

## **5 Messages Highlighting Collective Efficacy**

These emphasize the effectiveness of the recommended action (e.g., using a pitcher filter):

1. Top-rated NSF/ANSI 53 and NSF/ANSI 58 pitcher filters can remove nearly 100% of PFAS, making your water significantly safer.
2. Scientific testing confirms that certified NSF/ANSI 53 and NSF/ANSI 58 filters effectively reduce PFAS from drinking water.
3. Using a NSF/ANSI 53 or NSF/ANSI 58 pitcher filter is a proven way to reduce PFAS exposure and protect your health.
4. Using a certified PFAS filter (NSF/ANSI 53 or NSF/ANSI 58) has been shown to significantly reduce the amount of PFAS in household drinking water, helping to lower long-term exposure risks.
5. Pitcher filters are not just convenient; NSF/ANSI 53 and NSF/ANSI 58 water pitcher filters scientifically validated to reduce PFAS exposure.