

## **Saving Lives by the Gallon**

### ***PÜR Water Technology Sustains Health around the World***

The simple act of turning on your faucet is a daily occurrence in households across the country, but surprisingly, clean drinking water remains one of the world's greatest needs.

According to The World Health Organization (WHO), more than 4,000 children die every day from illness and disease caused by unsafe drinking water. Many children in developing countries simply don't have access to clean, safe water in their communities. These children have little choice but to drink from contaminated water sources so filthy and filled with germs that most of us wouldn't dare walk through it with bare feet.

The grim picture of children sick and dying from waterborne illness is improving thanks to the Children's Safe Drinking Water (CSDW) program. CSDW makes this possible with the PÜR Purifier of Water, a technology borne of the collaboration between Procter and Gamble Health Sciences Institute and the U.S. Centers for Disease Control and Prevention. PÜR Purifier of Water is a powdered product that effectively reduces parasites, bacteria and other contaminants found in water.

"This simple, cost-efficient packet is as small as a tea bag but it makes a big difference", says Dr. Greg Allgood, Director, the Children's Safe Drinking Water program. "The contents of the PÜR packet are emptied into 10 liters of contaminated water, and following simple directions, contaminated water is clear and clean within 30 minutes."

For many children and their families around the world, the PÜR technology has been a key component to improving quality of life. The PÜR Purifier of Water has been proven to reduce diarrhea, a common cause of death and dehydration in children, by up to 50 percent. To date, The CSDW program has distributed enough packets to provide 550 million liters of clean drinking water to children in need and their families around the world.

And the work to provide clean water doesn't stop abroad! Every day PÜR Water Filtration Systems, such as the PÜR faucet mount and pitcher, are helping to sustain your health and the health of your family. Water filter technology by PÜR is certified to remove 99.9 percent of microbial cysts and reduce many other unwanted contaminants so your water is cleaner, tastes better, and is better for you.

With every purchase of a PÜR Water Filtration System, PÜR and Procter & Gamble (NYSE: P&G) are donating a portion of the proceeds, up to \$100,000, to P&G's nonprofit partner Population Services International (PSI), for the implementation of safe drinking water projects, including the Children's Safe Drinking Water program. The P&G Fund also supports the Children's Safe Drinking Water program and recently made a \$300,000 donation to help fund the program in Kenya. These donations will go toward P&G's goal of contributing \$5 million by the end of 2007 to help improve the current unsafe drinking water problem in Africa.

To learn more about the Children's Safe Drinking Water program and PUR Water Filtration Systems, please visit [www.csdw.org](http://www.csdw.org).