

 aura

Cebilon



How much water in YOU?

Our body is 70% Water

Brain
74.5% water

Blood
83% water

Muscles
76% water

Liver
86% water

Heart
79% water

Kidneys
83% water

Lungs
80% water

Fat
20% water

Skin
70% water

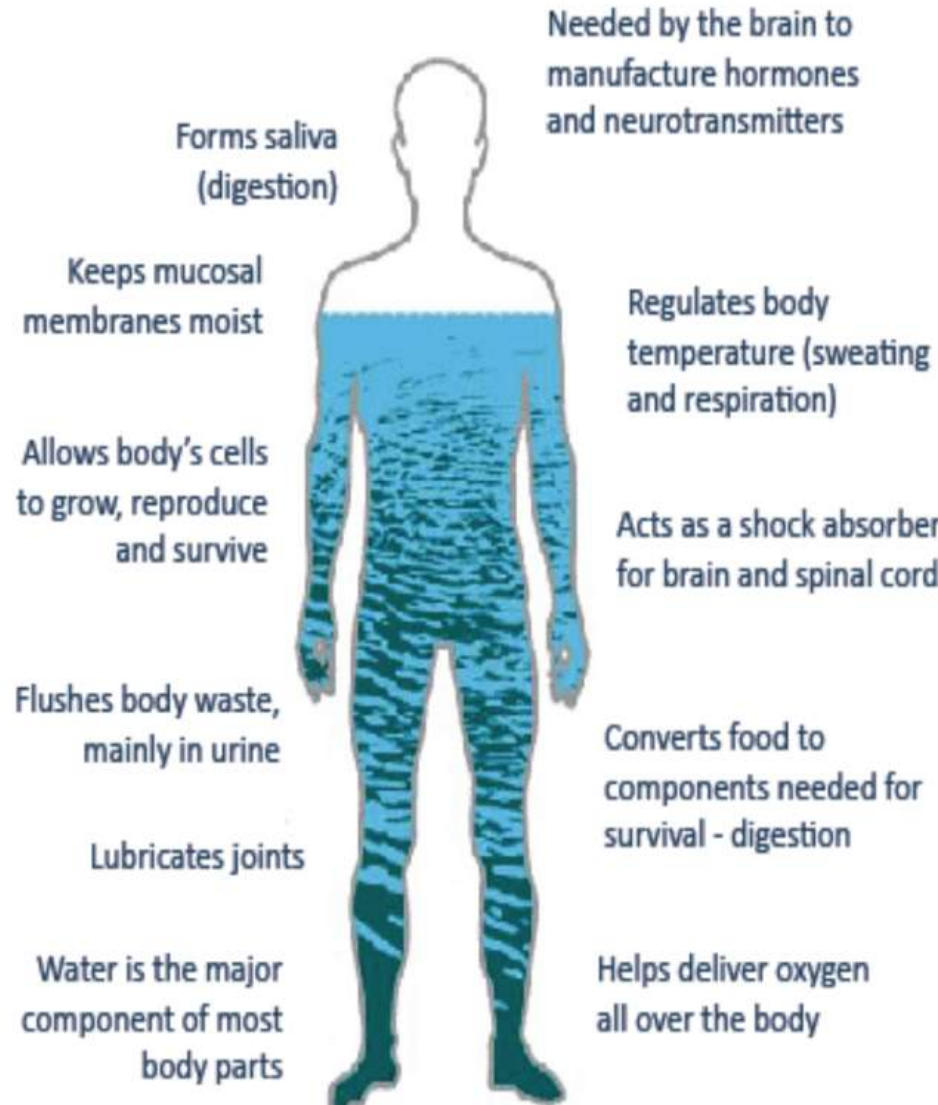
Bones
22% water

Joints
83% water

Connective Tissue
60% water



What Does Water do for You?



