

AqueenaPro

Aqua pura, vita longa



WELCOME TO THE ZEPTER WORLD!

A WORLD OF HEALTH, STYLE & BEAUTY





ZEPTER MISSION A GLOBAL PHENOMENON

Every **10** seconds a new Zepter presentation starts
(approx. **8,640** per day)

5 continents

60+ countries

100,000+ consultants & employees

7 factories

320,000+ m² business space

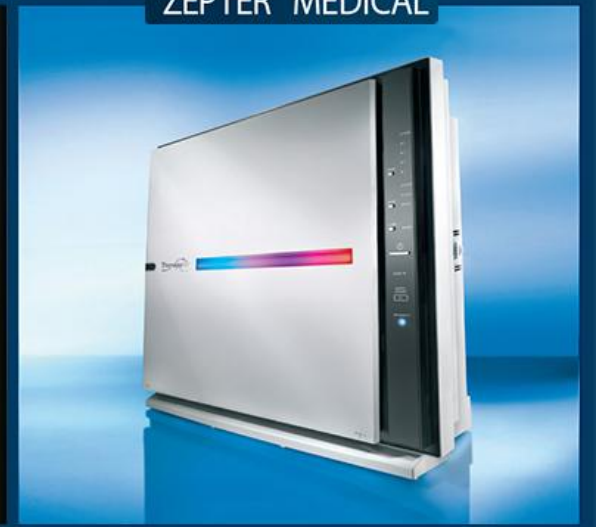
65,000,000+ presentations
attendees annually

80,000,000+ satisfied users

760,000,000+ products sold



ZEPTER BRANDS THAT CONQUERED THE WORLD





ZEPTER HOME CARE

2,050,000⁺

Presentations attendees
annually

102,800,000⁺

products sold

3,200,000⁺

satisfied users

A HIGHER IDEAL

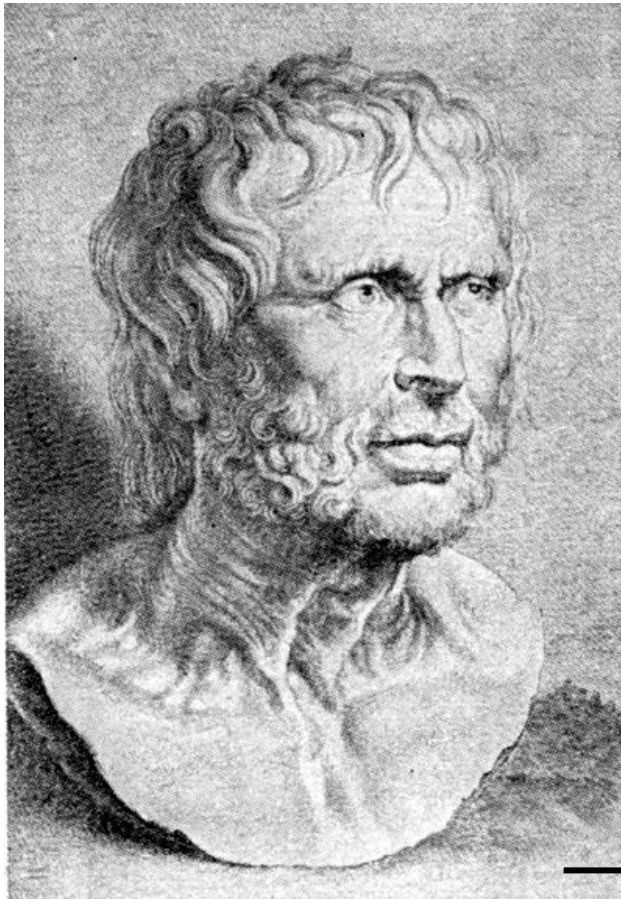
***“We are proud of our products,
their outstanding quality, original
design and advanced technology.***

