
PureHome365

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YOUR WATER - YOUR PRIORITY

- What made you want to take a closer look at your water?
- Do you have any specific concerns about your water, such as chlorine?
- What do you use for drinking water in your home?
- How satisfied are you with that choice? Scale 1-10
- Have you ever looked into improving your water before?
- What's different now compared to the last time you thought about it?
- When you grab a glass of water at home, where is it usually coming from?
- How do you feel about that source?
- What water do you use when cooking or preparing food?







BUILT WITH INTENT

PURPOSE AT EVERY STAGE

Thoughtfully designed for healthier water throughout the home.

For those who matter the most.



Whole-Home Microbiological Filtration

Designed for today's contaminants

No Salt | No Electricity
No Wastewater | No Service Contracts





ACCREDITED BUSINESS
BBB

Google



AVANTI

PureHome365

Our systems are engineered using select components sourced from multiple trusted manufacturers, including Atlas Filtri and Argonide. These components are carefully integrated into a unified system designed for the whole-home performance and reliability.

The Growing Challenges of Today's Water

Modern Water Faces Modern Challenges



Outdated Infastructure

Most of the water in the U.S. travels through pipes that average about **50 years old,** with **some** still in service for **over a century.**

- *Source: American Infrastructure Magazine, "Addressing America's Aging Water Infrastructure Challenges."*





Invisible Organisms in Water

- **Water main breaks are common** — aging infrastructure contributes to an estimated **200,000+ breaks** each year in the U.S.
- Pressure losses can create conditions in which untreated water may enter the system.
- **Boil water advisories** are issued as a precaution when water quality may be uncertain following distruption issues
- **Thousands of advisories occur annually** across U.S. communities as a precautionary measure

- *Source: U.S. Environmental Protection Agency (EPA), Water Finance Center*



Man-Made Pollutants in Water

Residues from medications and personal care products can pass through the body and enter wastewater systems. Treatment plants are **not designed to remove all compounds, trace amounts may remain** and **may be detected at low levels** in surface and drinking water sources.



Presumtive PFAS Contamination Sites

Source: Newsweek
September 1, 2025

Trace Pharmaceuticals

Water sources may be impacted by c**hemicals associated with farming activity** and by **substances released through industrial processes**, including **PFAS**, **pesticides**, **fertilizers**, **herbicides**, **heavy metals** and **solvents.**

- *Source: U.S. Geological Survey (USGS), Pharmaceuticals in Water, 2024.*



The Journey of Municipal Water

From source to tap - and everything in between

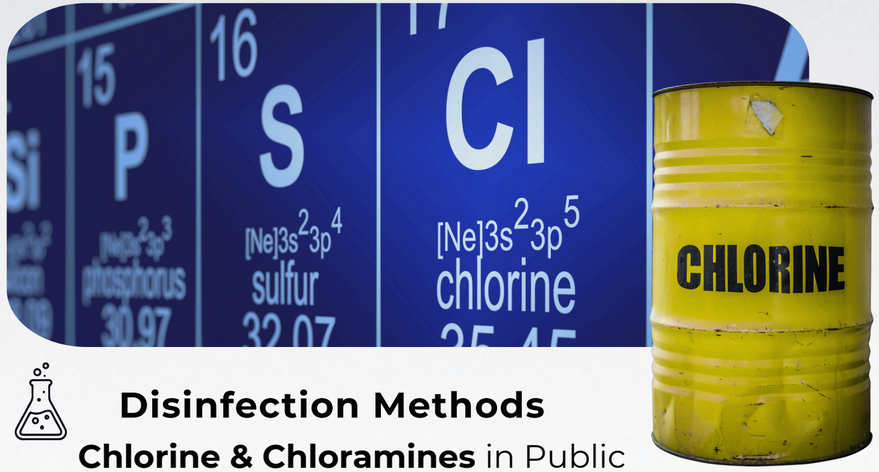


Water is Continuously Recycled

There is **No New Water** being created. in the U.S., water is continuously **used, treated, returned, and reused.**

Municipal water systems in Asheville and surrounding regions deliver on the order of 20 to 25 million gallons of treated drinking water per day to residents and businesses, reflecting the scale required to serve the area.