Needed by the brain to
manufacture hormones
and neurotransmitters

Forms saliva
(digestion)

Keeps mucosal
membranes moist

Allows body's cells
to grow, reproduce
and survive

Flushes body waste,
mainly in urine

Lubricates joints

Water is the major
component of most
body parts

Regulates body
temperature (sweating
and respiration)

Acts as a shock absorber
for brain and spinal cord

Converts food to
components needed for
survival - digestion

Helps deliver oxygen
all over the body

What do Aura Reverse Osmosis 99,9% filters out of your tap water?



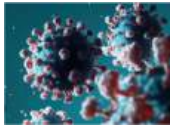
Dissolved Salts and Minerals:

RO systems are particularly effective at removing dissolved salts, which can contribute to hard water and a poor taste. [🔗](#)



Heavy Metals:

RO can effectively remove heavy metals like lead, mercury, and arsenic, which can be harmful to human health. [🔗](#)



Bacteria and Viruses:

RO systems can remove a high percentage of bacteria and viruses, helping to ensure the safety of drinking water. [🔗](#)



Pesticides and Herbicides:

RO can effectively remove pesticides and herbicides, which can contaminate water sources. [🔗](#)



Chlorine and Chloramines:

RO can remove chlorine and chloramines, which can affect the taste and odor of water. [🔗](#)



Other Contaminants:

RO systems can also remove other contaminants, such as fluoride, microplastics, and certain organic compounds. [🔗](#)

Hidden truth behind UK Tap Water

Definitely In Your Water

Chlorine

It can impart a strong chemical taste and smell, which can be unpleasant, particularly to those with sensitive palates.

Limescale

Limescale is the chalky deposit made up of calcium and magnesium carbonate.

1mm of scale will require “a 7% increase in energy input to the boiler”



Hidden truth behind UK Tap Water

Possibly in your water

Lead



5,7 million homes

Fluoride

Around 5.8 million people in England are supplied with artificially fluoridated water.

High levels of fluoride can lead to dental and skeletal fluorosis

Microplastics

72% of tap water samples contain microplastic in UK



Hidden truth behind UK Tap Water

Hopefully not in your water

Harmful Bacteria/Parasites

UK tap water found flukes, tapeworms, hookworms, ascis, pinworms, trichina worms, and filaria worms is 30-50 microns in diameter.

Synthetic Hormones and drugs

Commonly Detected:

Anticonvulsants (like carbamazepine), diabetes drugs (like metformin), antibiotics, antihistamines, and painkillers.

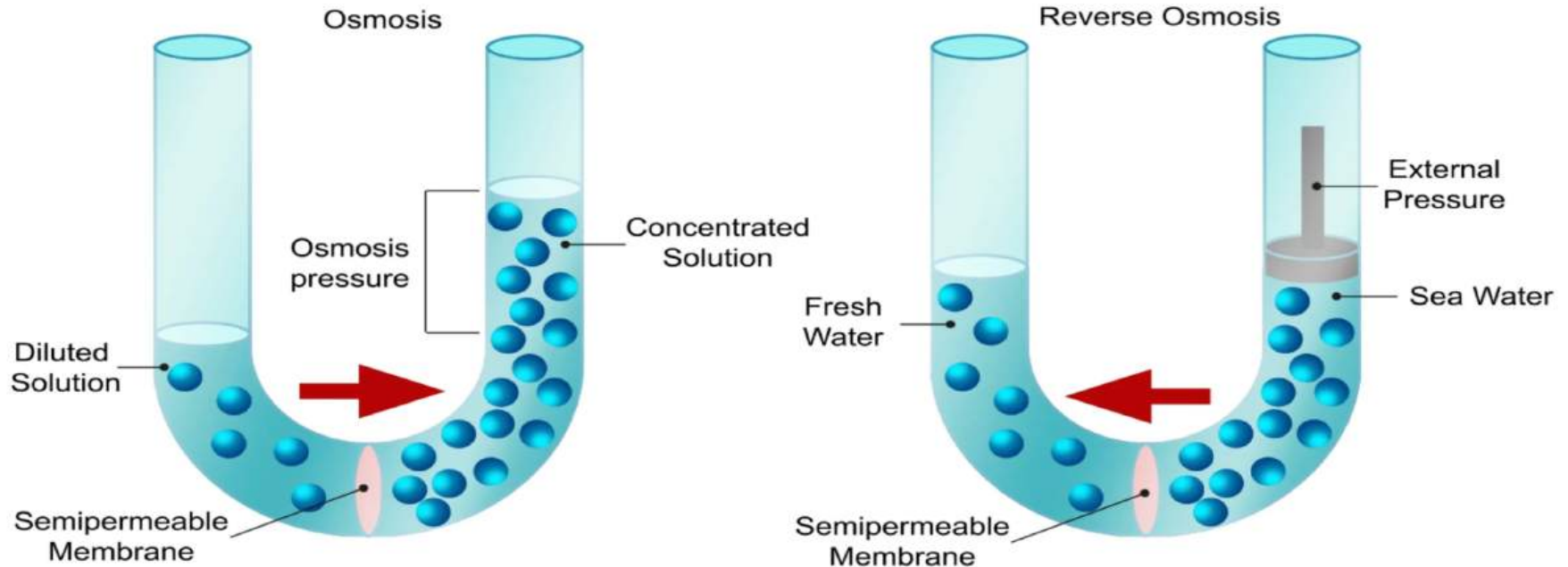
Other Examples:

