

Pureit passes US Environmental Protection Agency test

The Pune-based National Institute of Virology has identified Pureit as one of the two water purifiers which meets the US Environmental Protection Agency (US EPA) standard for virus removal. The institute conducted a test on eight popular domestic water purification systems on protection of consumers against virus. Six of the eight devices tested did not meet the standards. The NIV report also refers to another study by Clasen et al in 2006 which tested Pureit and this study also showed that Pureit removed virus effectively as per US EPA standards. The report did not name the second brand which has passed the test, nor did it name the six which failed.

Vikram Surendran, General Manager - Water, HUL says, the US EPA is the toughest drinking water regulatory agency in that country and covers bacteria, virus and parasites giving protection to consumers from waterborne diseases. Pureit has the unique distinction of offering safe drinking water across its various value offerings from Pureit Compact at ₹1000 to Pureit Marvella at ₹6900. Pureit also has a unique 'end of battery life indicator' and 'Auto switch-off™', which ensures consumers do not drink unsafe water at any time, he said.