- ***Source:*** *Publicly available reports from Sarasota County Utilities, Manatee County Utilities, and Tampa Bay Water.*



Disinfection Methods

Chlorine & Chloramines in Public Water Treatment

- Used to control **bacteria** and **pathogens**
- Reduces **microbial growth**
- Remains active during **long-distance distribution**
- **Treated water travels miles - from plant to tap**

U.S. regulations **require municipal water systems** to use **disinfectants,** most commonly **chlorine or chloramines,** to **control bacteria during distribution.**

- ***Sources:*** *U.S. Environmental Protection Agency (Disinfection Byproducts Rule); Environmental Working Group (EWG) water database.*



The Impacts of Disinfection

Treatment solves one problem - chemistry - **creates another**

- **Disinfection byproducts** form when **Cl or chloramines react** with natural organic material
- Trihalomethanes and haloacetic acids are the **most common DBPs** identified in public water systems
- **Long-term exposure** is the **concern**, which is **why these compounds are regulated**
- Levels can vary based on **source water** and **treatment conditions**

- ***Source:*** *U.S. Environmental Protection Agency (EPA), Surface Water Treatment Rules and Stage 1 & Stage 2 Disinfectants and Disinfection Byproducts Rules (D/DBPR).*



The Most Common Alternative

Rethinking Bottled Water



When Confidence in Tap Water Fades



The Illusion of Safety

Clear Bottle. Clear Water. Clear Conscience?

Microplastics: National Academy of Sciences
A **2024 study** published in the **Proceedings of National Academy of Sciences** reported that some bottled water samples contained an average of around **240,000 nanoplastic particles** per liter

Microplastics: Columbia University & Rutgers
A 2024 **Columbia/Rutgers study** analyzed bottle water from **three popular U.S. brands** and detected **110,000-370,000** microscopic plastic particles per liter.



Microplastics & Human Biology

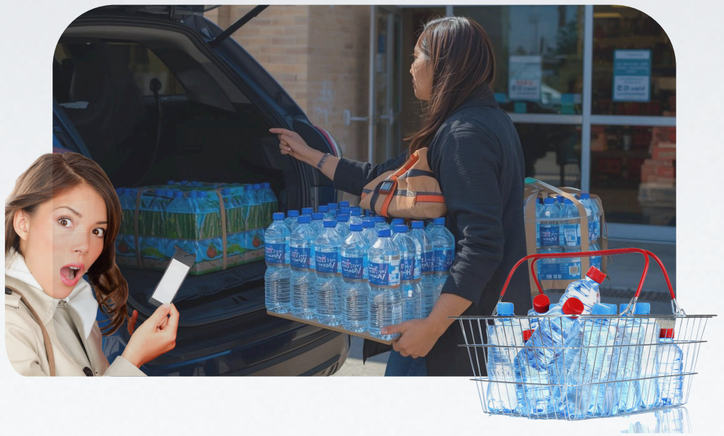
What Scientists are Beginning to Discover

- **Blood-** particles identified **circulating** in laboratory samples
- **Lung tissue-** detected during **surgical tissue** analysis
- **Arterial plaque-** documented in a 2024 Nature Medicine study

Why scientists are studying this:

- **Microplastics** are widespread in **water, food,** and **packaging**
- **New microscopy tools** now allow detection of **extremely small** particles
- **Early research** aims to understand how these particles **enter the body** and **where they travel**
- Long-term effects remain unknown, and **further study is ongoing**

- *Recent Research from:*
Columbia University**, **Rutgers University**, **Nature Medicine**, and **Frontiers in Neurology** has detected **micro - and nanoplastics** in **human tissues.



Why Bottled Water Falls Short

Convenient - but Limited

- **Limited Use —** Bottled water typically replaces drinking only, while cooking, bathing, and **daily household water** still come from the **tap.**
- **Testing Scope**— Bottled water is tested at the bottling facility, but it is **not routinely monitored** during **storage, shipping,** or **how long it sits** before use.
- **Recall Reality** — FDA records show bottled water has been **recalled at times,** sometimes involving **large volumes**
- **Long-Term Cost** — For families who rely heavily on bottled water, **annual spending** can add up quickly - often **reaching hundreds** to over a **thousand dollars per year,** depending on usage.