***We enjoy our work and respect
our partners.***

***The protection of your health and
beauty is the basic guiding principle
in all of our actions.”***

Philip Zepter

WATER: THE SOURCE OF LIFE

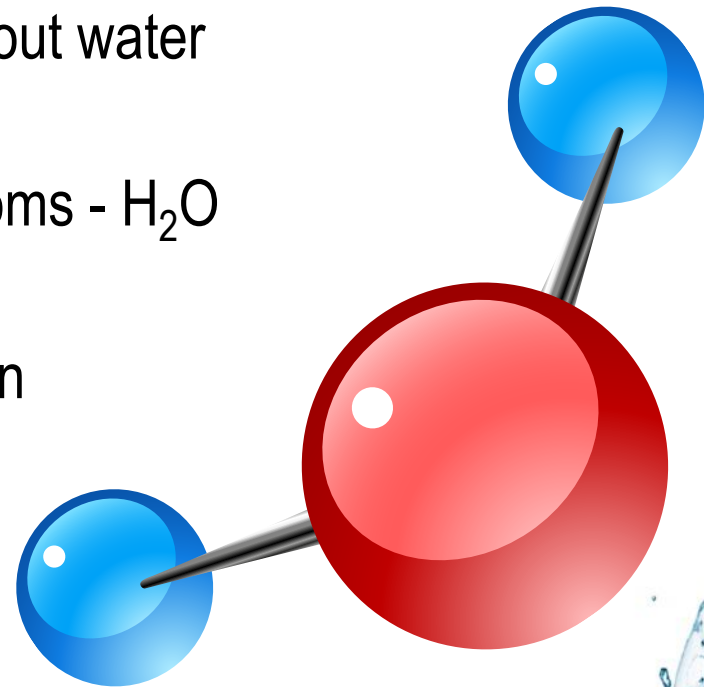


***“If everything on this planet
were to burn up,
there would still remain water
and in it the seed of life.”***

**Seneca,
I century AD**

WATER: THE SOURCE OF LIFE

- Planet would be lifeless without water
- Life depends on 3 simple atoms - H₂O
- Water - a necessary condition for creation and survival



22 MARCH, WORLD WATER DAY

WATER: THE SOURCE OF LIFE

■ ABOUT **72%** OF THE EARTH'S SURFACE IS COVERED BY WATER.

