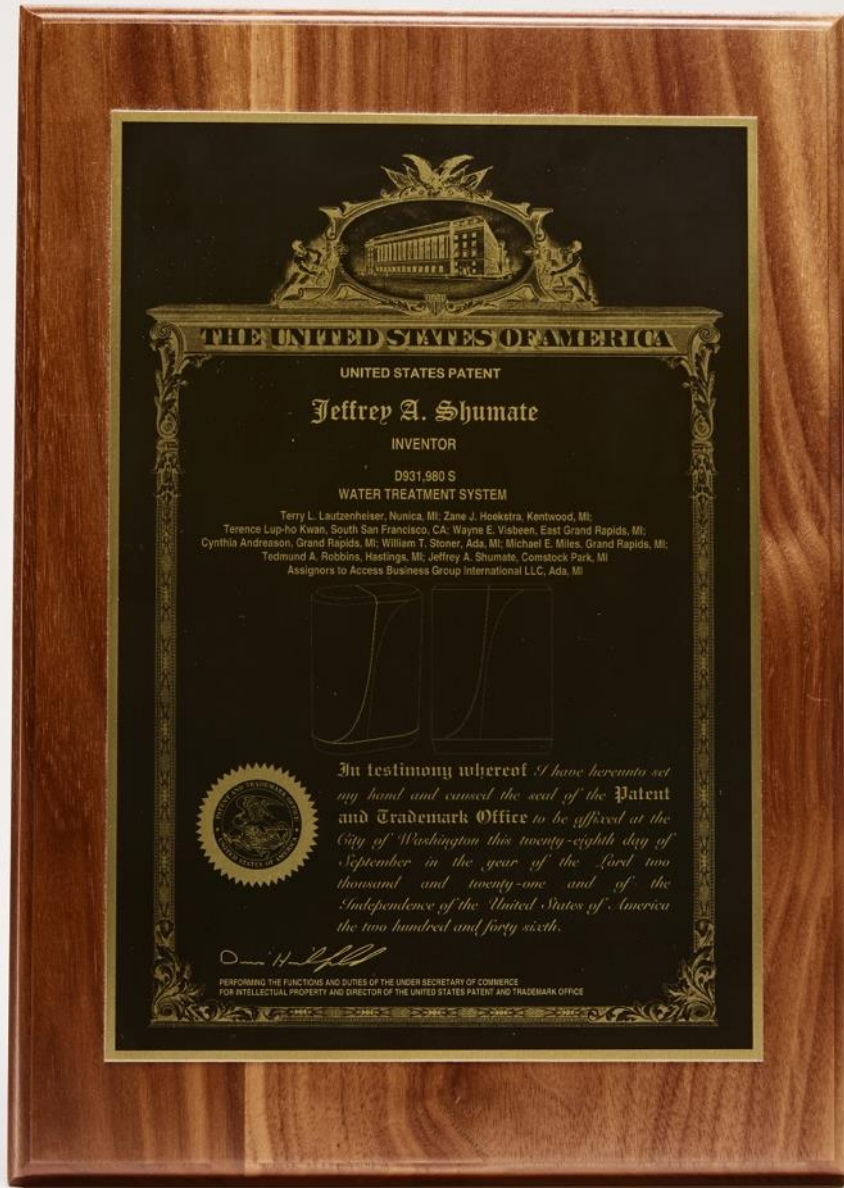
Performance testing

- Carbon
- UV-C LED

Reliability testing

- Lifetime evaluation
- Multiple environmental conditions





More than
300 patents,
including 50 granted
or pending for the
New eSpring.



Third-party certified

About NSF

- Developed more than 85 national standards & 62 published protocols
- Serves 119,000 manufacturers in 2022
- More than 657,000 products certified
- Internationally recognized



The NSF mark on a product means it will perform as promised.



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.



Tested and Certified

Amway was granted the **Water Quality Association Gold Seal** for superb consumer water treatment products.



Clearly Better Customer Experience



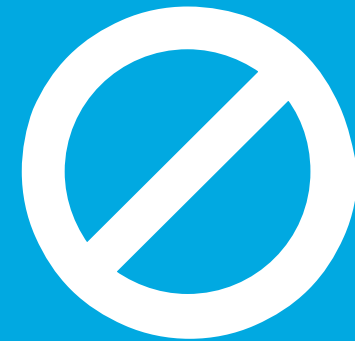
Easy Filter Change in 2-1-0!



2 minutes
to change



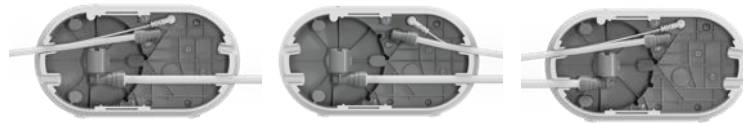
1 filter change
per year*



0 tools
required

Thoughtfully designed

- ✓ **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





eSpring

One e3 Carbon Filter **treats up to 5,000L water/year.*** That's **equal to 10,000 500mL single-use plastic water bottles** that would otherwise end up discarded!

*Actual filter life depends on water quality and usage.