Exploring Your Filtration Options

Not all water filters are designed to solve the same concerns



Pitcher Filters
Refrigerator Filters

- Point-of-use only
- Limited Filtration Scope
- Biofilm can form
- Limited capacity & contact time
- Not designed for emerging contaminants
- Not designed for Biological protection

- Designed to **improve taste and odor**



Water Softeners

Typical installed cost:
$3,500-$4,500

- Not a filtration system
- Can be prone to biofilm
- Adds sodium to water
- Increases chloride levels in wastewater
- Does not improve overall water quality
- Ongoing service & maintenance requirements
- **Controls hardness,** not contaminats



Under the Sink RO

Typical installed cost:
$1,600-$2,500

- Removes beneficial minerals
- Produces wastewater during operation
- Produces 1 gallon, wastes 2-4 typically
- Limited output & slow refill
- Point of use only
- Regular service helps reduce biofilm

- Cleaned , but **stripped.**



Carbon Tanks

Typical installed cost:
$4,500-$7,000

- Narrow contaminant scope
- Not designed for bacteria removal
- Performance varies by media selection
- Biofilm potential inside the tank
- Backwash-dependent performance
- Often sold with service contracts

- Chemical-focused, not broad protection



Whole Home RO System

Typical installed cost: $20,000-$30,000

- Removes beneficial minerals
- Requires electricity for pumps and controls
- Produces significant wastewater
- Needs large storage tanks
- High installation and infrastructure demands
- Higher ongoing maintenance

High Installation, Maintenance, and Operating **Demands**



Beware of Misleading TDS Meter & Precipitator "Tests"

EPA

No Toxicity shown by TDS
TDS isn't a Health Standard
TDS is Aesthetic
Not a purity test
Quantity not quality





Table Salt = Higher TDS



FDA

Minerals raise TDS
Mineral water >250 mg/L TDS
TDS is not a safety test
Not health based

AVANTI *Signature Edition*

+ ScaleArmor

PureHome365

Whole-Home Coverage



NO Salt

NO Electricity

NO Wastewater

NO Chemicals

NO Service Contracts

purehome365.com

Manufacturers' Tested Components

Built from Industry-Certified Components

The Avanti Whole Home Filtration System by Pure Home 365 is built using components sourced from industry-recognized manufacturers ***Atlas Filtri*** and ***Argonide.***

These manufacturers have had their respective components **independently evaluated against** applicable **NSF/ANSI standards.**

These evaluations apply to individual components as produced by each manufacturer and **do not constitute certification of the Avanti system as a whole.**



Atlas Filtri Housing
Housings certified by **IAPMO R&T to NSF/ANSI 42, 61, 372 - lead-free, CSA B483.1.** In compliance with drinking water regulations, USA and Canada.

Component certification only.



5 Micron Carbon Block
CB-AF Series is tested and certified by **NSF International against NSF/ANSI Standard 42** for material requirements only.

ScaleArmor
ScaleArmor is a Scale Reduction Media certified by **NSF International against NSF/ANSI Standard 42** for material requirements only and **NSF/ANSI 60. SclaeArmor is certified to IAPMO R&T Z601**

Component certification only.

Component-Level Certifications

Certified to NSF/ANSI 42, 53, 60, 61, 372; and to **CSA B483.1** and **IAPMO R&T Z601.**

Applies to individual components only, not the assembled system.





Nano PAC+ Antimicrobial+ Center Core Carbon Block
Tested and Certified by **IAPMO R&T to NSF/ANSI 53** for material safety.

Component certification only.



Catalytic 1 Micron Block
CB-AF series is tested and certified by **NSF International against NSF/ANSI Standard 42** for materials requirements only

Component certification only.

Component certifications apply only to the individual parts as manufactured by Atlas Filtri and Argonide. The Avanti whole home system as a complete unit is not certified. Certifications refer solely to the compnents, not the assembled system.

Images shown are for illustration only. Actual size, color, and appearance may differ slightly.

