



BODY GLOVE

FILTRATION SYSTEMS

FILTERED. CLEANER. BETTER.

Body Glove is Taking it to the (Filtered) Water

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Redondo Beach, CA – Body Glove International is launching a brand new product category that, on the outset, may leave you wondering why?

The Body Glove under sink water filtration system will be at Kitchen and Bath and Plumbing Wholesale supply stores near you in the Fall of 2008.

Body Glove founders, Bob and the late Bill Meistrell, instilled in Body Glove a respect for the world around them and a drive to create environmentally sensitive products. Since the early 1950's these two men have shined a bright light on environmental issues. They initiated the first South Bay, CA beach cleanups in the 50's, they instituted re-usable grocery bags in the 1980's, and they were pivotal players in the Exxon Valdez oil spill clean-up in 1989. It is this bond with the environment and clean water that inspires Body Glove to continually find new and environmentally-friendly ways to keep water clean and healthy.

The Body Glove water filters are the latest addition to the growing family of ECO products for eco-friendly consumers.

"Each under-sink water filter represents the annual reduction of 2,000 to 9,000 plastic water bottles depending on the size filter used," says Russ Lesser, CEO of Body Glove International."

In 2005, 2 million tons of water bottles ended up in landfills, but what about all the plastic that does not make it into a trash can or a recycle bin? Each year plastic waste in water and coastal areas KILLS 100,000 marine animals, 1 million sea birds and countless fish. By installing a Body Glove water filter into your home you can put a significant dent into the millions of plastic bottles piled into landfills every year, reduce the plastic waste that crowds our oceans and kills marine life, and the Body Glove filtration system will remove harmful and unpleasant substances found in tap water. The Body Glove System filters the same tap water that leading bottlers use and sell back to consumers at a huge mark up. The point is simple, Body Glove wants to do everything we can to help reduce our dependence on oil and clean up the waterways we enjoy.

Body Glove and Surfrider Foundation are partnering up to spread the word that filtered water means healthier and cleaner water for drinking and enjoying while helping the environment. The goal is to promote a responsible water-use campaign in the US and developed countries and healthy drinking water for everyone.

"Clean water is essential, not just for surfing, but for the health of the planet," says Surfrider Foundation's Matt McClain, "The Surfrider Foundation is proud to partner with Body Glove to help keep our oceans, waves and beaches clean and plastic free."

With Body Glove water filters you will enjoy clean, healthy and delicious tasting water with just the press of a button.

Body Glove plans on expanding the water filtration line with a revolutionary water bottle that is perfect to fill and take on the go. It will be available soon.

The Body Glove Water Filtration Systems and Water Filter Bottles are distributed by Water, Inc of Carson, CA- a Kitchen and Bath and Plumbing Wholesale distributor with over 2,500 dealers throughout the US and Canada.

For more information, visit www.bodyglove.com/filter.

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