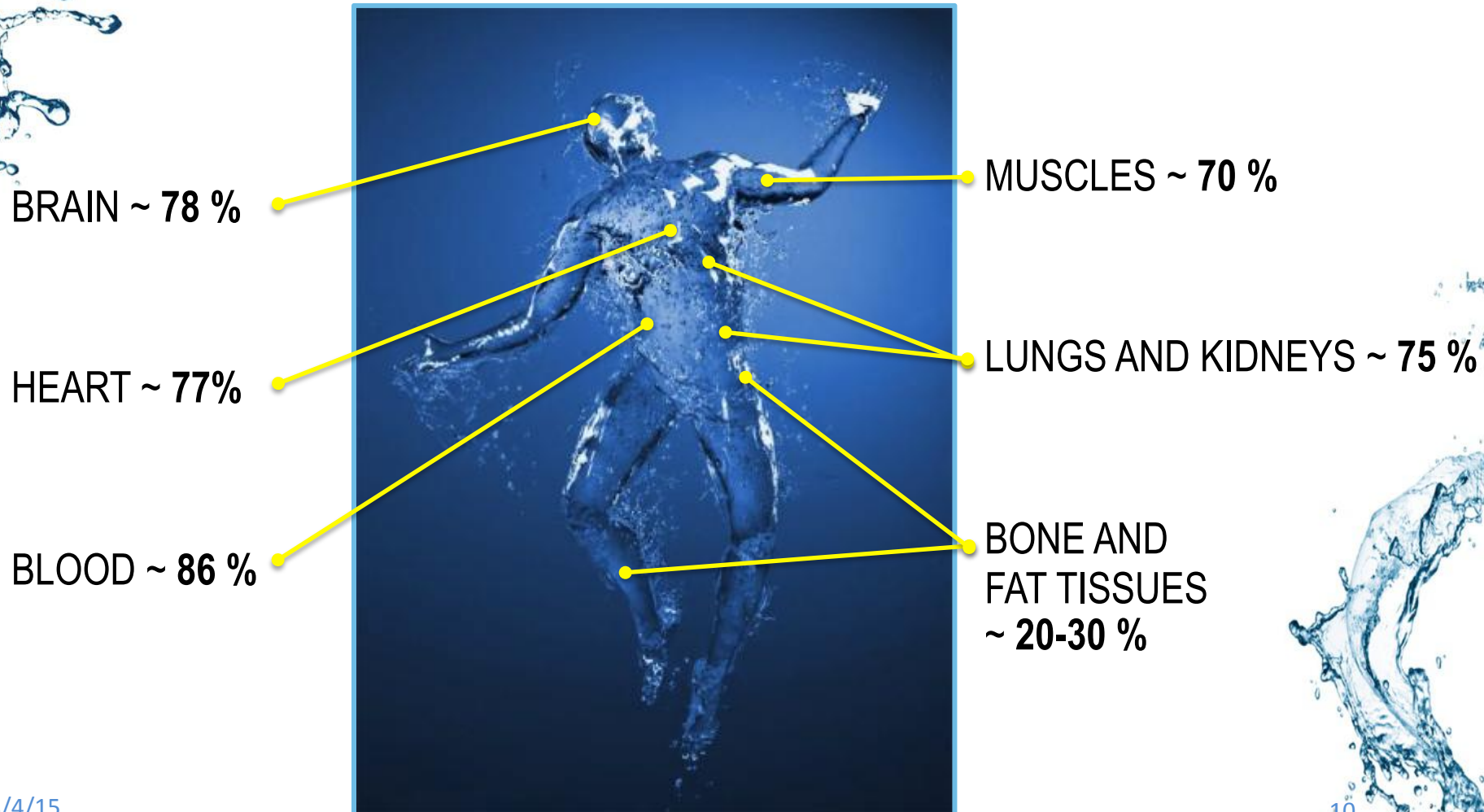
■ TOTAL WATER QUANTITY ~ 1 400 million km³

- LAND (rivers, lakes...) ~ 0.53%
- OCEANS AND SEAS ~ 97.6%
- GLACIERS, ICEBERGS AND POLAR WATERS ~ 1.92%
- ATMOSPHERE ~ 0.0001%





**OF THE TOTAL WATER ON EARTH,
A MERE 0.03% IS USABLE FOR HUMAN NEEDS**

IMPORTANCE OF WATER FOR THE HUMAN ORGANISM

WATER ACCOUNTS FOR UP TO 70% OF THE TOTAL BODY WEIGHT OF AN ADULT:



IMPORTANCE OF WATER FOR THE HUMAN ORGANISM

-  SUPPLYING CELLS WITH LIFE ESSENTIAL NUTRIENTS & ENERGY
-  FACILITATING BLOOD FLOW, CELLULAR REPRODUCTION, MOVEMENT & LIFE ITSELF
-  SUPPORTING OPTIMAL DIGESTIVE FUNCTION
-  SUPPORTING THE EFFICIENT
TOXINS & WASTE REMOVAL FROM THE BODY

**WITHOUT WATER, CELLS CANNOT GROW,
REPRODUCE OR SURVIVE &
THE ENTIRE ORGANISM DIES.**

HOW MUCH WATER THE BODY NEEDS DAILY



WE SATISFY THE NEED FOR WATER THROUGH:

- | | |
|--------------------|-------------|
| • WATER, BEVERAGES | 1.2L – 1.5L |
| • FOOD | 0.8L – 1L |
| • METABOLIC FLUID | 0.2L – 0.4L |

AN ADULT NEEDS 2 TO 3 LITRES OF WATER EACH DAY



WELL-KNOWN SCIENTIFIC FACTS

**We can survive without food for 4-9 weeks
provided we drink water.**



Without water we can live for 3 to 5 days.

