

# Save Water by taking a Powerful Shower (Yes really)

Submitted by: Daisy Green Magazine Ltd

Wednesday, 14 March 2012

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In February of this year, the Department for Environment, Food and Rural Affairs (DEFRA) announced that much of the Southern and Eastern regions of England are officially in a state of drought (<http://www.pulseecoshower.com>). In fact the groundwater (<http://www.pulseecoshower.com>) levels in some areas within south-east England are already lower than in the infamously dry summer of 1976.

Seven water companies covering the South and East have already stated they intend to implement hosepipe bans effective from April, Thames Water's Sustainability Director Richard Aylard said:

"There is a high chance we will need to impose restrictions at some stage this summer unless either we get a lot of rain or fantastic co-operation from customers using less water."

He urged people to turn off taps while cleaning their teeth, take shorter showers, fix leaks and only wash laundry with a full load.

The Environment Agency has warned that the drought could spread as far north as East Yorkshire and as far west and the Hampshire/Wiltshire border if the dry conditions continue through the spring.

Pulse Eco Shower is one small change that every household could make to help save this precious resource.

Fitting a Pulse Eco Shower (<http://www.pulseecoshower.com>) head to your existing system will ensure a powerful flow whilst using only 40-60% of the volume of water of a traditional shower head.

The technology is simple. The shower head emits pulsing water from one central chamber 30 to 40 times each second, creating tiny gaps between droplets. Thanks to the high frequency of the pulse, it is undetectable, which means the main difference between Pulse Eco and a more traditional shower head from the user's perspective will be the dramatic reduction in water consumption and energy bills.

Saving water doesn't mean poor performance. The adjustable spray pattern provides a choice of four showering options: soft large drops, rainfall, an invigorating sports jet or a soothing massage jet.

A healthier, more hygienic shower.

Pure Pulse offers a revolutionary lifetime guarantee against limescale clogging.

The shower head was put to the test in an independent case study at the Questor Research Centre (Queen's University, Belfast). Following an 8-week trial in a hard water area, the researchers found that the leading market competitor with a traditional spray plate design had 238 times more limescale and 13.5 times more bacteria on their shower head.

Dr Elaine Groom, the General Manager at Questor said,

"...our results suggest that Pure Pulse technology has significant hygiene advantages in comparison to shower heads using traditional spray plate delivery systems."

The sleek design of the shower head ensures a touch of elegance in any bath or shower room. The model is approved by the Water Regulation Advisory Scheme (WRAS) and comes with a 2 year manufacturer's warranty.

This award-winning system was voted the "Most Innovative Water Saving Product" by Green Hospitality and was recommended as "the most versatile and adjustable shower head we have tested" by ethical online women's magazine Daisy Green Magazine (<http://www.daisygreenmagazine.co.uk>)

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Please visit Pulse Eco Shower (<http://www.pulseecoshower.com>) for more information.