AVANTI *Signature Edition* + ScaleArmor

Advancing The Way You Drink, Bathe, Live



Three-Stage Engineered

One Integrated Protection Strategy

Stage ONE: Bio-Carbon PLUS
Advanced Dual-Media Pre-Filtration

Stage TWO: Scale Armor-Carbon PLUS
Advanced Scale Conditioning with Carbon

Stage THREE: CarbonPure PLUS
Premium Custom Catalytic Carbon

Unified Multi-Media Performance

Broader reduction. Longer contact time. Better protection.

PureHome365

Why Multi-Stage Redundancy Matters

Built-in Redundancy:
Each stage is designed to support the next, ensuring consistent performance

Increased Contact Time:
More media and more stages create a longer filtration pathway - essential for deeper adsorption and finer particle capture.

Broad Spectrum Protection:
The combined action of NanoFiber, activated carbon, ScaleArmor, and Catalytic carbon supports reduction across modern contaminant categories. The result is a more complete defense for today's water challenges.



Comprehensive Reduction Coverage



Physical particles:
rust, sand, silt, and fine debris

Disinfection byproducts:
THMs, HAAs

Microplastics:
micro-debris fragments

Biological impurities:
bacteria, cysts, viruses, biofilm fragments

Chlorine & Chloramine:
improved taste, odor, and clarity

PFAS & emerging contaminants:
widely detected "forever-chemical" residues

Chemical contaminants:
VOCs, solvents, household residues

Trace pharmaceuticals:
residuals from everyday medication

Scale-forming minerals:
calcium & magnesium carbonates



AVANTI Signature Edition + ScaleArmor

LIMITED LIFETIME WARRANTY ON HOUSING — ONE YEAR ON CARTRIDGES

PureHome365

Whole Home Broad Spectrum Filtration System

Stage ONE: Bio-Carbon PLUS

- **High-Efficiency Fine Particle Capture:**

Component testing of NanoFiber media shows **>99.99% efficiency at 0.2 microns***

- **Strong Endotoxin Reduction:**

Independent testing of the media demonstrates **>99.95% endotoxin reduction***

- **Agion Silver Antimicrobial Surface Technology:**

Helps **inhibit microbial growth** on the filter media surface.

- **Dual-Media Filtration:**

NanoFiber outer layer **captures fine particles** while the carbon block core **adsorbs taste, odor,** and **organic compounds.**

- **High Capacity, Low Restriction:**

Pleated design significantly **increases surface area-** from approximately 314 sq. in. (flat media) to around **2,100 sq. in.** ***(7X more than standard flat media)*** when pleated - supporting higher capacity.



Stage TWO: Scale Armor-Carbon PLUS

- **Synergy with Stage ONE = Extended Carbon Life:**

With Stage ONE removing biological load and ultra-fine particles, Stage 2 can focus on c**hemical adsorption and scale conditioning,** extending useful lifespan and improving total system performance.

- **ScaleArmor Hardness Conditioning:**

ScaleArmor media **reduces scale-formation** potential by transforming **calcium and magnesium minerals** into **less adherent aragonite crystals.** This process r**educes their tendency** to **adhere to pipes, fixtures, valves, or heating elements.**

- **Chemical Reduction:**

Premium coconut-shell carbon targets a wide range of **everyday chemical contaminants,** helping **improve smell, taste, and overall water clarity.**



Stage THREE: CarbonPure PLUS

- **Catalytic Carbon Advantage:**

Engineered for **enhanced chemical adsorption-particularly effective for chloramine, disinfection byproducts (THMs/HAAs)** and a wide range of everyday compounds.

- **Deep Chemical Polishing:**

The systems **final refinement pass, boosting taste, clarity, and overall water feel** by providing **extended contact time** accross all three stages.

- **Supports Broad Contaminant Reduction:**

High-capacity catalytic block further reduces **VOCs, THMs,, HAAs, PFAS, taste-and odor-causing compounds** and other **persistent chemical signatures** - completing the multi-stage treatment pathway.



*Component-level performance based on independent manufacturer testing. Applies to the NanoFiber media only; not the full AVANTI system.

NOTE: In the Medium 2.5 X 20" AVANTI configuration, the stage ONE cartridge does not include the additional center core carbon block used in the 4.5 X 20" configuration.

