



HEALTH RISKS

Lead damages the brain and other organs and can build up in the body over time.

→ **For Children**

Children under age 6 are the most vulnerable. Because their brains and nervous systems are developing rapidly, lead exposure can cause permanent damage.

→ **For Infants**

Formula-fed infants may receive up to 60% of their lead exposure from water.

→ **For Adults**

Long-term lead exposure can cause serious health problems well into adulthood, including high blood pressure & heart disease.



Join the Campaign!

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FILTER YOUR TAP



Older homes built before 1986 may have plumbing containing lead, which can leach into the drinking water at your tap. Lead is invisible, odorless, and tasteless, and there is no safe level of lead. Filter your tap water to reduce exposure to lead and protect your health.

Protect Your Tap,
Protect Your Health



For sources or to learn more, visit:

<https://www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water>

<https://www.cdc.gov/lead-prevention/prevention/drinking-water.html>

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CHOOSING A FILTER

Certified filters can remove lead from drinking water when used properly. Be sure to read all instructions, always replace used/expired filters, and do not run hot water through the filter.

Find the Right Filter

Your filter must be NSF certified to NSF/ANSI Standard 53 for lead reduction and NSF/ANSI Standard 42 for particulate reduction. These filters can typically remove up to 99% of lead.

Verify Before You Buy

Before purchasing your filter, check the packaging or product website for certification marks, standards text, and claims of lead reduction.



USING YOUR FILTER

You should always follow the specific manual provided with your product.



Prep Your Filter or Faucet

Some pitcher filters require a brief soak prior to use. For faucet mounts, unscrew the existing aerator (the mesh screen) and washer from the tip of your sink faucet.



Install/Insert

Secure the mount to your faucet, click the filter into your fridge, or drop the cartridge into your pitcher.



Flush the System

Run cold water through the new filter for several minutes (or fill and discard the first 2–3 pitchers) to prime the cartridge for use.



Enjoy & Replace

Use cold water for peak protection. Most filters last 2 to 6 months; to ensure your water stays lead-free, replace the cartridge according to the manufacturer's schedule.



CHECKING YOUR FILTER

To stay protected:

→ Monitor the Indicator

Keep an eye on your filter's built-in light or gauge; it will change color or position when it is time to swap the cartridge.

→ Track Your Timeline

Even if the light hasn't changed, replace the cartridge according to the manufacturer's schedule to prevent bacterial growth and clogging, ensuring your filter remains efficient.

→ Follow the Manual

Closely follow the specific maintenance steps provided by the manufacturer to properly replace the cartridge and reset the indicator.

