



The hard truth about hard water.

If you've lived in San Diego for any length of time, you know about our infamous hard water and the problems it can cause. From crusty limescale deposits and soap scum on fixtures and appliances to dingy laundry and spotty glassware, hard water is responsible for a myriad of household problems. But what exactly is hard water, and what can be done about it?

WHAT IS HARD WATER?

Quite simply, hard water is H₂O with a high concentration of dissolved minerals. Here in San Diego, the bulk of our fresh water supply comes from the Colorado River. As the river winds its way through the Southwestern United States towards the Gulf of California, it picks up naturally occurring minerals from the surrounding environment—primarily magnesium and calcium from rocks.



**Building Industry Association
of San Diego County
Sales & Marketing Council**

For more info, please contact
Lori Asaro, SMC President

Phone: 858-336-2709
GoSMCSanDiego@gmail.com

[www.biasandiego.org/
membership/smc](http://www.biasandiego.org/membership/smc)

This mineral-rich water is both a blessing and a curse. Human beings need to ingest minerals to stay healthy. Calcium and magnesium help build strong bones, healthy hearts and tough immune systems. These minerals can also cause major problems for homeowners. Calcium reacts with sodium and potassium molecules found in most soaps and detergents, creating a sticky scum that builds up in your dishwasher, washing machine, and other appliances. These types of heavy minerals are then deposited in pipes, faucets, shower heads, and even your water heater—and can lead to narrowing pipes and problems with water pressure over time. These ‘healthy’ minerals found in our hard water also make it nearly impossible to rinse all the residue left behind on your body when showering.

Surprisingly enough, most homeowners are unaware of the options that are available to them to solve their hard water woes.

WHAT IS A WATER SOFTENER?

A home water softener is an appliance that is plumbed directly into your water supply. All water softeners operate on the principle of ion exchange. Inside the tank of a water softener, negatively charged resin beads attract and bind to the positively-charged calcium and magnesium, effectively pulling it from the water. The softened water then leaves the system to flow through the plumbing of your home. As the resin beads become saturated with minerals, a secondary tank containing a concentrated sodium brine

reverses the process, pulling the minerals off of the beads and into the brine. The brine is then flushed as wastewater and the resin beads are ready to begin another cycle.

Modern water softeners are remarkably efficient and good at their job, but there are a couple of drawbacks to this hard water solution, the first of which is sodium. Although most of the sodium used in the regeneration process is flushed and discarded, the softened water coming from your tap can still add a surprising amount of sodium to your diet. This can be a major problem for those with high blood pressure, diabetes, and especially the elderly.



SAN DIEGO WATER

BY THE NUMBERS



The amount of water purchased and imported from the Colorado River and Northern California

6

San Diego's ranking when comparing cities with the worst water quality

Studies conclude that eight contaminants in the supply exceeded the health guidelines. Two contaminants—Total Trihalomethanes (TTHMs) and Manganese—are at high enough levels that they actually violate the legal limit established by the EPA.

2035

The estimated completion date of the Pure Water San Diego project.

The goal of this project is to reclaim and purify our water, in order to reduce dependence on imported water by up to one third.

The second drawback is the need to monitor salt levels in the water softener itself, as it needs replenishing every six to eight weeks, depending on your water usage. Although water softener salt pellets are fairly inexpensive, you'll need to make a trip to your local home improvement store when you're supply runs out. It is true that there are salt-free water softeners on the market which use a filtration system to remove minerals without the use of any chemicals, however they are not recommended for areas with very hard water (such as San Diego).

WHOLE HOUSE WATER FILTRATION SYSTEMS

Residential water filtration systems use a combination of methods to improve the quality of the water in your home. Through a process called Template Assisted Crystallization (TAC), the dissolved minerals are clumped into harmless microscopic crystals. These crystals do not react to household detergents, soaps and shampoos, and will not deposit minerals on your fixtures and appliances. Even better, the beneficial nutrients that minerals such as calcium and magnesium provide your body are unaffected.

Most whole house filtration systems work in combination with a block of activated carbon, which reduces or eliminates sediment, rust stains, color, chlorine taste & odor, chloramine, cysts, lead, mercury, and other compounds like VOC's, TTHMs, and MTBE.

Some systems even use ultraviolet light to kill any microorganisms, microbes, bacteria or viruses that may be present. You can also choose to add an under-sink reverse-osmosis unit to your water filtration system, to make your tap water just as pure (and taste every bit as good) as the expensive bottled water you're lugging home from the store.

THE FINAL WORD

No matter which option you choose, improving the quality of the water in your home can lead to better health, and provide long-term savings by extending the life of your appliances and plumbing. Soaps, shampoos and detergents will perform better, so you'll use less product and get better results. Your skin, hair and nails will thank you, and your tub will be cleaner to boot!



Craig Kolk

VP Business Development
Natural Waters

craig@naturalwaters.com

p: 855-4-WATER-4
o: 619-272-6026 x702
c: 862-686-3555

SUBSCRIBE
Marketing and Events

Meet the Author

In 2013, my wife and I bought our first home, and one of the first things my wife asked for was a whole home water filtration system. She said that San Diego water was very bad, and we needed one for her hair, skin, and nails—not to mention better drinking water for the whole house. I agreed with her, but nearly cried after I saw the price tag. But as they say, happy wife, happy life.

I started to do more research to find out what exactly was in our tap water, and what products are available that can remove those contaminants. I wasn't happy with just one system, and became obsessed with water filtration. I found myself watching water documentaries on television, rather than sports.

After researching my options, I bought a reverse osmosis unit, which removes a wide spectrum of contaminants, and leaves tap water tasting just as good as bottled water. I installed a pre-carbon block to remove any TTHM's in my water, which can cause liver, bladder and kidney cancer. As a final step, I included a UV light that kills any bacteria, viruses and microbials that may be present in the water.

Then one day it hit me. Why not make a career doing what I love? I quit my job and decided to work in the water industry. But the first water company I worked for seemed to care more about making money than actually helping families. I hated that clean, healthy water was seen as a luxury that only the rich could afford. That's when I made it my mission to open my own company. With the help of two successful entrepreneurs who shared my vision, Natural Waters was created. We made it a priority to offer affordable finance options so every homeowner a could have access to clean water.

We offer only the very best products at the best prices, and take special pride in our customer service. I already upgraded my whole house system with our new Advanced Turbo TAC system which not only filters 81 chemicals from my water but prevents limescale from being deposited on appliances and fixtures, extending their life.

If you'd like to learn more about water filtration or have a story to share, I'd love to hear from you, so don't hesitate to call, text or email!

We're looking for experts like you!

Have a whitepaper you'd like to share or write for the SMC? Contact our president Lori Asaro at smc@biasandiego.org and provide your name, contact information, and subject matter for consideration.

- Don't worry about formatting, we'll do that for you.
- Write about something you know.
- It should be educational, but still engaging.
- 1,000 words is ideal for this purpose.
- Provide citations if referencing other material.
- Provide links.
- Add pictures.
- Provide a Bio and your picture.

Designed by Capstone Studios, Inc.

Let us inspire you to build a brighter, better career.

JOIN TODAY

For more info, please contact Lori Asaro, SMC President at 858-336-2709 • smc@biasandiego.org



Building Industry Association
of San Diego County
Sales & Marketing Council