



better water. pure and simple.®

The subject of the newsletter this month comes from a bottle water customer in Geneseo IL. Her question is: Can water have an effect on our skin? The answer is yes! It can be extremely annoying when dry skin does not seem to want to go away. Even more annoying is when you are unable to figure out why. Your skin just seems to be unable to retain moisture, even with the amount of pampering you do to it. You wash carefully, put on plenty of moisturizer, and it still feels tight, looks flaky, and refuses to be soft. So what's the deal?

Is there some hidden factor you are missing? It is very likely that you are. Many people take their shower, perform their usual facial routine, use their specific products, and never consider the single, largest thing they are constantly putting on their skin. Your water! A lot of people do not even know what type of water they have. Still others were not even aware they have a water type. However, most people do have a water type that they might want to know about. In your case of continuously dry skin, you definitely will want to find out.

There are, in fact, two different types of water: hard and soft. If you find your skin continues to be dry even after all the work you put into it, the problem may lie in the fact that you have hard water and it is helping to keep your skin dry. Not only will you be cleaning your tub more often and possibly dealing with clogs in your pipes, but you will also be left with dry skin and less inclined to be soft. Hard water makes it more difficult for substances to dissolve in it efficiently, such as soap. When you lather (which you may also realize is difficult to do) and then you rinse off, you may not be removing all the soap from your skin. This is through no fault of your own, but rather the inability of your water to wash all the soap from your skin. Soap that remains on your skin aids in drying it out, leaving you with flaky, itchy skin. Remaining soap can also aid in the clogging of pores, giving you dry skin and in a few cases extra skin irritation! Because both hard water deposits and cleaning products are left in your skin, it can also cause your skin to become more irritated and susceptible to damage, especially when it comes to facial skin and the fragile blood vessels beneath. Hard water can even cause your skin to become thinner and aggravate skin conditions, such as rosacea. Washing in hard water means, even with good products meant to help your dry skin, you still have to fight to get your skin in the condition you want it to be. In our area of the Midwest, we are in the heart of hard water. Obtaining a Water Conditioner will help you to avoid hard water, helping

you to have healthy skin. I hope I have answered your questions on dry skin.

February Specials

Purchase a Gold, Platinum, or Iron-Soft plus Softener and receive 1 year of free salt*.

Purchase an Advanced Aqua-Clear R/O Drinking water system and your first filter change is free.

Purchase a softener and an R/O Drinking Water System and receive 1 year of free salt*, and your first filter change at no charge.

Pay cash and receive 5% cash discount.

Rent any water treatment system and receive half off installation.

Receive 6 month's rent credit toward the purchase of any new Culligan Water treatment equipment.

Rent a dispenser and receive your first** 5 gallon bottle free, and receive one case of 10^{oz} bottle water free.

Any future articles of interest or questions please contact: jerryg@vettersculliganwater.com

Log on to our web site www.vettersculliganwater.com for information on specials that we run during the month that are not in the newsletter.

Have questions or comments? Please contact your local Vetter's office listed below:

- Culligan of Maquoketa 1-800-245-5107
- Culligan of the Quad Cities 1-800-383-6088
- Culligan of Washington 1-800-642-6344
- Culligan of Burlington 1-800-798-5741
- Culligan of Clinton 1-800-321-7638
- Culligan of Coralville 1-888-466-9335

*18 bag maximum for 1 year free salt and \$2.95 surcharge per salt delivery.

**1year contract 3bottle min. per delivery, new customers only, with approved credit at time of set up \$2.95 surcharge per delivery.