



Media Contact: Nicole Klay
530.550.2252
Switchback PR + Marketing
nicole@switchbackpr.com

ahhNatural Uses Sustainability Yardstick As Measure For Success

~Go Green With Clear, Blue Water~

Truckee, Calif. (Fall 2006) – Apart from tackling bacteria in home hot tubs with an innovative, non-toxic technology, ahhNatural is a model of sustainability. Taking into account a triple bottom line including economic, social and environmental indices, ahhNatural delivers on a promise to provide peace of mind by doing more than creating a unique hot tub sanctuary. Each component and process tied to the product has been closely examined to balance the big picture of benefits and drawbacks and give the user a thoughtful product that supports a healthy lifestyle from its initial installation to its final day of use.

ahhNatural's greatest asset as a sustainable product is its positive environmental impacts in addition to its economic viability. While the hot tub industry is content to have users dump millions of gallons of chemical-ridden water into their backyards, eventually making it into nearby watersheds, ahhNatural creates wastewater that is chemical free and harmless to the environment. According to a Congressional Report on wastewater, nearly 20 billion tons of contaminated water from spas and hot tubs are disposed into the ground each year, all of which ahhNatural has the potential to divert. In fact, there is no known way to detoxify the most common hot tub chemical, chlorine, before it is dumped into fresh water.

With many hot tub users living in areas already strapped for water, ahhNatural encourages customers to put their hot tub water to use a second time in their landscaping. The next wave of the ahhNatural website development will include a testimonial page where customers can post photos of their gardens fed by their hot tub water.

Manufactured in Verdi, Nev. ahhNatural ingredients are sourced from the most local producers possible, such as sea salt from Huck Salt in Fallon, Nev. As the product grows in demand the creators hope to support an increasingly localized sphere of purveyors to benefit both the local economy and minimize pollution caused by transporting ingredients.

In the future, ahhNatural plans to collect spent pads at the factory to be disassembled and recycled, ensuring customers their choice in hot tub treatments will not add more waste to a nearby landfill. The ahhNatural team also continues to research ingredients in the hopes of creating a closed cycle for as many components as possible.

Using sustainability as a rubric for healthy living, the creators of ahhNatural hold themselves to not one, but three different measures of success. ahhNatural users can relax knowing that their purchase is not only a healthy lifestyle choice for themselves, but also benefits their immediate and surrounding environment.

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>.

For media inquiries, please contact Nicole Klay at (530) 550-2252, nicole@switchbackpr.com.

###