Caffeine, hormones (like those in birth control pills), and even metabolites of cocaine have been detected in some water samples.



Reverse osmosis is an active method of purifying water. As the name implies, it is the opposite of the passive process of osmosis.

Osmosis & Reverse Osmosis



Osmosis vs. reverse osmosis

The Basic Principles of Reverse Osmosis

The basic principles of reverse osmosis involve the use of pressure to force water into a semipermeable membrane.

The filtration membrane does not allow molecules bigger than water molecules to pass through. This leaves behind salts, minerals, and other dissolved impurities.

As a result, the water that passes through the membrane is cleaner than the water fed into the system.

Cost saving Vs Bottled water

💧 Pure Water. Big Savings. Zero Hassle.

💰 Save Money



Just 24p/day – that's less than a bottle of water

Save up to £2,360/year vs. bottled water.

♻️ Protect the Planet

Save up to 2,920 plastic bottles per year

Bottled water wastes 17L for every 1L produced

Make a sustainable choice — effortlessly

🏠 Enjoy Unlimited Clean Water at Home

Pure, great-tasting water on tap 24/7

No more heavy bottles or store runs

Low-maintenance, high-convenience solution.

7,7 Billion Bottle in UK



LONDON WATER QUALITY

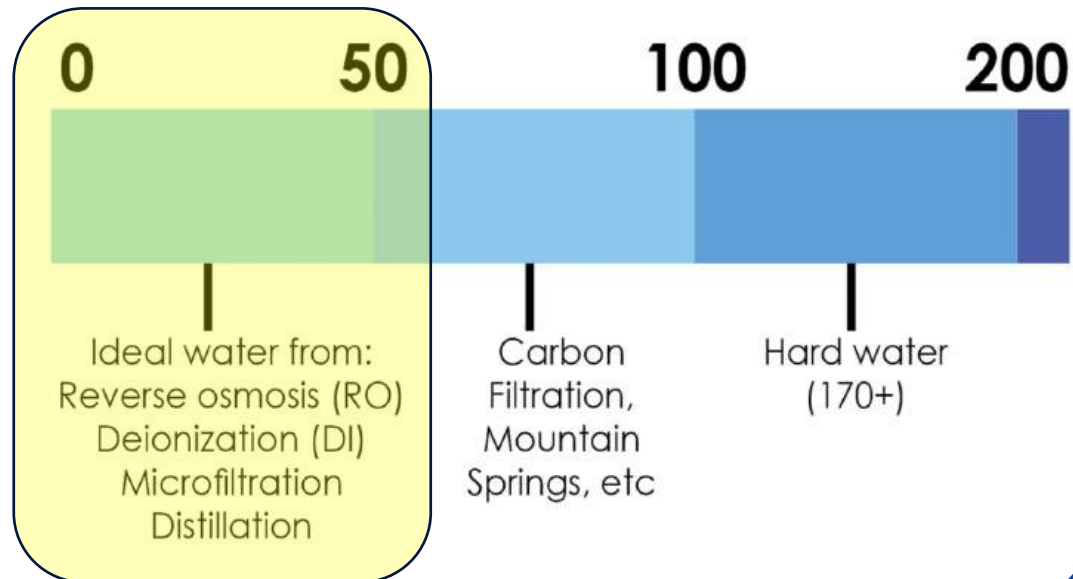
- **London Thames Tap Water TDS Levels well above 300ppm**

