

# HomePure nova

CLEAN WATER,  
PURE LIFE!

TURNING METRO WATER  
INTO NOURISHING, LIVING PI-WATER  
FOR YOUR EVERYDAY  
WELL-BEING.



**15% MORE**  
PI-WATER CERAMICS FOR  
STRONGER ANTIOXIDANTS  
& NOURISHMENT



EXCLUSIVE BEST-IN-CLASS  
TECHNOLOGY REDUCES  
**99.9999%**  
OF BACTERIA & VIRUSES

Make your home a HomePure home

WORLD-CLASS QUALITY, MINIMALIST DESIGN,  
PIONEERING TECHNOLOGY.

INNOVATIVE 9 STAGES OF FILTRATION ADVANCED  
35+ ULTRATECH FILTER TECHNOLOGY.

EVERYTHING YOU LOVE ABOUT HOMEPURE NOVA,  
**PLUS... MORE PI-WATER POWER!**

## INTRODUCING THE NEW HOMEPURE NOVA PI-PLUS WATER FILTER

Our quest to bring you the best has resulted in our top-selling water filtration system being enhanced with **a new 9-stage Pi-Plus filter cartridge boosted by 15% more Pi-Water ceramics.**

### Premium Pi-Water Performance

The HomePure 9-Stage Pi-Plus cartridge offers more Pi-Water ceramics, resulting in living water that more fully nourishes your body and better promotes your body's maintenance of optimum health and well-being.

The 15% increase in Pi-Water ceramics means your HomePure Nova Pi-Plus water filter can better suppress oxidation and disintegration. It achieves this by effectively neutralising the harmful effects of active oxygen while controlling the reaction of the oxidation reduction. What does this mean in simple terms? **It means better, quicker, and more efficient nourishment and hydration for your body.**



## KEY BENEFITS OF HOMEPURE NOVA

- Transforms drinking water from the tap into Pi-Water for your holistic well-being
- Superior performance due to more Pi-Water ceramics
- Provides clean, safe, and great tasting drinking water enriched with minerals
- Allows you to save energy because it requires no electricity to operate
- Lets you enjoy drinking water conveniently with its user-friendly, world-class design
- Effortlessly elevates the modern design aesthetics of your home and kitchen

Removes  
**99.9999%**  
of bacteria and viruses

Destroys  
microorganisms that are  
**300%**  
smaller than the width of  
a human hair

Optimum life span of up to  
**5,000** litres\*

*\*The lifespan of the HomePure 9-in-1 Filter Cartridge may vary depending on the tap water quality.*

## NEXT-LEVEL INNOVATION:

**9-in-1**  
Filtration

**1**



### SEDIMENT FILTER

Removes rust and sediments larger than 5 microns.

**2**

### HIGH-PERFORMING ACTIVATED CARBON BLOCK FILTER

Removes 97.3% of chlorine, 99.1% of turbidity, VOCs (Volatile Organic Compounds), TTHM, and other health-affecting chemicals; reduces heavy metals\*, bad taste, and odour.

**3**



### CORAL SAND FROM JAPAN\*\*

With 100% natural marine origin and sustainable production, this supplies natural calcium source, and slightly improves pH level of the drinking water.

**4**



### PI-WATER CERAMICS FROM JAPAN\*\*

Suppresses oxidation and disintegration by neutralising the harmful effects of active oxygen and by controlling the reaction of the oxidation reduction.

**5**



### FAR INFRARED RAY (FIR) BALLS\*\*

Provides FIR Rays and abundant minerals into drinking water, providing good taste, and boosts the body's metabolism.

**6**



### NEGATIVE ION BALLS\*\*

Releases high negative ions into drinking water to make it fresh, also gives it a better taste.

**7**



### ANTIBACTERIAL CARBON POWDER

Improves the absorption of bad taste, chlorine, odour, and other inorganic chemicals. Silver ions added to prevent the growth of bacteria inside the cartridge media and to keep it always fresh.

**8**



### 35+ ULTRATECH FIBRE MEMBRANE\*\*

Removes 99.9999% of coliform, E. coli, bacteria, and viruses; reduces microscopic impurities.

**9**



### ANTIBACTERIAL SILVER-LITE STONE\*\*

Prevents bacteria growth inside the filter system and recontamination from the outside.

\* Heavy-metal reduction is evaluated and supported by the independent laboratory, Korea Conformity Laboratories (KCL) and SGS Hong Kong Ltd.  
\*\* This claim has not been evaluated by NSF International, and is not supported by the NSF Certification of this product/component.

