

----- Original Message -----

From: [Steve Coach](#)

To: [ChlorFree SMV](#)

Cc:

Sent: Tuesday, June 01, 2004 3:27 PM

Subject: RE: Re: Email from Stephen Verdon

Sent today to Michael and Linda Howard:

Tuesday, June 1, 2004

Hello Linda.

Nice to hear from you. I'm so glad you enjoyed the letter.

The way that ChlorFree (CF) does it, they make the capsules based on the volume of water you are wanting to treat.

In the case of my spa the amount of "internal" composite was based on the spa volume of about 300 gallons whereas in the case of our pool volume (about 16,000 gallons U.S.) the amount of "works" inside the capsules required us to use 2 capsules (just for the pool). The amount of contents inside the spa capsule was different than the contents of the pool capsules, so the cost was different. I have checked the current pricing and it seems in line with what we paid last year. I doubt that I could find the receipt now as so much has happened here around the house since we moved in in 2003, but there are no more helpful people than Stephen Verdon and Carmen Santos. I am certain that if you drop an email to Stephen and Carmen at CF (smv@chlorfree.net) they will help you to determine the volume of your pool and/or spa and let you know their recommendations and prices. Those people are huge on customer service and satisfaction.

I do know that when we ordered our first time last year, in our considerations the cost was only part of the picture. While we have saved more money in a year's time than the actual cost for the CF products, we have also enhanced our enjoyment, increased the healthfulness and quality of our water, and significantly reduced our maintenance factor. We also saved some money! Whatever we paid, it was well worth it. I'm sure you will come to feel the same way.

If you have any questions at all when you receive your ChlorFree products, please feel free to email me at any time. While I'm not affiliated with CF I will be glad to offer my personal help any way I can. More than likely though, the folks at CF will be as helpful (or more so) than I can be. I "bothered" them a lot during the months before I tried CF and they were always very courteous and responsive. Nevertheless my (email) door is open to you any time.

Drop me a line in a few months and let me know how you are enjoying the new product(s)!

Steve Coach

----- Original Message -----

From: [Steve Coach](#)

To: smv@chlorfree.net

Cc: steve@stevecoach.com

Sent: Monday, May 31, 2004 9:04 PM

Subject: FW: Re: Email from Stephen Verdon

-----Original Message-----

From: Steve Coach [mailto:steve@stevecoach.com]

Sent: Monday, May 31, 2004 8:03 PM

To: kent@chlorfree.ca
Subject: Re: Email from Stephen Verdon

Monday, May 31, 2004

Hello Kent.

I received an email from Stephen Verdon at ChlorFree that you may have an interest in my experience with the ChlorFree products. I tend to be a little long-winded, so find a comfortable chair and relax. By the time you reach the end of this email you'll know why I took the time to send it to you.

A little over a year ago my wife and I bought our first home. She was adamant about having a pool. Today the temperature at 2 P.M. was 92 degrees F (33.3 deg. C) in the shade and the pool was a warm 90 degrees (32.2 deg C). It is a good day for a pool!

As it was my first pool and I do all my own pool care I wanted to know the best ways available to minimize maintenance costs while maximizing water quality. I spent months talking to people and doing a lot of in-depth online research. One of the new things I ran across was ChlorFree. Being that I was in research mode and had never heard of ChlorFree before I decided to look into it.

At this point I must tell you that I had encountered a lot of things during this time of exploration. The gambit ran from flexible magnets wrapped around pipes to electronic "converters" that changed bulk rock salt into chlorine to non-chlorine chemicals such as bromine that replaced chlorine completely, etc., etc., etc. I think you get the picture.

So here was this guy claiming that he had a "battery" inside a plastic capsule that would reduce my chlorine by 90%. It was a big claim. I was skeptical. My wife was skeptical. The fact that he was operating out of Costa Rica did not inspire confidence. I imagined my money sprouting wings and flying away to Costa Rica never to be seen again. It was hard enough sometimes to resolve product problem issues here in the U.S. dealing with locals! Ultimately we decided to convert over to using "Baqacil," a bromine chemical that replaced chlorine.