AVANTI

PureHome365

Whole Home Water Filtration



AVANTI

Triple w/out ScaleArmor

Only: **$3,999 + Installation***

Affordable Option to Get You Started Today

0 Down & only $55 a month

Subject to credit approval. Terms may vary.

LIMITED LIFETIME WARRANTY ON HOUSING
ONE YEAR ON CARTRIDGES

Signature Edition

AVANTI + ScaleArmor

Only: **$4,699 + Installation***

Affordable Option to Get You Started Today

0 Down & only $65 a month

Subject to credit approval. Terms may vary.

LIMITED LIFETIME WARRANTY ON HOUSING
ONE YEAR ON CARTRIDGES

AVANTI Media Renewal

Recommended appox.every 24 months*

AVANTI Media Renewal:
$499 ~~Retail$879~~



Signature Edition
AVANTI + ScaleArmor Media Renewal:
$599 ~~Retail $1,020~~

***Standard professional installation ($500)** applies within the **Gulf Coast region** and includes up to 10 feet of plumbing. **Additional installation requirements may incur extra cost.**

AVANTI Media Renewal is typically recommended every **24 months** and may vary by ±20% depending on household water quality, usage patterns, and number of occupants. **Actual renewal intervals may differ.**

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AVANTI *Signature Edition*

Whole Home System Specifications

on 4.5 X 20" Triple System



Specifications	AVANTI	Typical Household Operating Range
Connection Size	**1" NPT**	3/4" to 1" service line in most homes
Maximum Flow Rate	**Up to 12 GPM**	Most homes experience 6-10 GPM peak demand
Optimal Flow Rate	**4-7 GPM**	3-5 GPM during normal use
Operating Pressure	**Max 120 PSI Optimal 40-80 PSI**	40-80 PSI in most cities
pH Range	**5-10 pH**	6.5-8.5, typical U.S. tap water
Maximum Iron	**<3 PPM**	Typically <0.3 PPM
Maximum Chlorine	**4 mg/L (4 PPM))**	0.2 - 1.0 mg/L in most cities
Maximum Chloramine	**4 mg/L (4 PPM))**	3mg/L typical in chloraminated systems
Operating Water Temperature	**36F - 120F**	50F - 75F for incoming tap
Housing Material	**Reinforced Polypropylene** Durable, corrosion-resistant, no metal leaching	
Housing Dimensions	**25" (H) X 24" (W) X 8" (D)**	

PureHome365

Trusted by Gulf Coast Families

★★★★★

> **The water tasted better the same day.”**
>
> ~ Lakewood Ranch Family of Five

> **My skin and hair feel noticeably better”**
>
> ~ Sarasota Homeowner

> **Showers** finally feel **clean** again - no odor, no chlorine smell, no more dry skin.”
>
> ~ Bradenton Homeowner

Google ★★★★★

BBB ACCREDITED BUSINESS

Manatee CHAMBER of COMMERCE
Strengthening Your Business and Our Community

LWRBA
LAKEWOOD RANCH BUSINESS ALLIANCE

SARASOTA CHAMBER











Frequently Asked Question

Clear Answers for Your Whole Home Water System



Will I notice any pressure loss?

A: Homes with **50-80 PSI** experience **no noticeable pressure change** during normal household use.

Do I need to maintain anything?

A: No routine maintenance. Only a **media renewal approximately every 24 months.** Your system always stays up to date on any upgrades in technology.

How long does Installation take?

A: Typical installation takes **about 90 minutes.**

How does the warranty work?

A: Your system includes a **limited lifetime warranty on the housing,** a **10-year warranty on the gauges,** and a **1-year warranty on the cartridges.**

Does the ScaleArmor replace a traditional water softener?

A: Yes - **without salt, electricity, or wastewater discharge.** ScaleArmor conditions the water **up to 15 grains of hardness.**

Is installation included?

A: Professional installation is **available within the Gulf Coast region.**

How will I know when to renew our system?

A: The gauges will indicate which stage has completed its job and is ready for renewal.

(Installation conditions apply;. Damage from natural disasters or relocating the system without approval is not covered. See official warranty for complete terms and conditions.


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™