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ahhNatural Benefits From Inventor/Marketing Guru Team

Truckee, Calif. (Fall 2006) – With the partnership of two diverse companies, Enprotec and ETHICA advertising+design+strategy, respective owners Roy Bowers and Jane Weeks, have created a powerful launching pad to bring a new twist to a proven technology with their product, ahhNatural. While Bowers specializes in high-tech water treatment, such as whole house filtration systems, Weeks is a marketing professional who focuses on clients with sustainable practices. Here's a look at the people behind the product:

Roy Bowers, Inventor ahhNatural

Bowers is an inventor at heart. With a natural talent for prototyping and engineering Bowers has sunk his hands into a number of different projects over the years. His first taste of inventor's fever came in 1976 when he created the Personal Portable Sound System, a predecessor to the Sony Walkman™ that he was unable to patent in time. Bowers has acted as the General Contractor for the development of the Verdi Business Park in the 1980s and noticed a shortfall in both municipal water and clean air that begged for his attention. Moving into water filtration sales after the business park was complete, Bowers quickly realized that he could create a water filtration product that would be far superior to any other on the market. Founding the company Enprotec, Bowers set to work cobbling together a number of different water filtration technologies to create his whole house water filtration system, AquaVantage. It was at this time in the early 1990's that Bowers first discovered a water purification application for the hot

tub, ahhNatural. With the goal of providing his clients with a “purified life”, Bowers has thoughtfully designed products that help protect his client’s health and the health of their environment. Over the years, Bowers has refined ahhNatural to thoroughly clean hot tub water using a non-toxic and all-natural system.

Jane Weeks, Founder/Director ETHICA Advertising

Jane Weeks, founder and director of ETHICA Advertising, looks for meaningful business partnerships that contribute to the sustainability movement. By holding a private label of ahhNatural, ETHICA will work to deliver the product into markets where it can make the most impact for customers. With a career as art director to creative director in large advertising firms from Saatchi & Saatchi to DDB Needham Worldwide in New York City, Weeks has completed award winning and successful campaigns for clients such as The Phoenix Companies, Head Start, Proctor & Gamble, IBM and many more. A history of big agency and big business work, supplemented with activism for causes she is passionate about, brought Weeks to blend her two interests into one business.

The result is a company based on ethical and thoughtful decision-making, determined to move humanity forward in a sustainable manner. Weeks’ business model, based on vested partnerships, is changing the dynamics of traditional working relationships in marketing and product development. Weeks considers vested partnerships a win-win for both parties as they benefit from the mutual success derived from a trusting and honest relationship. With a number for partnerships in the works, including that with Bowers, Weeks intends to utilize her creative expertise in marketing and business strategy to buoy a number of sustainable businesses. At the end of the day, ETHICA is a self-funding foundation, using the power of today’s markets to create businesses for the future that balance economic, social and environmental gains.

ahhNatural is a non-toxic hot tub maintenance solution. Through the use of natural minerals and vitamin C, ahhNatural replaces chemicals to create a healthy retreat for the body. With comparable costs and lower maintenance time to traditional systems, ahhNatural was developed as a people safe, environmentally friendly alternative to

traditional chemical sanitizers. For additional information please visit
<http://www.ahhnatural.com>.

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