WELL-KNOWN SCIENTIFIC FACTS

IF THE AMOUNT OF WATER IN THE
BODY IS REDUCED BY:

74%

60%

40%

20%



2% - WE FEEL EXHAUSTION



9% - SERIOUS HEALTH PROBLEMS OCCUR



10-20% - DEATH OCCURS

**WE SHOULD DRINK
PURE HEALTHY WATER
TO KEEP OUR ORGANISM
IN GOOD HEALTH!**

WATER: THE SOURCE OF LIFE



***“The fate of this planet will
depend on water.***

***I sincerely beg you to
understand this.”***

Jacques-Yves Cousteau

HOW WE TREAT WATER



RIVERS, LAKES, SEAS HAVE BECOME REAL DUMPS FOR INDUSTRIAL WASTE, FAECES, OIL AND ITS DERIVATES, HEAVY METALS AND MANY OTHER TOXIC SUBSTANCES.

MILLIONS OF TONNES OF VARIOUS POLLUTANTS GET INTO WATER EVERY DAY.

HOW WE TREAT WATER

Numerous poisonous substances resulting from human activities get into water.

Up to now, **OVER 800 POLLUTANTS** have been identified
IN WATER and the number rises daily.



**UNLESS WE CHANGE OUR ATTITUDE TOWARDS WATER,
THE SURVIVAL OF LIFE ON EARTH
WILL BE PLACED AT RISK.**

WORLD HEALTH ORGANIZATION
has categorized water as one of the
12 basic indicator of a country's health conditions.



**SEVERAL THOUSAND PEOPLE DIE EVERY DAY
BECAUSE OF LACK OF WATER OR USE OF
UNCLEAN WATER!**

HOW IMPURE WATER AFFECTS HUMAN HEALTH



*“Man drinks **90%**
of his illnesses.”*

Louis Pasteur

MOST COMMON DRINKING WATER POLLUTANTS

MICROORGANISMS (*bacteria, viruses, parasites...*)

CONSEQUENCES:

- Typhoid • Dysentery • Cholera • Hepatitis
- Paralysis • Meningitis • Diarrhea...



MOST COMMON DRINKING WATER POLLUTANTS

CHEMICAL SUBSTANCES

LEAD

- Brain diseases
- Damage to nervous system
- Anemia
- Hypertension
- Damage to heart
- Digestive disorders

MERCURY

- Damage to heart
- Damage to urinary channels
- Dermatositis
- Eczema
- Hair loss

ARSENIC

- Changes in the central nervous, digestive and respiratory systems
- Skin problems
- Weakness in muscles
- Loss of appetite
- Nausea...



MOST COMMON DRINKING WATER POLLUTANTS

CHEMICAL SUBSTANCES

CADMIUM (*carcinogenic*)


- Cancer
- Damage to kidneys

PESTICIDES

- Damage to central nervous system
- Damage to liver
- Cancer



**CONSEQUENCES CAN BE LASTING,
OFTEN WITH TRAGIC OUTCOMES.**



HOW CAN WE PROTECT OURSELVES AGAINST POLLUTED WATER?