It seemed like a perfect solution for us. I hated the idea of swimming in heavily carcinogenic water. Skin absorbs like a sponge. Not to mention that I have allergies, asthma, and sensitive eyes. I never liked the smell of chlorine, but the healthy-related issues were far more of a concern.

The woman who worked a part-time temporary job at our local pool supply store said that our pool care costs would be notably lower using Baquacil over chlorine. It looked like we were there. No chlorine, and lowered operating cost. After investigating the wherewithal's surrounding bromine we took the plunge (no pun intended).

When converting over to bromine you need to clear the chlorine from the pool. They have procedures and chemicals for that. We prepared the water in the pool. At first it seemed a little complicated. We would have to keep regular measurements of this and that and add this once a month, that every week, and this other thing whenever the testing indicated. But what the heck... We were no longer soaking up chlorine and we were saving money. I was smart enough to learn the new system.

After about 5 or 6 weeks we had followed every step to the letter, had effectively converted our pool to bromine and were swimming in entirely chlorine free water. There was only one problem. The chemicals they sold us were not as stable as the woman implied. We were having to add much more than she had explained. About 5 or 6 weeks into our newly brominated pool we were about \$200 (US) into the proposition, and the spending on chemicals didn't show any sign of slowing. Maybe it was possible that someone was having a less costly experience with bromine, but I had read all the information, was testing the water on schedule, and was doing everything recommended to keep my water within recommended parameters. Assessing the success of our bromine solution I decided we had not yet found the answer we were looking for.

I hadn't forgotten about ChlorFree. The idea had stuck in my mind. My reservations weren't about the product, per se, although product claims are often exaggerated. It was more about the proximity issue. I just hadn't dealt with anyone way off in Costa Rica before. I found it a little off-putting, but we were back at square one.

I remembered that the folks at ChlorFree had always been prompt and cordial when I had contacted them by email in the past. I already understood something about metallic colloids (I make my own colloidal silver solution at home) and ionization and believed that in theory their claims could very well be justified. I felt a little guilty for not having given the ChlorFree product a try in the first place and having spent so much money on our bromide lark. I talked it over with Erica, my wife, and we decided ChlorFree was worth a try.

Kent I have to tell you, after over a year of using ChlorFree (in our 300 gallon spa and in our 16,000 gallon pool) our maintenance factor and costs have dropped below our expectations. I'm not exaggerating. Of course it was important to give the new ChlorFree product a fair try, so I asked email questions and read everything about how to make the product most beneficial, such as slightly increasing chlorine for a few days after a heavy rain of adding water, etc. We keep our pool slightly acid (around 6.8) as recommended, and our chlorine is very low. Where we used to keep it up around 5, now we usually keep it between .5 and 1. Again, no exaggeration.

We had been adding a little of about 6 different chemicals to the spa to keep the water in order, and I was testing the water every few days. Now I test it every few weeks. It is very stable and I use maybe 2 chemicals a month (a trace of powdered chlorine and an anti-foaming agent).

Both the pool and the spa are a breeze to maintain. My neighbor had such a headache trying to keep up with his spa he gave up and drained it! Another neighbor across the street that I have talked to is very proud to have found their intelligent (and very expensive) salt-to-chlorine converter, so now they don't have to worry about handling chlorine! They just soak it up into their bodies from the pool. When their chlorine level drops they just throw in more salt. I guess the salt is safer to handle, and cheaper than chlorine, but they had to spend several thousand dollars on the unit, in addition to getting it installed into their pool system and the electricity it takes to run the "chlorinator." We have a "whole-house" water softening system. I was designed to use a rock salt brine tank for recharging the water softening resins in the resin tank. As salt is very damaging to the environment many states have outlawed the use of water softeners that use salt for environmental concerns. I learned a few years ago that potassium (the same stuff in bananas) in palletized form is a direct drop-in replacement for salt in water softener brine tanks. When we bought this house one of my first agenda items was to replace our salt with potassium. The water softener never worked better. I have high blood pressure, so the salt would have been a bad idea to begin with, but by drinking the recommended amount of water from a potassium system you get about as much potassium as eating one banana! And potassium is very cheap.

