



FOR IMMEDIATE RELEASE

December 16, 2009

Media Contact
Sarah Lalau
Public Relations
310-374-3441
Sarah@bodyglove.com

NO LEAD, IT'S THE LAW! BODY GLOVE WATER FILTERS ARE CALIFORNIA COMPLIANT

In response to the nation's toughest lead content standard, the environmentally-green Body Glove water filter systems assure no-lead compliance- with added benefits

Redondo Beach, CA – A year after the official launch of the 3M-manufactured [Body Glove Water Filter Systems](#), Master Distributor, Water, Inc. continues to set the standard in water filter quality and compliance. Following the new California no-lead legislation AB 1953, all Body Glove Water Filter Systems are California compliant and meet and exceed the no-lead requirements. Effective January 1st, 2010, AB-1953 sets lower levels of lead that can be present in water appliances and parts that make contact with drinking water.

AB 1953, introduced by past California Assemblywoman Wilma Chan, D-Oakland, lowers the maximum lead content level of new drinking water plumbing to 0.25%, making it essentially lead-free. The Bill will amend existing language in section 116875 of the Health and Safety Code making the legislation a statutory obligation for all companies selling any applicable products into California. "From a corporate perspective, Body Glove Water Filter Systems continue to comply with all state and national regulations to ensure its products meet the highest level of quality and performance," indicates Major Avignon, owner and president of Water Inc., official licensee of Body Glove Water Filters. "When we first introduced Body Glove water filters," Avignon adds, "the advanced systems already qualified as no-lead drinking water devices, a year ahead of the statutory deadline."

Body Glove water filters were introduced in 2008 as a solution to the many non-green, non-recyclable and aging filter systems in the marketplace. Body Glove created the first recyclable water filter system with the help of 3M manufacturing. Each advanced filter system lasts about a year. When the time comes to replace the filter, master distributor Water, Inc provides a toll-free recycling hotline and website that allows users to send the used filter back to the distributor for responsible recycling. "The filter recycling program has always been a cornerstone of the Body Glove experience," comments Rick Tarantino, EVP Sales for Water, Inc. "While some companies are trying to integrate a filter recycling program into their existing technology, Body Glove built their filter system on the original premise that the technology must be recyclable." Body Glove Filters are received and prepared for recycling at the Water, Inc. facility in Carson, CA, with recycling drop-off locations throughout the country. The filters are then sent to a processing plant for recycling. Consumers may call toll free 1-888-62Reuse to have a filter recycling kit sent to them.

For more information on Body Glove Water Filter Systems go to <http://www.bodyglove.com/filter> and get daily Body Glove updates at www.bodygloveartbox.blogspot.com.

To find out how you can get Body Glove Water Filter Systems in your retail location contact:

Rick Tarantino

Water, Inc. – Official Licensee of Body Glove Water Filters

1-800-322-WATER (9283)

About Body Glove

Founded in 1953, Body Glove is a leading, worldwide watersports brand specializing in wetsuits, swimwear, clothing, footwear, accessories, and technology accessories. The company sponsors one of the most respected surf and wakeboard teams in the industry with such powerhouse names as pro surfers Dusty Payne, Mike Losness, Alex Gray and Holly Beck and wake boarders Rusty Malinoski, Harley Clifford, Shelby Kantar and Bob Soven. Through Reef Check, SIMA's environmental fund, and the Surfrider Foundation, Body Glove works to preserve the purity of the waters it loves. Body Glove products are sold in the U.S. by a network of independent retailers. Body Glove is also sold in approximately 50 countries internationally.

About Water, Inc:

Water, Inc. is a premier worldwide distributor of high-end water filtration systems and luxury water products for the home and office, including the 3M manufactured, eco-friendly Body Glove brand distributed through a network of over 2,500 dealers and distributors worldwide. A partnership with Body Glove provides a way to further reduce plastic bottle waste in landfills, oceans and waterways. Since 1977, Water, Inc. has delivered premium service and products to the Kitchen and Bath, Plumbing Wholesale and appliance markets. For more information and updates, please visit <http://www.waterinc.com> or call 1-800-322-WATER (9283).

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