TRADITIONAL WAYS OF GETTING PURE WATER

BOTTLED WATER



ADVANTAGES

- Should be of better quality than tap water
- Reassuring about the consumer's health
- Available in any shop

SHORTCOMINGS

- Not all bottled water is of good quality
- Water freshness is often debatable
- Problems with: storing, piled up packaging, disposal
- Time spent on frequent shopping trips
- Price difference
(nearly 1900 times more expensive than tap water)
- *It takes 1000 years to disintegrate – big ecological issue*



TRADITIONAL WAYS OF GETTING PURE WATER

SHORTCOMINGS OF PLASTIC BOTTLES

Due to different temperatures in transportation and storage of bottles, plastic releases toxic, carcinogenic substances that are dangerous to our health

WAREHOUSE
25 °C



TRANSPORT TO WHOLESALES
50 °C



WHOLESALES
30 °C



TRANSPORT TO RETAIL
50 °C



RETAIL
30-50 °C



TRADITIONAL WAYS OF GETTING PURE WATER

WATER FILTERS



ADVANTAGES

- Should be of better quality than tap water
- Reassuring about the consumer's health



SHORTCOMINGS

- Problem with choosing the right appliance
- Usually filters are single-staged (*particle or coal*)
- Filters have limited capacity and time of use
- Filters have to be replaced often (*otherwise become the source of new pollution*)

TRADITIONAL WAYS OF GETTING PURE WATER

WATER BOILING




ADVANTAGES

- Microbiological pollutants are destroyed and disease risks reduced
- Simplicity of method

SHORTCOMINGS

- Not all microbiological pollutants are destroyed (*some viruses are resistant to the temperature over 100°C*)
- Other pollutants are not removed (*chemical substances, heavy metals...*)
- Water tastes stale
- Waste of money on: energy costs and flavour additives



**IS THERE
A SOLUTION
THAT CAN SOLVE
THE PROBLEM
EFFECTIVELY?**





YES!

ZEPTER HAS THE SOLUTION!



AqueenaPro

Aqua pura, vita longa



**JUST PURIFIED WATER
IS HEALTHY WATER**



AQUEENA PRO FEATURES



- **370 l** of the purest and healthiest water every day
- Low noise **5 - stage filtration** system
- Integrated RO membrane
- Built in **large water tank** - 9.5 l
- Computer control box – automatic optimisation, water & energy savings
- Filter change alarm
- Leakage sensor

AQUEENA PRO FEATURES



- Combined solenoid valve – flushes the RO membrane automatically and controls waste water flow.
- Inlet water solenoid valve - opens / shuts inlet water pressure in a range between 0.03 and 0.6MPa (4.35 – 87 psi).
- One-way flow valve – prevents water backflow.

AQUEENA PRO – CLASS LEADING SAFETY FEATURES

Hermetically closed inbuilt tank (9.5l)

Offers protection against secondary contamination, while the in-build water tank makes Aqueena Pro a smart space saving water purifier. The 9.5l water tank reduces time needed for the purification process, healthy drinking water being available at any moment.

High pressure pump

The high pressure water pump with combined inlet water solenoid valve, stabilizes the environment for reverse osmosis membrane, delivering up to date class leading efficiency in water purifying.



AQUEENA PRO WATER FILTRATION PROCESS

5 STAGE FILTRATION SYSTEM

The solution for purified,
clean water

Health and safety
No compromise!