The biggest problem I had was with the chlorine. Our pool now takes very little upkeep. Our water never smells like chlorine. It is clean, clear, pure -- I believe it would pass drinking water standards (especially in Southern California). Both the spa and the pool are a pleasure to use. The water just plain feels good. It is almost like bathing in a warm fresh water spring -- it is that good.

I just went to our local pool supplier for the first time in so many months I can't remember when I had to go there. I didn't recognize any of the employees (I used to know them all). And the temporary lady that had me sold on bromine was no longer there.

With the warming weather I have had to add about six inches of water in the past few months and our pH was getting to high, so I opted for adding some acid. I use chlorine tabs (with trichlor chlorine buffer as recommended by ChlorFree) in our in-line chlorinator rather than using any liquid chlorine and we were (finally) all out. The in-line chlorinator has a numbered dial so we can adjust it higher or lower to suit our needs. Because I have recently added about 4 inches of new water I have it turned up to about 1.5. We run

the filter system about 5 hours a day, though with the warmer weather we will likely extend it. I'm sure the ChlorFree effect would be stronger if we ran the system longer now, but we just haven't needed to.

I can say without any hesitation that I would recommend ChlorFree to any friend or family member -- or anyone else for that matter. I tried it. It works. The people (Stephen and Carmen) have been terrific. Their customer care is beyond call. They are friendly and attentive. The ChlorFree product requires no electricity. It is non-toxic. I have lowered my chlorine use to remarkably low levels (not possible without ChlorFree). I am comfortable with my water, and my maintenance and costs are way down. What more could I ask for? I guess I could ask Stephen to fly up from Costa Rica and take care of my pool for me, but short of that I am very satisfied with the ChlorFree product.

As a footnote, I have been researching lately how to reduce nitrates in water to drinking water levels (for my large aquarium). During my search online (yesterday) I found a scientific paper that described how chlorine and bromine have contributed to the erosion of the stratospheric ozone layer. Yet another reason I feel good about having moved away from heavily chlorinated water.

That's about all I can think of. Please feel free to contact me by email if you have any questions. If I find anything that works better than ChlorFree I'll let you know, but frankly, I'm not looking!

Steve Coach,
Pool Owner

----- Original Message -----

From: "April Ellen Anderson" <polka.flowers@excite.com>
To: <customerservice@chlorfree.net>
Sent: Thursday, April 01, 2004 12:08 PM
Subject: Oh my, chlorine free water seems too good to be true.

Hello ChlorFree,

I just read your website and I am extremely interested in your product. I had my first asthma attack during a hot shower when I was young and I clearly remember the overwhelming smell in the water of chlorine while I was having the attack. I love to swim and I have always been fearful of the nasty chemicals in the water and how I start to get Asthma when I am near them. I would be ecstatic to know that I could swim again! My husband said he will buy a small above ground pool if I could find an inexpensive alternative to the chlorine and chemicals.

Thank you again,
April

----- Original Message -----

From: [Eduardo Acosta](#)
To: [SMV](#)
Sent: Wednesday, September 17, 2003 2:55 AM
Subject: Re: Magazine article

Don Stephen,

We are very happy with the results of your product. The pool is in a much better state. It's bluer and doesn't taste bad or burn your eyes or hair. The reduced costs are remarkable ! It is a huge improvement. All of the students and all of the staff are delighted. We are very happy.

I felt your comments and felicitations *deep* within the heart and soul . I Thank you for your Kind Donations to the scholarship program. I Thank you for the Children that benefit from your kindness. There are not enough words written that can express than sentiments of gratitude one needs to get across....Thank you for your time and energy and passion. God Bless you and Carmen and your whole Family.

Thanks again for all your faith and good will. Take Care.
Best Regards,
Eduardo R. Acosta
President of Las Nubes Elementary School.

----- Original Message -----

From: "Eduardo Acosta"
Date: Wed, 6 Aug 2003 04:54:30 -0600

Dear Sir,

It is my pleasure to be part of the select few that have the honor to enjoy the quality of the water of your product...ChlorFree. I take off my hat ! A superior job. The water is great ! Tastes better ...Looks better. I couldn't be happier. Thank you for you time and commitment. We are happy to have Carmen at the school. She is a good student. Thanks so much for all of your attention. God Bless. Take Care.