## VALIDATED AND ENDORSED BY THIRD-PARTY PROFESSIONALS

### NSF International

*International public health and safety organisation and leader in global water filtration certification.*

Certified for:

- NSF/ANSI 42** • Reducing chlorine, taste, and odour.
- NSF/ANSI 53** • Reducing health-related contaminants like particulates, and turbidity.
- NSF/ANSI 401** • Reducing emerging contaminants like some prescription/OTC drugs, flame retardants, detergents, new types of pesticides and herbicides

## HOMEPURE NOVA IS THE ONLY UF FILTER THAT ACHIEVED NSF/ANSI 42, 53 AND NSF/ANSI 401, CLEARING A TOTAL OF 15 CLAIMS

### Water Quality Association (WQA)

*Association representing the residential, commercial, industrial, and small community water treatment industry in the United States.*

Certified for:

- NSF/ANSI P231** • The HomePure Nova Water Filtration System is tested and certified against NSF P231 for Microbiological Water Purifier based on recommendations set forth in the USEPA Guide Standards and Protocol for Microbiological Water Purifier for the reduction of bacteria and viruses.

### Korea Conformity Laboratories (KCL)

*Korea's leading testing and certification organisation.*

Certified for:

- General Purification Ability and Capacity of Water Purifier.
- Tested for Lead Reduction.
- Tested for VOC Removal.

### SGS Hong Kong Ltd.

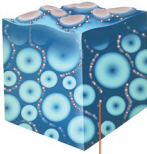
*The world's leading testing, inspection, and certification company.*

- Tested for bacteria, chlorine and heavy metal removal performance.

**HOMEPURE NOVA, THE WORLD'S FIRST-EVER ULTRAFILTRATION WATER FILTER CERTIFIED BY THE WATER QUALITY ASSOCIATION (WQA) FOR THE REDUCTION OF PATHOGENIC BACTERIA, VIRUSES, AND CYSTS (NSF/ANSI P231).**

## MICROBAN® ANTIBACTERIAL TECHNOLOGY

Microban® antibacterial technology is built-in to the water tank, head adapter, and LDPE (Low-Density Polyethylene) hose inside the flexible pipe of HomePure Nova to help prevent the growth of bacteria, mould, and mildew, to prevent product degradation.



White dots =  
Antimicrobial additives



Unprotected Filter



Filter with Microban®  
protection

## 35+ ULTRATECH FILTER TECHNOLOGY



HomePure filters have always been **best-in-class for household** use because they use ultrafiltration (UF) as the primary method of filtration. This is made better in HomePure Nova, which now uses the new 35+ UltraTech Filter Technology.

### How does it work?

- The special membrane, with a pore size of 0.2 micron and positive charges on the surface layers, removes sediments and microorganisms bigger than the pore size to provide microbiologically safe and clean drinking water.
- The positively charged coating on the surface of the UF membrane attracts the negatively charged DNA of the microorganisms in the water, enabling the removal of 99.9999% of bacteria and viruses, the highest removal rate for a water filter.

## WHY ULTRAFILTRATION TECHNOLOGY



Maximum reduction  
of microbial  
contaminants.



Good minerals in,  
contaminants out.  
Good tasting and  
odourless water.




Low  
maintenance.



No electricity  
required.

## COMPARING WATER FILTRATION SYSTEMS

	ULTRAFILTRATION (UF) / 35° UltraTech	REVERSE OSMOSIS (RO)	ULTRAVIOLET (UV)
Reduction of bacteria	Maximum reduction	<ul style="list-style-type: none"> <li>• Maximum reduction</li> <li>• Breakdown of the membrane is possible</li> </ul>	<ul style="list-style-type: none"> <li>• Medium reduction</li> <li>• Bacteria can hide behind sediments or may only be paralysed</li> </ul>
Possibility of recontamination	NO	YES (tank)	YES (water around the UV lamp)
Demineralisation	NO	YES	NO
Need for a pump	NO	YES	NO
Waste water	NO	YES	NO
Need for electricity	NO	YES	YES
High maintenance	NO	YES	YES
			

**IMPORTANT:** HomePure water filters must only be used with a treated metropolitan water supply. The water supply must not be hotter than 35° C. For a low-clarity water supply, use the HomePure Prefilter to protect the life of the HomePure 9-Stage Pi-Plus Cartridge.

## FIVE KEY USAGE GUIDELINES

Your HomePure Nova Water Filtration system will provide safe, clean, healthy, and great-tasting water for you and your family for years to come.

Simply follow these key usage guidelines and your user manual to prolong the life of your HomePure Nova.

1

### Follow the user guide

Know how to correctly assemble and install your unit, care for it, and what to do in case you experience problems. This will ensure that you have the best quality water from your HomePure Water Filtration System.

2

### Keep it cool

Use with cold tap water between 4° C and 35° C; warmer water temperatures will affect the activated carbon filter and the taste of the water.

3

### Under pressure

Use with optimal water pressure (1-4 bars); pressure higher than four bars may cause the unit to overflow or may cause damage to the filter cartridge and water filter unit.

4

### Use metropolitan water

HomePure, like any household water filtration system, is designed to remove contaminants and enhance water from a treated metropolitan supply only.

