



# Natural Life Consulting, LLC

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Filtering water is the best way to take out chemicals that could be harmful to us or to our furry and feathered pets. But which filters do the best job? Below is a chart showing marked differences between filters. We have compared Epic Water Filters, Clearly Filtered Water, Brita Water Pitchers, PUR Water Pitchers as well as Hydroviv (which was featured on Shark Tank). We hope this helps readers to make an informed choice.

## WATER FILTER PITCHERS COMPARISONS

### NAME CHEMICAL/METAL % taken out

#### Epic water in-line refrigerator

([www.epicwaterfilters.com](http://www.epicwaterfilters.com))

Aluminum	98.79%
Arsenic	88.0%
Fluoride	no percentage given
Cadmium	96.7%
Lead	98.48%
Mercury	98.39%
Chlorine	96%
Many more are reduced	

#### Epic water Nano Countertop

([www.epicwaterfilters.com](http://www.epicwaterfilters.com))

Fluoride	68%
Lead	99.4%
Aluminum	99.5%
Arsenic	83%
Cadmium	96.7%
Mercury	91.8%
Chlorine	96.8%
Many more are reduced	

#### Clearly Filtered

([www.clearlyfiltered.com](http://www.clearlyfiltered.com))

#### Water Pitcher Countertop

Aluminum	88.4%
Fluoride	99.5%
Arsenic	98.3%
Cadmium	97.0%
Lead	99.3%
Mercury	98.4%
Chlorine	99.5%
Many more are reduced	

**Brita Water Pitcher  
Countertop**

([www.brita.com](http://www.brita.com))

Mercury	96%
Cadmium	91%
Fluoride	no percentage given
Lead	99.0%
Aluminum	no percentage given
Arsenic	no percentage given
Chlorine	92%
Many more are reduced	

**PUR Basic  
Countertop**

([www.pur.com/pds](http://www.pur.com/pds))

Mercury	>96.5%
Cadmium	90.2%
Fluoride	no percentage given
Lead	98.5%
Aluminum	no percentage given
Arsenic	no percentage given
Chlorine	97.5%
Many more are reduced	

To read more on Water Filters/Pitchers please go to their websites to read in full what chemicals/metals are taken out of the water and percentages.

Resources:

[www.waterfilterguru.com](http://www.waterfilterguru.com) – this website has information regarding filters of all types. It also it has information on wells, hard water, and different contaminants.

[www.Idealearthwater.com](http://www.Idealearthwater.com) – will customize water filters based on results from testing your town’s water.

[www.hydroviv.com](http://www.hydroviv.com) – will customize water filters based on results from testing your town’s water.

1. ONE SIZE DOESN’T FIT ALL

Tap water is different in each state, city and/or town, so why should all water filters be built the same? One-size-fits-all pitchers and point-of-use filters are not designed to remove contaminants specific to your drinking water and the individual contaminants vary significantly even between zip codes.

2. MULTIPLE ISSUES IMPACT SPECIFIC WATER QUALITY

Water quality issues can be impacted by a variety of factors including the age of the home, the city's infrastructure, the natural geology of the region and your water source's proximity to industrial sites, farms, and military bases.

3. The water contaminant data can be cross referenced with the latest toxic allowances (not according to outdated regulatory limits).

4. Not all types of filtration media work for all types of water,

<https://www.upthirst.com/does-brita-remove-chlorine-fact-checked/> <https://www.upthirst.com/does-brita-remove-chlorine-fact-checked/> - has a video showing the difference on 9 different counter filters.

[www.waterfilterguru.com](http://www.waterfilterguru.com) – this website has information regarding filters of all types. It also it has information on wells, hard water, and different contaminants.

[www.Idealearthwater.com](http://www.Idealearthwater.com) – will customize whole house filtration based on testing your town water

**Hydroviv comparisons with Effectiveness of Removing PFAS (Perfluoroalkyl and Polyfluoroalkyl Substances)**

PUR Pitcher 3.9 out of 10  
 Brita Pitcher 0.8 out of 10  
 Berkey Pitcher 0.5 out of 10  
 Hydroviv Filter 10 out of 10

NAME	PFOA	PFOS	GEN-X	PFBA
Hydroviv – Fridge 1 month (filtered)	<MDL	<MDL	<MDL	<MDL
Hydroviv – Fridge 6 months (filtered)	<MDL	<MDL	<MDL	<MDL
Hydrovid – Under Sink Filter 1 month (Filtered)	<MDL	<MDL	<MDL	<MDL
Hydroviv – Under Sink Filter 6 months (Filtered)	<MDL	<MDL	<MD:	<MDL

\*<MDL short for Below Method Detection Limit

COMPARISON ON OTHER FILTERS COMPARED TO HYDROVIV (shown above)

NAME	PFOA	PFOS	GenX	PFBA
Brita Pitcher	2.5	5.6	0.9	4.4
Berkey Pitcher	<MDL	<MDL	0.2	<MDL
Zero Water	0.4	<MDL	0.1	<MDL
Berkey (2 big black filters)	<MDL	<MDL	101.8	<MDL
PUR Pitcher	18.8	4	0.3	3.3

\*<MDL Below Method Detection Limit

Red numbers indicated shows detectable PFAS levels in the filtered water.