

Introducing Mineraluxe...

Simpler. Healthier. More Luxurious.

Zero effort. Next level results give you more time to spend on what matters.

More natural, less synthetic chemistries in this system make it a healthier way to care for your pool.

Built-in moisturizers make your pool water feel softer, more comfortable. Water comfort is redefined.

Is Mineraluxe Worth It?

Without a doubt. The Mineraluxe Pool Care System allows you to make time for what really matters. It maximizes your 'swimmable' days and transforms your pool into the ultimate backyard vacation spot.

With Mineraluxe, you can have it all; the comfort of a salt water pool with zero effort and additional equipment expense. And, Mineraluxe helps you to take some of the cost out of pool ownership by dramatically reducing the amount of sanitizer you'll need to use.

And best of all, the Mineraluxe System and its unique benefits are available to a typical pool owner for less than the cost of a daily large coffee!

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Your Mineraluxe Retailer:

Backyard Brands, Inc.
401 S. Enterprise Blvd.
Lebanon, IN 46052
1.866.875.0012

POOL CARE HAS
NEVER BEEN
EASIER.

INTRODUCING
MINERALUXE
POOL CARE

minēraluxe™

ADVANCED POOL WATER CARE



Allow us to get a little techie!
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The Science Behind Mineraluxe:

The **Mineraluxe Pool Care System** works off the concept of Fusion Science. At the heart of the system are **Mineraluxe Advance Sticks**. This all-natural mineral formulation has a tremendous ability to fuse with waste. Ok, that's cool but what does that even mean? Once a swimmer gets in the pool, dead skin, oils, greases, personal care products, etc. are released into the water. Components in **Mineraluxe** will fuse with this waste and agglomerate it into larger masses for the filter to remove. It's why the water and the surfaces stay so squeaky clean!

But that's not all! Another important technological breakthrough with **Mineraluxe** is that it actually creates surfaces that become non-stick. Almost everything that has ever been developed or used in water treatment has been cationic. Not any more! By creating an anionic-charged surface, nothing sticks. And if there was something on there already, **Mineraluxe** will act like a big spatula, working its way underneath and flipping it off. And that's important because a lot of things want to stick to surfaces and when they do, they can create huge issues for pool owners. When we stop things from sticking, we have cleaner surfaces and less issues overall.

FUSIONSCIENCE

WHERE SCIENCE MEETS NATURE



Here's How Easy It Is!

Step 1: Mineraluxe Advance Sticks

Prevents biofilm, scale and other deposits from adhering to surfaces – greatly reduced risk of frustrating problems (i.e. algae, stains etc).

Less is more. Eliminates the need for several traditional pool maintenance products, such as algicides, enzymes cleaners, clarifiers, stain and scale control products and water softeners.

Specially formulated with a skin lubricant that will enhance the softness and silkiness of your water... everything you and your family deserve!!!



Step 2: Mineraluxe Oxygen Plus

Eliminates wastes just like nature does and keeps your pool water sparkling clean.

Formulated with next generation clarifiers and water enhancers.

Swim just 15 minutes after applying.

Step 3: Use the EPA approved sanitizer of your choice

The **Mineraluxe Pool Care System** is the perfect add-on to any EPA registered sanitizer. Whether you prefer bromine or chlorine; the choice is yours!

Important Note!

The **Mineraluxe Pool Care System** reduces the amount of chlorine required to maintain 1 – 3 ppm so reduce the quantity of sanitizer being employed accordingly. Check using your test kit or strips!

Does the Mineraluxe System really help reduce chlorine consumption?

The short answer is yup! The principals of fusion science significantly reduce sanitizer demand. When the unique elements in Advance Sticks 'fuse' to waste, allowing it to be filtered out, the result is less 'matter' that needs to be oxidized. And typically, the majority of sanitizer consumption is spent on oxidation, as opposed to killing microorganisms. The elimination and prevention of biofilm also reduces sanitizer demand. Biofilm mass can grow to a considerable extent in swimming pools, leading to significant sanitizer consumption through oxidative and sanitation efforts. Just because you don't see it, doesn't mean it's not there!

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ADVANCED POOL WATER CARE