5

### Change the filter cartridge regularly

The estimated lifespan of the filter cartridge inside your HomePure Nova is 5,000 litres\* or at least every 12 months (depending on the water quality), whichever comes first.

\*The lifespan of the HomePure 9-Stage Pi-Plus Cartridge may vary depending on the tap water quality.

WATER  
EXPERT  
TIPS

- Use only with water supply that contains less than 500 ppm of Total Dissolved Solids (TDS).
- Don't use with salt water (not more than 0.2 ppt salt).
- For low quality water, use with HomePure Prefilter to protect your HomePure Filter Cartridge.

Note: Please note that failure to follow the usage guidelines stated above and in the user manual voids the product warranty.



# YOUR EVERYDAY WATER CAN BE **PI-WATER**



System Tested and Certified by NSF International against NSF/ANSI Standard 42, 53, and 401 for the specific performance claims specified on the Performance Data Sheet and at [www.nsf.org](http://www.nsf.org)



System Certified by WQA to NSF/ANSI P231 for the specific performance claims specified on the Performance Data Sheet.



# WHAT IS PI-WATER?

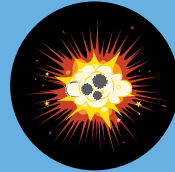
THIS WATER PLAYS A KEY ROLE IN REGULATING IMPORTANT FUNCTIONS IN LIVING BODIES, LIKE:



Triggering  
a plant to flower



Stimulating  
an immune response



Destroying  
free radicals

PI-WATER WAS DISCOVERED IN 1964  
BY DR AKIHIRO YAMASHITA, AND IS VERY SIMILAR  
TO THE WATER THAT CONSTITUTES ALL LIVING  
ORGANISMS – **‘LIVING BODY WATER’**

## STAGE #4

of your HomePure Nova Water Filtration System makes Pi-Water. The water is treated with microscopic quantities of Ferric Ferrous Salt ( $\text{Fe}_2\text{Fe}_3$ ) from Pi ceramics to mimic living body water and transform it into Pi-Water.



**15% MORE**  
PI-WATER CERAMICS FOR  
STRONGER ANTIOXIDANTS  
& NOURISHMENT



EXCLUSIVE BEST-IN-CLASS  
TECHNOLOGY REDUCES  
**99.9999%**  
OF BACTERIA & VIRUSES

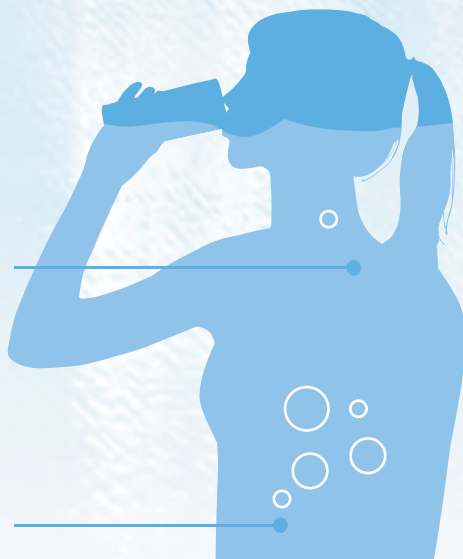


## THE BENEFITS OF PI-WATER

- Rapidly absorbed and deployed in the body
- An antioxidant and detoxifier
- Supports protection and renewal of the body
- Promotes optimal health and well-being
- Reduces fatigue
- Improves taste of drinking water
- 100% natural

Conversion of ordinary water into living body water consumes a lot of energy, whereas the conversion of Pi-Water consumes less energy and is therefore absorbed by the body more easily.

This is because Pi-Water is similar to the water found in **living things**, thereby it allows the body to better absorb the oxygen and minerals from the water molecules.



## WAYS TO USE PI-WATER



Soak vegetables and fruits for 30 minutes to restore and extend freshness, reduce agricultural chemical residue, and reduce the sourness of fruits.



Speed up the softening of dry foods such as chick peas or dried mushrooms.



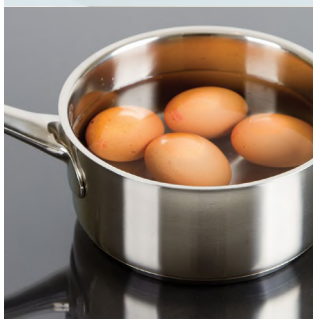
Pi-Water saves time and electricity as it boils 15% faster than regular water.



Wash noodles and rice for crisper and stringier noodles and softer, less starchy rice.



Life of cut-flowers extended by Pi-Water.



Boil eggs in Pi-Water to reduce leakage if broken and to make them easier to peel.



Use in coffee and tea to make the beverage richer and more aromatic.



Use in your home aquarium for a clearer, cleaner tank and healthier fish.

Make your home a Home**Pure** home

