

LifeStraw® is an elegantly simple but technologically advanced innovation. The filtering tube measures about nine inches long and one inch in diameter, and weighs less than two ounces. It removes virtually all bacteria (99.9999 percent) and protozoa parasites (99.9 percent) that can contaminate water, and it reduces turbidity (muddiness) by filtering out particulate matter.

LifeStraw® has been designed to last. The filter is made of durable plastic, is chemical-free, and does not require electrical power, batteries or replacement parts; it is powered by user-generated suction. When used properly, each LifeStraw® will filter at least 1,000 liters (264 gallons) of water.

Anyone who can use a drinking straw can use a LifeStraw®; the user simply draws unfiltered water through the LifeStraw®, and blows air back through the straw to flush and clear it after drinking.

"Because LifeStraw® takes up virtually no space in a camper's backpack or a traveler's luggage, it offers easy access to safe drinking water when they're away from home," explained Paul Chen, North American regional director for Vestergaard Frandsen Inc., maker of LifeStraw®. "We also encourage families to consider including LifeStraw® in their disaster preparedness kits as safe drinking water can be hard to find in an emergency," he added. Disasters including earthquakes, hurricanes, tornados and floods often result in limited or compromised access to water systems. When water contaminated with bacteria or parasites is consumed, the outcome can range from gastrointestinal discomfort to serious diarrheal illness or even life-threatening disease.

Swiss-based Vestergaard Frandsen is a global leader in the development of disease control technologies. The company originally introduced LifeStraw® as an emergency response tool but also found practical applications for non-emergency needs in developing countries. In 2010, Vestergaard Frandsen distributed thousands of LifeStraw® personal water filters to victims of the Haiti earthquake and Pakistan floods. Rigorous laboratory testing of LifeStraw® conducted by the University of Arizona found that LifeStraw® performance exceeded U.S. EPA water filtration requirements for bacteria and parasites, including *Escherichia coli*, *Cryptosporidium*, and *Giardia lamblia*, and other waterborne pathogens.

LifeStraw® has received several accolades from media and the business community. In 2008, it won the Saatchi & Saatchi Award for "World Changing Ideas." *Time* named LifeStraw® the "Best Invention of 2005." *Esquire* called it "Innovation of the Year." *Forbes* praised LifeStraw® as "one of the ten things that will change the way we live."