

THE *essential* WATER FILTER

Water is essential to fuel our bodies every day.

Many of us believe we have everyday access to clean, safe water, but for more and more Americans, this is no longer true.

THE FACTS

The word “safe” can mean different things to different people, and Environmental Protection Agency (EPA) standards are always changing.¹

63M

Americans have come in contact with unsafe drinking water²

25%

of bottled water is from public water sources no different than your tap³

1 of 6

water bottles is recycled, and it takes an estimated 450 years for bottles to biodegrade⁴

\$400

The average family of 4 spends on bottled water per year⁵

\$100

The average cost of refrigerator filters replaced 2x per year

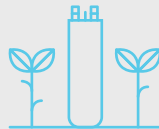
\$300

The average cost savings per year

Added Protection with Frigidaire Refrigerator Water Filters



Treats water for a better taste experience; replace every 6 months



More environmentally friendly than bottles



NSF Certified — the gold standard in water filtration — to help further reduce contaminants in water

READY TO MAKE THE *pure* CHOICE?

Brought to you by

FRIGIDAIRE

¹ <https://www.ewg.org/tapwater/state-of-american-drinking-water.php#.W2Nt88K1sdU>

² <https://www.usatoday.com/story/news/2017/08/14/63-million-americans-exposed-unsafe-drinking-water/564278001/>

³ <https://www.msn.com/en-us/foodanddrink/beverages/the-shocking-truth-about-bottled-water/ss-AAvpKMa#image=26>

⁴ <https://www.charitywater.org/>

⁵ <https://www.creditdonkey.com/bottled-water-statistics.html>

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THE *right* WATER FILTER

Can you tell real from fake?



Consumers are increasingly exposed to counterfeit water filters. Protect your family and your investment with an authentic Frigidaire filter.



FAKE FILTERS FACTS:



Can fail to remove certain contaminants and can even add new contaminants¹



May fit improperly, causing appliance problems, such as leaks²



Are hard to distinguish from authentic filters



May violate your appliance warranty

INVESTING IN AUTHENTIC FRIGIDAIRE FILTERS:



Ensures certification authenticity and reduces contaminants



Helps properly maintain your appliance



Provides peace of mind for safer drinking water

HOW DO I KNOW I AM BUYING A REAL FRIGIDAIRE FILTER?



Shop Frigidaire Authorized Sellers.

Tip: Unauthorized third-party sellers and counterfeit filters can look authentic. Order from Frigidaire Authorized Sellers to avoid counterfeits.

COMMITTED TO THE FIGHT

Frigidaire partners with the Association of Home Appliance Manufacturers (AHAM), which works with 16 home appliance brands to help consumers stay informed.³

Frigidaire partners with U.S. Customs to help stop fake filters from entering the country.

Frigidaire continues to monitor and shut down unauthorized third-party sellers.

Help us fight fakes by reporting suspicious filters and sellers.

¹ <http://filteritout.org/>

² <http://filteritout.org/>

³ <http://filteritout.org/>

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