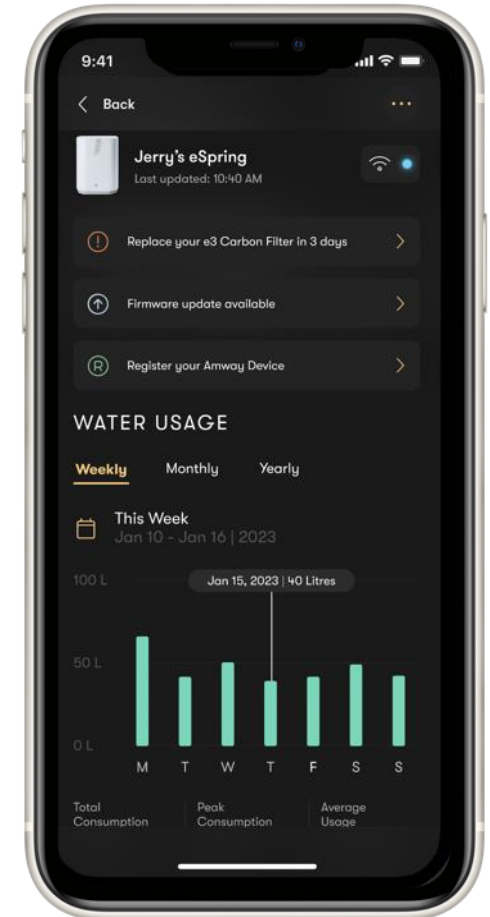
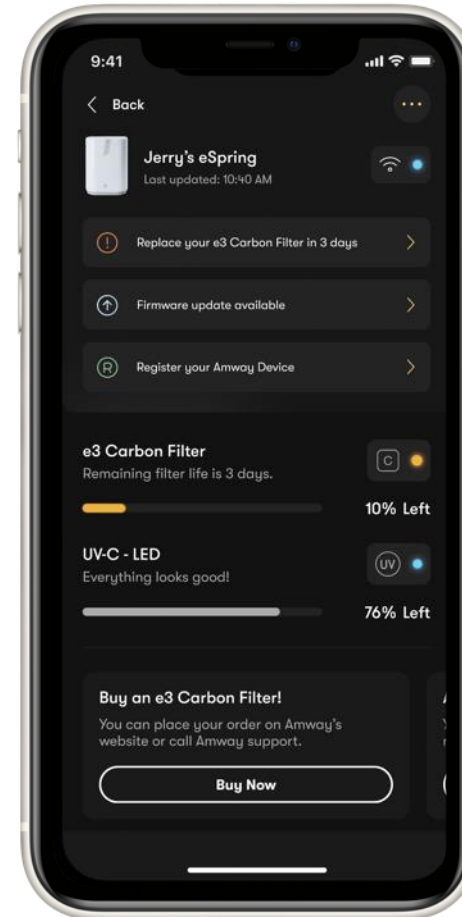
Clearly Better Connection: New Amway™ Healthy Home App





Convenient and Connected

- Order filters directly from the app
- Monitor home air and water quality, from anywhere
- Register your Amway devices



*Internet connection required.

5 Ways Amway Healthy Home is *Clearly Better!*

1. Android & iOS versions improve reliability & security
2. One app for all three durable products
3. Drastically improved connectivity
4. Fresh, re-imagined design
5. New self-help Resource Library



The New eSpring™ Water Purifier: Clearly Better Competitive Advantages



The New eSpring™ vs Common Market Offering



New eSpring Water Purifier

- ✓ Doesn't waste water during filtration
- ✓ Retains beneficial minerals such as calcium and magnesium
- ✓ No storage tank required

Commonly in market:

Reverse Osmosis



- ✗ Wastes up to 80% of influent water during treatment
- ✗ RO process removes beneficial minerals in water
- ✗ Storage tank requires extra space in home

The New eSpring™ vs Bottled Water



New eSpring Water Purifier

- ✓ More eco-friendly – no more throw-away plastic water bottles for your family
- ✓ Clean water right from the tap
- ✓ Reduces 170+ contaminants
- ✓ Retains calcium & magnesium



Bottled Water

- ✗ Usually sold in single-use plastic bottles that may be discarded
- ✗ Contaminant reduction may be unknown
- ✗ Water source may not have beneficial minerals

Clearly Better Upgrades



NEW!

	Current model	New eSpring
Contaminants	160+	170+ (Microplastics, Cysts, PFAS)
Pharmaceuticals	9	19
Filter change	>5 minutes More complicated	2 minutes Super easy
Carbon filter life	5,000L/1 year	5,000L/1 year
UV life	UV lamp = 1 year	UV-C LEDs = up to 10 years

The New eSpring™ Water Purifier



Removes the bad

- Reduces 170+ contaminants, including over 145 health effect contaminants.
- New claims for pharmaceuticals and PFAS
- Destroys up to 99.9% of bacteria, viruses and cysts
- Reduces particulate down to 0.2 microns, including microplastics and cysts

Leaves the good

- Retains beneficial minerals, such as Calcium and Magnesium
- Good for healthy healthspan and microbiome

User-friendly

- Filter changes in as little as 2 minutes
- New Amway Healthy Home app: system monitoring and updates, filter ordering, product information and more

Better for the environment

- Less electronic waste
- No need to buy water in single-use plastic bottles



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