Best Regards,
Ed Acosta.

> ----- Original Message -----

> From: "Dimitri Kaasan"
> To: "SMV" <smv@chlorfree.net>
> Sent: Tuesday, September 16, 2003 7:03 PM
> Subject: Re: Magazine article

>

>

>> Hi Steve,

>> I'm a writer and avid swimmer. Not long ago I came across an article
>> about some of the adverse effects of chlorine. I did some research and
>> discovered it was all true, and that this was only the tip of the
>> iceberg. We have a two and a half-year old son and was appalled at what
>> we have been exposing him to by swimming in chlorinated pools.

>>

>> I'm pitching a story about chlorine's effects and its alternatives to a
>> number of national magazines, including parenting and health magazines.
>> Based on ChlorFree's website, it sounds like you have quite a bit of
>> momentum in getting a number of pools in Costa Rica de-chlorinated. What
>> can you share about yourself and your company that readers of
>> parenting and health magazines would like to know.

>>

>> All the Best,
>> Dimitri Kaasan

-----Original Message-----

From: Roadshow98@aol.com [mailto:Roadshow98@aol.com]

Sent: Thursday, April 03, 2003 11:03 AM

To: steve@stevecoach.com

Subject: Re: ChlorFree unit for Pools and Spas

Dear Steve,

Your letter to Carmen Santos with ChlorFree was forwarded to me for a response as to the dependability and quality of service the system gives. We have it installed on our swimming pool, hot tub, and also our drinking water system. We also have it in our home in Costa Rica, as well as the water system for our whole town there uses it. When we filled our pool, you could have actually drunk the water! Occasionally, there is a need for a tiny amount of chlorine, and you have to watch the pH level to keep it down, but other than that, it's the best (and definitely healthiest) systems we have ever seen. It is important, however, to replace it on a yearly basis. Over the year, and you can have problems, as with any system that is not properly taken care of.

Hope you enjoy it as we have,
Fred and Jane Frank

P.S. Bromine affects the body the same way chlorine does, so don't be fooled into thinking that you are operating in safety with bromine. We don't use any chlorine in our Jacuzzi.

----- Original Message -----

From: Jack Frew

To: LouDobbs@CNN.com

Sent: Thursday, June 26, 2003 7:54 AM

Subject: ChlorFree

Mr. Dobbs-

I wish to add my support to the product known as ChlorFree. I understand that the company has appealed to you for some recognition on your program in an effort to curtail unwarranted attacks upon the usage of the product by opponents of a simple solution to the use of unhealthy chlorine in various applications.

I am a home owner in Florida and previously dealt with the labor intensive and expensive "normal" method of keeping a clean swimming pool. Weekly trips to the supply store lugging containers of chlorine are now a thing of the past and my labor has been reduced to a fraction of what it had been. My family now enjoys chlorine-free swimming with no stinging eyes, no bleached out swim suits and no unhealthy chlorine to be absorbed through their skin.

My pool sparkles with renewed beauty and a little swallowed water is nearly as pure as that which I purify for drinking. If you own a pool, or a hot tub, I would heartily recommend you try ChlorFree for yourself and begin to understand the advantages in both enjoyment and safety. I will never buy chlorine again.

With all the health issues in this world that are so difficult to remedy, this simple little box is a step toward better health for anyone at an affordable price. Chlorine is a poison. It needs to be removed from any source which allows it to enter our bodies. It is a concern in our drinking water and a major reason the bottled water industry has exploded in the past few years. We absorb much more through our skin than through consumption.

Give this some thought please.

John Frew
Vero Beach, FL

----- Original Message -----

From: "Michael Strasmich"
To: <CustomerService@ChlorFree.net>
Sent: Tuesday, October 15, 2002 7:37 AM
Subject: Chlorfree - fax

Hello Stephen,

I had mentioned to you that I swim almost daily. Well I am now certain that my recent outbreak of Eczema is due to the chlorine in the pool where I swim. So I now have a very personal interest in seeing that the dangers of chlorine become more widely known, and especially the remedy...ChlorFree.