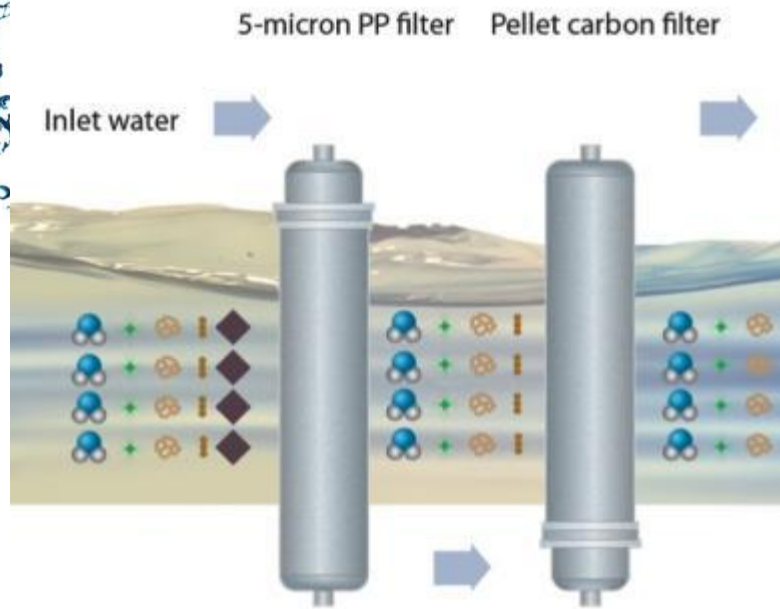


Aqueena Pro WATER FILTRATION PROCESS



1. 5-micron PP filter
2. Pellet carbon filter
3. 1-micron PP filter
4. RO membrane
5. Post Activated Carbon Filter (Coconut filter)

WATER FILTRATION PROCESS

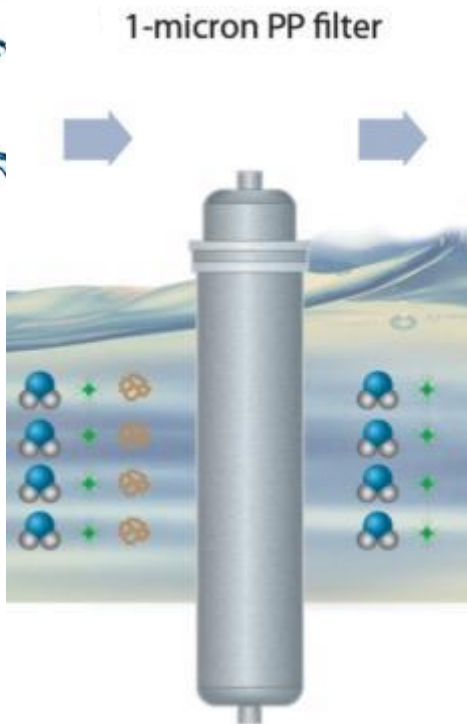


5-micron PP filter – the 1st barrier.
Stops sediment particles size up to 5 μ . “Larger” particles as rust, sand, and other solid impurities.

Pellet carbon filter – the 2nd barrier
adsorbs free chlorine, organic matter, odours, discoloration, and other substances.

ELIMINATION OF ALL MECHANICAL IMPURITIES FROM WATER

WATER FILTRATION PROCESS



1-micron PP filter – the 3^d barrier

REMOVES:

