

SmartPure® Plus

Fresh, virtually chlorine-free water



*Enjoy soft,
sparkling, sanitized
pool water that's easier
to maintain, healthier for
swimmers, and more
economical!*

BLUE since 1954
HAVEN
POOLS & SPAS
World's Largest!



SmartFeatures
EXCLUSIVELY BLUE HAVEN™

Kinder, gentler purification

Safe, effective, and economical, Blue Haven's *exclusive* SmartPure® Plus Ozone Generator and Mineral Cartridge make it easy to enjoy clean, healthy, silky-soft pool water every day without the fuss, cost, or side effects of typical pool-chemical requirements!

No chlorine routine

You don't have to depend on regular chlorine treatment to maintain pool water—or subject family, friends, and pets to its assorted hazards.

With SmartPure Plus, you will **avoid the stinging red eyes, dry itchy skin, and irritated nasal passages** that are so common with traditionally chlorinated pools. It will also help prevent water imbalances and associated problems that can play a role in causing swimmer's ear and nasal infections.

Water treated by SmartPure won't dry and discolor hair or damage perms, relaxers, or color treatments. It won't fade or stiffen swimsuits, and it won't cut short the life of manicures, sunless tans, and results from skin bronzers.

You won't worry about heavy scum lines on your pool, erosion of its interior finish, or the caustic effects of repeated splashing on nearby plants, grass, and wood decks.

Any pets won't be drinking pool water with heavy chemical loads, and above all, you & your family won't be inhaling **those awful bleach-like fumes!**

Enjoy the perfect swimming experience

Pools never looked so good or felt as great as yours will with SmartPure.

This state-of-the-art system uses ozonation and minerals to **achieve superb water quality** without all the usual chemical aggravation.

A time-tested method of purification, ozone is highly effective, swimmer-friendly, and **used to keep pools in tip-top shape at luxury health spas and at the international Olympics.**

Not only will SmartPure give you **water that's gentle on your skin, hair, nails, and eyes**, it will be **remarkably soft to the touch.** Plus, you will be amazed at how *completely different* your water feels from a pool with traditional chlorination.

You will also be thrilled with your pool's *appearance*: **Water will become exceptionally bright and clear**—glistening with the brilliance of a mountain stream!

"Owners end up with better-smelling, better-tasting, better-quality water because of reduced chemical usage."

"The Science of Sanitization: Ozone"
—Pool & Spa News Magazine, 2003





Slash chemical use!

SmartPure® Plus reduces overall chemical needs and helps prevent the notorious side effects of liquid and tablet chlorine.

Proper use will result in your pool needing up to:

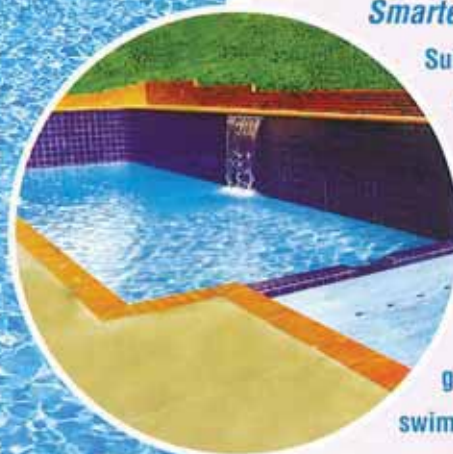
- ~ 80% less chlorine
- ~ 90% fewer clarifiers
- ~ 90% less shock treatment
- ~ 95% less algaecide

Not only will the overall chemical load be dramatically lower, so will the effort that you need to accurately monitor and properly balance all these compounds!

And SmartPure® offers you yet another advantage: The small amount of chlorine that is needed *will work more effectively.*

Smarter Purification

Suitable even for large commercial pools, SmartPure® is at work for thousands of Blue Haven owners across America who rely on it for a consistently gentle, pristine swimming environment.



Fresh, azure water with SmartPure® technology

Using only minimal chlorine, SmartPure Plus performs all three functions necessary for sanitizing water: disinfection, residual, and oxidization—the process of destroying or neutralizing undesirable organic compounds. Here is how this powerful system achieves outstanding water quality:

Ozonator

Blue Haven's *commercial-size* Ozonator converts naturally occurring oxygen into **ozone, the strongest oxidizer that is available—and the same one used by Mother Nature and by major U.S. cities to provide safe drinking water.**

Blue Haven strategically installs the Ozonator in the location where it will achieve optimal results: immediately before the pool pump and the filter. Doing so enables the pump's impeller to effectively "drive" the ozone into the water for *thorough, consistent* dispersion.

Once in contact with the water, the ozone **instantly removes or neutralizes contaminants left by swimmers**, such as sunscreen, body oils, and perspiration. And by taking on much of the job usually handled by chlorine, *ozone significantly reduces the demand for the chemical.*



When the SmartPure® Ozonator is used in conjunction with the Mineral Cartridge, the need for chlorine in your pool water will be cut up to 80 percent!

Mineral Cartridge

Using time-released levels of silver and copper crystals, the Mineral Cartridge disinfects the water, **killing an array of microorganisms.**

The Cartridge acts as a biostat as well. It **keeps the growth of algae and bacteria in check**—without regular trips to the pool-supply store for algacides and other specialty treatments.

By helping maintain pH levels, the Cartridge also makes the pool water **pleasant on swimmers' skin.**

The industry's top-rated Mineral Cartridge fits into all Blue Haven pool filters and is powered by pool-water flow. *Direct placement in the filter*—through which all water passes—helps ensure a **healthy swimming environment even in hot weather and heavily used pools.**

*Ozone
purifies water
up to 3,000 times
faster than
chlorine*

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