Michael

----- Original Message -----

From: [DAVID GESMONDI](#)
To: [ChlorFree](#)
Sent: Monday, July 29, 2002 5:24 AM
Subject: Re: Yet another question.....sorry

Hello Carmen,

Yes we received it around the time I sent you that last question regarding the leaf basket. We just let it sink to the bottom of the pool in the middle and swimming is creating a good water flow mixture. Once a day I'll wave it around underwater while mixing the pool water also. The water feels and smells great. I told my wife that it basically makes the pool smell like a really clean lake or something, she agrees. We followed the chlorine levels as indicated on the site, and right now we are keeping it at .5 . Ever since we put it in thought the ph and the alkalinity levels are right where they should be, so it must be working. The water doesn't seem to be much bluer but it is nice and clear.

Other than that we are telling people all about it and letting them use the hopefully that will lead to some more sales for you guys.

Thanks again
Dave

From: "Darlene Mitchell"
To: <CustomerService@ChlorFree.net>
Sent: Monday, May 17, 2004 7:56 PM
Subject: ChlorFree

Thank you so much for the information you have provided and I will familiarize myself with the instructions on your web site.

You asked what my deciding factor was in choosing ChlorFree and I would have to say you sold me on it.

I read all the information I could but I've battled my pool for years now, even to the point of just doing away with it, but your Emails put my mind at ease. I've used chlorine, Baquacil, Jacks magic, and a pool purifier to try and find a remedy for all the problems I would experience from time to time. This simply sounded too good to be true. I was reluctant and frankly didn't have the money to waste on anymore products that wouldn't work. You seem to be honest and concerned about solutions for problem water. I am willing to try.

I'll have to say, most people will be skeptical about it. I know quite a few people with pools, and I will definitely pass on the information about your product, as I learn and work my way through this year trying ChlorFree.

Have a great evening and for the first time I feel good about opening my pool.
Darlene

----- Original Message -----

From: "Jane Frank"

To: <editor@amcostarica.com>

Sent: Wednesday, October 23, 2002 1:03 PM

Subject: Chlor Free is AOK by us!

Dear Editor,

Just wanted to send you a note to tell you if you are thinking of using the ChlorFree system on your pool or drinking water, it really works! We have a home in Flamingo, and both the water system for the town, and our pool system is on ChlorFree. My husband had cancer seven years ago, and he was told by the Veteran's Hospital research people to stay away from chlorine. We have a house in Florida with a pool we used to have to use another chemical to avoid chlorine. When we built our pool in Flamingo, we could not find that product in Costa Rica, and were really afraid of what we should do; then we found Steve Verdon just in the nick of time and have used the ChlorFree system from the beginning. It's incredible, and the amount of chlorine that we use is minute. It doesn't even register on our test kit. Our pool is beautiful and clean. The ironic thing is that our town's water system is also treated this way, so when we first filled the pool it was filled with water that tested better than bottled water.

Many people who survive on chlorine-based business have tried to malign Steve's ChlorFree system. I don't know anyone yet who has been unhappy with the system, except for the unfortunate people who have been sabotaged by pool companies trying to drive him out of business.

We went on vacation recently down to the Barcelo Tabor Hotel and I was thinking, "this is great, but too bad we can't swim in the pool!" Then I looked over in the pool's water return and saw the little round system - actually it is a huge meandering pool, and they have many. The water was wonderful, and we were so relieved that we could fully enjoy the facilities!

So, if you have any questions, just give us a shout, and we'll be glad to help anyway we can. Know the Dangers of chlorine:

4optimallife.com/Dangers-Of-Chlorine-To-Your-Health.htm

curezone.com/art/read.asp?ID=21&db=3&C0=13&C1=1&C2=13&w=

vpig.org/campaigns/environmentalHealth/chlorine.htm

All the best,
Jane (and Fred) Frank
Playa Flamingo

-----Original Message-----

From: Roads@aol.com

Sent: Thursday, April 03, 2003 11:03 AM

To: steve@steve.com

Subject: Re: ChlorFree unit for Pools and Spas

Dear Steve,

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P.S. Bromine affects the body the same way chlorine does, so don't be fooled into thinking that you are operating in safety with bromine. We don't use any chlorine in our Jacuzzi.