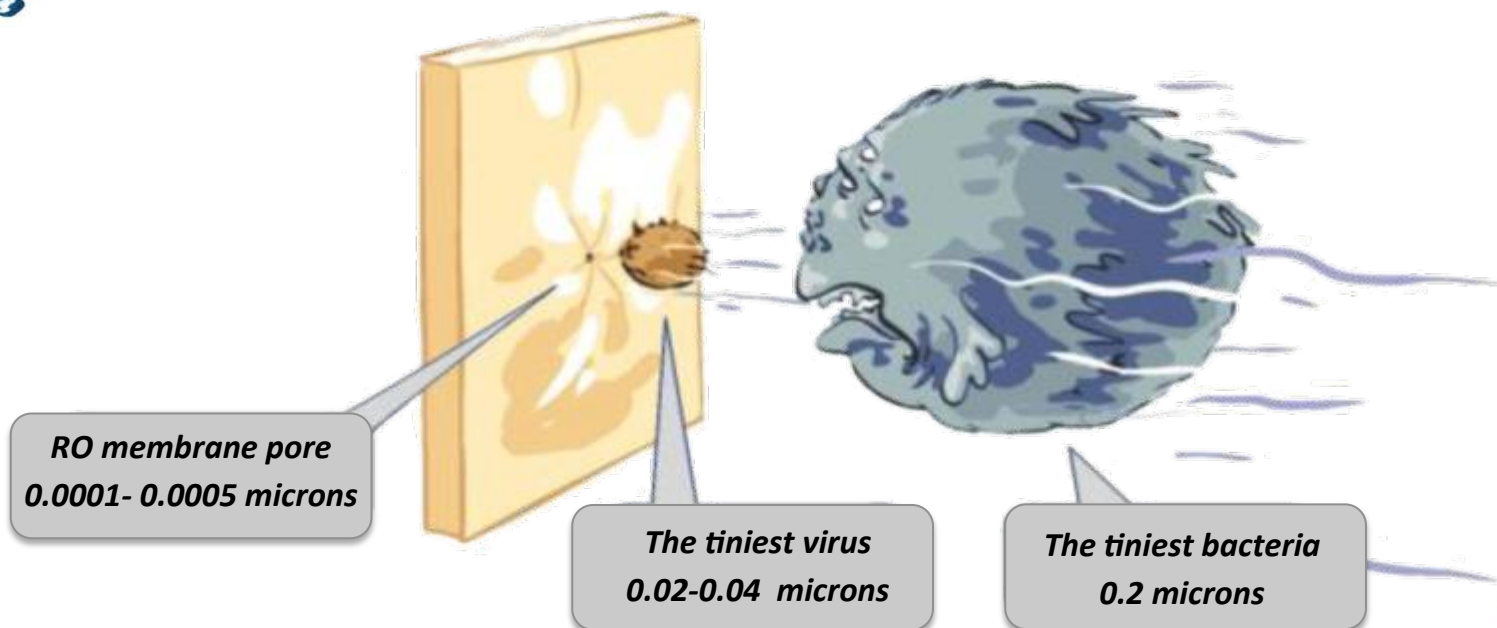
- Stops particles of “smaller” size, such as suspended solids and colloids.

**AFTER PASSING THROUGH THE THREE FILTERS,
WATER QUALITY IS GREATLY IMPROVED.**

BUT, THIS IS NOT ALL!

WATER FILTRATION PROCESS

REVERSE-OSMOSIS – the 4th and the most powerful barrier



The size of the RO membrane's pores is 100 000 times smaller than the section of one human hair

RO MEMBRANE PORES LET ONLY CLEAN WATER PASS!

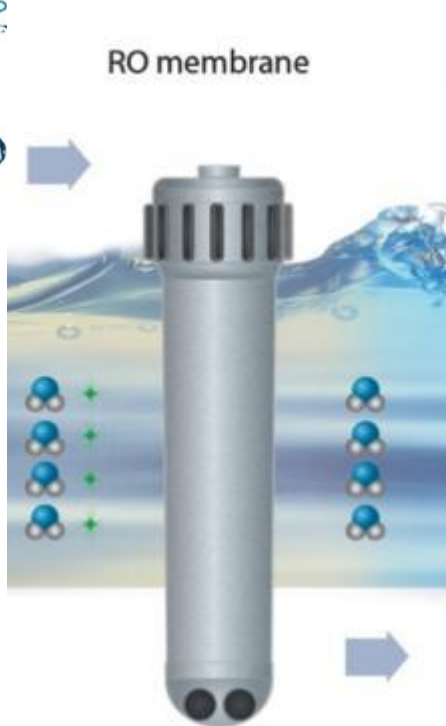
WATER FILTRATION PROCESS

REVERSE-OSMOSIS MODULE

the 4th and the most powerful barrier

ELIMINATES:

- Bacteria, viruses
- Nitrates
- Chlorides
- Sulfates
- Heavy metals
- Pesticides



**OF ALL THE FILTERS AVAILABLE AND KNOWN TODAY,
RO MEMBRANE IS THE MOST POWERFUL ONE!**

WATER FILTRATION PROCESS



Post Activated Carbon Filter
(Coconut filter) – the final, 5th barrier

- Eliminates eventual gaseous substances left
- Further improves the taste of the purified water