Total dissolved solids (TDS) is the amount of dissolved substances in water, including minerals, salts, metals, and other compounds.

The ten hardest water locations were as follows:

- **Epping** (CM16) – 370ppm
- **High Barnet** (EN5) – 347ppm
- **Holloway Road** (N7) – 338ppm
- **Cockfosters** (EN4) – 337ppm
- **Edgware** (HA8) – 335ppm
- **Arnos Grove** (N11) – 333ppm
- **Stanmore** (HA7) – 332ppm
- **Rickmansworth** (WD3) – 332ppm
- **Tottenham Hale** (N17) – 332ppm
- **Lancaster Gate** (W2) – 330ppm

TDS METER



WHY YOU SHOULD USE AURA WATER FILTERS

- Pure, Great Tasting Water

99,9% Removes contaminants, chemicals, and bad odours for clean and refreshing drinking water.

- Healthier for You & Your Family

Eliminates harmful substances like chlorine, heavy metals, and bacteria, ensuring safe hydration.

- NSF 58 certification

All individual 58 components are NSF certified which ensures no microplastic contamination occurs within the water filter system.

- Cost-Effective & Eco-Friendly

Reduces reliance on bottled water, saving money and minimising plastic waste.

- Advanced Filtration Technology

Utilises reverse osmosis and granular activated carbon for superior filtration performance.

- Easy to Maintain

Quick filter replacements with long-lasting durability.

- Versatile Installation

Suitable for homes, offices, and businesses, providing a convenient and reliable water solution.



TESTIMONIALS

aurawaterfilters.co.uk/testimonials/



Healthier and more convenient

We stopped buying bottled water thanks to Aura Silver. It's easy to use and the water tastes so much cleaner.

H.D London May 2025



Great upgrade for daily use

Since installing Aura Silver, our tap water tastes much better. It's a small change that made a big impact.

A.C London May 2025



Fresh taste, stylish fit

The Silver model fits neatly under our sink. Water tastes fresher and we're drinking more every day.

A.A London, May 25



Very professional and quality service

The demo was convincing and pressure-free. Installation was fast and professional—highly recommended.

M.T. London Apr 25



I drink with pleasure

Aura Pro has transformed our daily water use. It's clean, fresh, and ideal for drinking, cooking, and tea.

P.Z. Ipswich Apr 25



Tastes great

Water from the Aura Silver system tastes much better. We've noticeably increased our daily intake.

C.M. London Apr 25



Highly recommended

The in-home demo clearly showed the water quality difference. Great product, quiet operation, and no more chlorine taste.

B.E. London Apr 25



A great choice

The Aura Silver system blends seamlessly into our kitchen. Water tastes fresher, and we're drinking more of it daily.

H.C. London Apr 25



It's been a worthwhile investment for the whole family

After installing Aura Pro at home, I also got one for two family members. Excellent water quality and hassle-free setup each time.

O.Y. Ipswich Apr 25



Thank you very much

The representative explained everything clearly and answered all questions patiently. Tasting the filtered water made the decision easy

F.K. Ipswich Apr 25



Satisfied, great experience

The Aura Pro demo impressed me immediately. The system works smoothly and the water tastes significantly cleaner.

A.C. London Apr 25



I highly recommend it

The representative explained everything clearly and answered all questions patiently. Tasting the filtered water made the decision easy.

F.K. Ipswich



TAP WATER vs PLASTIC BOTTLED WATER Vs FILTERED WATER