**YOU ENJOY HEALTHY AND PURE WATER
WITH PLEASANT AND FRESH TASTE.
JUST AS THE ONE FROM THE MOUNTAIN SPRINGS!**

Aqueena Pro EFFECTIVENESS

POLLUTANT	EFFECTIVENESS	POLLUTANT	EFFECTIVENESS
<i>Total Germs (72h@22°C)</i>	>99%	<i>Ammonium</i>	>80%
<i>Total Germs (24h@37°C)</i>	>99%	<i>Arsenic (V) (dissolved)</i>	>99%
<i>Calcium (dissolved)</i>	>98%	<i>Lead (dissolved)</i>	>95%
<i>Magnesium (dissolved)</i>	>86%	<i>Cadmium (dissolved)</i>	>98%
<i>Chloride</i>	>97%	<i>Iron (dissolved)</i>	>96%
<i>Nitrate</i>	>91%	<i>Manganese (dissolved)</i>	>99%
<i>Nitrite</i>	>93%	<i>Mercury (dissolved)</i>	>98%

Tested by authorized Drinking Water Laboratory

AQUEENA PRO DISPLAY FUNCTIONS



Working: Water purification is in the progress, the device is in working mode. The tank is being filled with water.

Water Source: flashing light - missing inlet water source or low inlet water pressure. The "Water source" icon will light up with an audible alarm (7 buzzes).

Filter Status Display

Flush: The RO membrane is automatically flushed for 15 seconds when the device is turned on. When the water tank is full, the RO membrane is automatically flushed for 18 seconds.

Standby: The water purifier is on hold mode and needs only the power of 0.7 Watt.

AQUEENA PRO DISPLAY FUNCTIONS

1

2

Filter Status Display

3

5

A sensor detects filter condition and changes the color codes if new filter is needed. The filter status display always shows actual condition of the filters:

1

Green light – the filter works at its optimum level.

1


Orange light - the filter will soon need replacing.
Please contact Zepter Service for maintenance support.

1

Red light & an audible alarm (4 buzzes) - the filter must be changed immediately.
Further use of the filter is not recommended.

BUSINESS OPORTUNITY



-  **HOUSEHOLDS**
-  **BEAUTY SALONS**
-  **BUSINESS PREMISES: OFFICES, SHOPS, ETC.**
-  **HOTELS, RESTAURANTS AND CAFES**
-  **RECREATION AND REHABILITATION CENTRES**
-  **CLINICS AND HOSPITALS**
-  **KINDERGARTENS, SCHOOLS
& UNIVERSITIES**

AQUEENA PRO IS NECESSARY ABSOLUTELY EVERYWHERE!

ULTIMATE SOURCE OF HEALTHY WATER



- Have healthy purified water whenever you need it
- To save you money and time!
No more - heavy and expensive plastic water bottles
- To protect your health and improve the overall condition and appearance of your body
- To cook healthier, tastier meals
- Become smartest life investment, that will pay off within few months and save you lot of money through the years

**DRINK ONLY PURE, HEALTHY WATER -
JUST AS NATURE INTENDED IT FOR US!**

AQUEENA PRO - SAVINGS

USE OF WATER	FAMILY OF 4		
	MONTHLY	YEARLY	30 YEARS
Drinking	47.88	582.54	17,476.20
Washing & Food Preparation	95.76	1,165.08	34,952.40
Total	143.64	1,747.62	52,428.60

SAVINGS WITH ZEPTER AQUEENA PRO

IN FIRST YEAR, EVERY MONTH : $X = \text{TOTAL MONTHLY} - \text{AP INSTALLMENT}$

EVERY NEXT YEAR: 1,747.62

IN 30 YEARS: 52,428.60

AQUEENA PRO – SAFE AND SAVE

**ZEPTER AQUEENA PRO SAVES
YOU ENERGY, TIME AND MONEY,
BUT MOST IMPORTANTLY,
IT PROTECTS YOUR HEALTH!**



AqueenaPro

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